



# Newsletter Email Templates

4 starter newsletter templates, plus dozens of theme ideas for newsletters sent on any schedule



# Provide your audience with valuable newsletter content (and entertain a little along the way)

A quality newsletter can become a regular contact point for a large portion of your audience, it can surprise you by generating new leads, and it can move prospects deeper into the customer journey.

It's all about providing immediate value and quality material. Make your customer feel like they're better off when they hear from you—that's how you strengthen your relationship with those thinking about doing business with you and those who may be in a position to give you their business again.

**A well executed newsletter can be a versatile multi-tool for your business.**

**They can:**

- Let people know when something new or big happens with your business
- Display thought leadership through your knowledge of your industry
- Share helpful content of yours that people may have missed
- Generate new leads as the content is shared with others
- Provide updates about existing products or services you offer
- Increase traffic to your website, blog, and various social channels

Now that we've sold you on the power of the newsletter, let's get to the good stuff. In this helpful guide, we're going to share:

[1. The Anatomy of a Newsletter](#)

[2. Common Newsletter Templates](#)

[3. Newsletter Themes & More](#)

# The Anatomy of a Newsletter

We'll be the first to say that you should be creative with your newsletter. Try some things. Experiment and refine. Make the voice friendly, a little funny, or entertaining in some way. Break out of the mold a bit and provide a customer experience that can only come from you and your brand. The best thing you can do is give your audience some of what they would expect and some surprises and delights too.

That said, there are some common elements that we believe are worthy of consideration for your final newsletter design. Why? Because they're proven to work.

Below, you'll find the ones we think are vital, the reasons why we suggest them, and examples of how we use them in Keap's very own newsletter.

# The Masthead

## WHY IS IT IMPORTANT?

This will be the one element that's consistent from issue to issue, making it the place to establish your company's branding and to name your newsletter, if you so choose.

*Example from Keap:*



# The Introduction

## WHY IS IT IMPORTANT?

It sets expectations for your audience, providing them with an overview of what they will experience with this particular newsletter.

*Example from Keap:*

This is the time of year for fresh starts and new beginnings, so what better time to talk about your company's branding? Your goals for 2022 should be big, so we suggest giving your identity and branded content a second look. This edition was curated to help.

The lineup:

- Keap's deep dive into branding
- Making branded content that draws audiences in
- The importance of personal branding

Let the branding begin!


# The Body Content

## WHY IS IT IMPORTANT?

This is where all the magic happens. Whether you choose to share blog content, product information, industry happenings, or a mishmash of everything, it's important to provide bite-sized blurbs that allow your reader to understand what they'd be clicking into. We suggest having at least three offerings in every newsletter.

*Example from Keap:*

WHAT'S POPULAR




13 min read

### A Keap Guide to Branding

How do the experts **define branding**? What does it do for your business—and your customers? What are some **branding tips** for small businesses?

[Learn the branding basics →](#)




6 min read

### 5 Cool Tips to Make Branded Content More Engaging

**It all comes down to what your audience wants.** The best way to create content with some cool factor and stickiness is to start with...

[Create cooler content →](#)



6 min read

### Why Your Personal Brand Matters to Your Small Business

The thought of becoming an influencer or a circuit speaker may be of no interest to you. But as an entrepreneur...

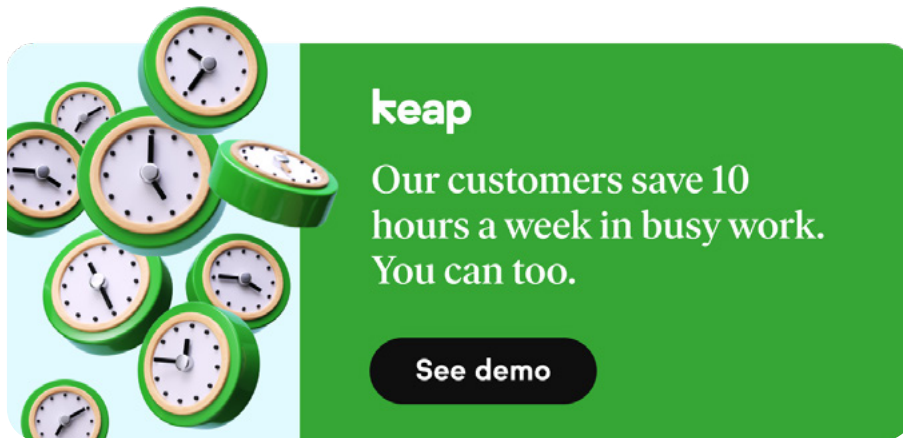
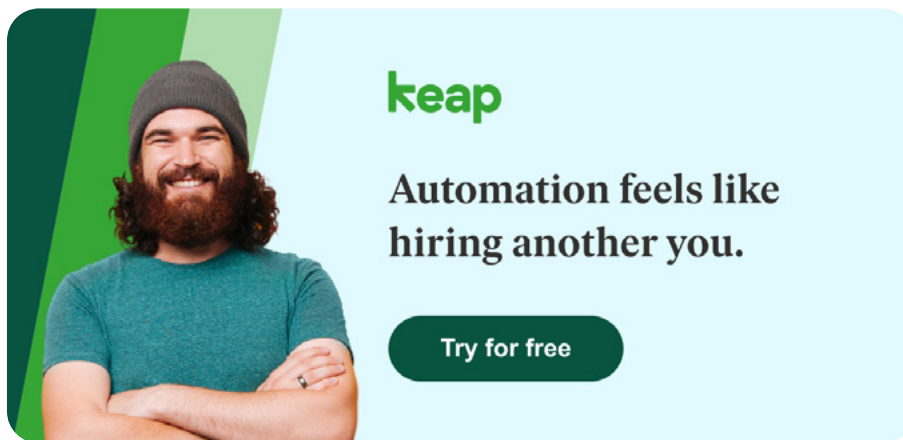
[Explore personal branding →](#)

# The CTA (Call to Action)

## WHY IS IT IMPORTANT?

As you may have noticed, Keap chooses to provide CTAs that link to the deeper content within every section. This is a good idea for your newsletter too. However, the main CTA should send your audience to either your website or the starting point in your sales process (Keap links to our 14-day free trial with a banner execution near the bottom).

*Examples from Keap:*



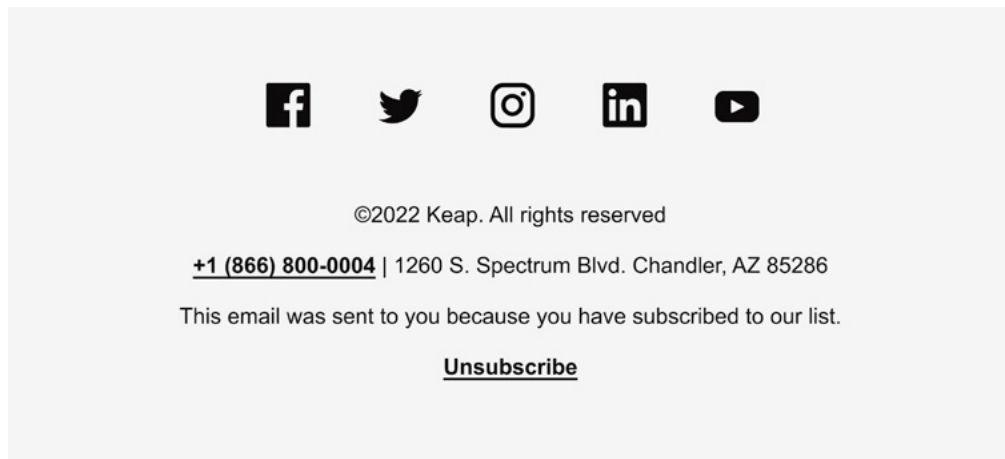
# The Social Links & Unsubscribe Options

## WHY IS IT IMPORTANT?

Providing links to your company's social profiles is a way to encourage deeper, ongoing relationships with your customers. General best practice is to just share the icons of the social platforms your company calls home, but some designs also include social feeds with images from the accounts.

For the unsubscribe option, most email platforms are required to enforce anti-spam rules, including the U.S. CAN-SPAM ACT. This means an unsubscribe link should be shared in each issue, which is usually located in small type at the bottom of the email.

*Example from Keap:*



# Common Newsletter Templates

## 01 Curated

Visual Example: [Really Good Emails](#)

Simply put, a curated newsletter aggregates content around a specific subject and shares it all in one, convenient place. This can take the form of an industry roundup, requiring you to sift through news and content to determine the content pieces of interest to your audiences. If you have an established blog with a bank of valuable content, you may also want to consider peppering in some of your own content. This newsletter structure is one of the most popular and prominent today, spanning verticals from real estate to insurance to marketing consultants and agencies.

TO


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CC

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Newsletter Name: Tease the issue focus here

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[Masthead] Your Clever Newsletter Name Here

[Intro] Hello, loyal readers of your newsletter! This is the section where we dive into the subject of this newsletter issue, covering a few light details. You can choose to outline the specific stories or videos being shared, but it's not necessary.

[Hero Image]

[Hero Story] This is the amazing, attention-grabbing story or blog post you want to highlight above all others. With this copy, you want to tee up the information without giving everything away.

[Story Image]

[Second story] This is another story or video link you're sharing on the subject. It's best to choose a subject that elaborates on the theme or takes a slightly different angle on it.

[Story Image]

[Third story] This is another story or video link you're sharing on the subject. It's best to choose a subject that elaborates on the theme or takes a slightly different angle on it.

[Story Image]

[Fourth story] This is another story or video link you're sharing on the subject. It's best to choose a subject that elaborates on the theme or takes a slightly different angle on it.

[CTA Image]

[CTA Section] Make it short, clear, and to the point.

[Social Icon Links, Unsubscribe Link]

## 02 Letter from the Editor

Visual Example: [Really Good Emails](#)

This approach presents itself as a letter from a person within your company, written in the same casual, friendly style that you'd expect from a trusted acquaintance or colleague. While it may seem appropriate to get a little more wordy with this structure, please keep your audiences' inboxes in mind. They have a lot to read. Keeping it punchy, skimmable, and entertaining is still the order of the day.

**Note:** This is a structure to consider when premiering your newsletter.

TO


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CC

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A quick note from you on some happenings

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[Masthead] Your Clever Newsletter Name Here

[Letter Copy] Greetings and salutations,


This is the opening of your letter section. In short order, you want to introduce the point of why you're writing and get into some further detail. Remember to keep it light and casual. If you employ language that is too formal, it won't sound like it's coming from a person.

If you have some important news to share, this would be a great place to do that. A good note is to also provide clickable links in the copy if at all possible.

With that, you'll want to close out the letter in a nice way. If you have an offer to share, this would be a great place to do that. If you want to remind them of something you shared before, this is the appropriate spot for that too.

Include a CTA with one last statement if you can.

Sincerely,



Your Name Here

[Social Icon Links, Unsubscribe Link]

## 03 Blog Roundup

Visual Example: [Really Good Emails](#)

Much like the Curated example, the Blog Roundup Newsletter also collects valuable content and information for your audiences, usually focused on timeliness or a specific theme (sometimes both!). The difference is that you're sharing your company's content alone, whether blog posts, video offerings, product highlights, and more. As a side note, we take this approach with Keap's newsletter, sharing our blog, podcast, and webinar content in almost all cases.

TO


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CC

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Share the newsletter theme being covered

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[Masthead] Your Clever Newsletter Name Here

[Intro] Hello, loyal readers of your newsletter! Introduce your main subject or theme here, but also get into your personal take. Since this structure shares only your content, it's important to provide a strong perspective as well.

[Story Image]

[First Story] Since this is the first story shared, it is also the most important. Make sure it's the most comprehensive look at the subject you've introduced and preview what will be shared.

[Story Image]

[Second story] This is another blog or video link you're sharing on the subject. It's best to choose a subject that elaborates on the theme or deepens the conversation.

[Story Image]

[Third story] This is another blog or video link you're sharing on the subject. It's best to choose a subject that elaborates on the theme or deepens the conversation.

[Product Image]

[Product Spotlight] This is another story or video link about a product relevant to the subject. You may want to outline how it helps in a direct way.

[CTA Image]

[CTA Section] Make it short, clear, and to the point.

[Social Icon Links, Unsubscribe Link]

## 04 Product or Service

Visual Example: [Really Good Emails](#)

Let's be honest. This newsletter approach is a glorious mashup of a newsletter and an advertisement. Within, you still need to provide your audience with valuable content, but you also want to place a powerful emphasis on the product or service you are introducing. The best versions look at the offerings from a variety of angles. While new offerings are ideal for this structure, existing products or services can also have their moment in the spotlight.

TO


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CC

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Share the newsletter theme being covered

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[Masthead] A product- or service-focused headline here (but still branded)

[Hero Product Introduction] Introducing the brand new product or service you're excited to share. Provide a quick sentence or two explanation with an immediate CTA that leads to an explanation of notable features (a clickable button is a good idea here too).

[Story or Video Image]

[Elaboration Story] This is a great opportunity to share the impetus behind the product or service with a deeper explanation of its applicability to your audience.

[Testimonial Image]

[Testimonial Video or Story] This is a great chance to share either a testimonial video or story from a customer (existing product) or a hype story that includes customer feedback statements that prompted you to offer it (new product).

[Story Image]

[Secondary product story] This is another story or video link for a product or service that relates to the main offering. Think of it as a chance to upsell or bundle a few products or services together.

[Social Icon Links, Unsubscribe Link]

# Newsletter Themes & More

## 1 Monthly & Seasonal

Choosing a monthly or seasonal newsletter theme gives you an advantage: You can use seasonality and a variety of holidays to create and share compelling content. The time of year is something everyone in your audience has in common, and it allows you to add some humanity to your brand.

### JANUARY

**New Year's Resolutions, Goal Setting, Fresh Starts**

#### January Awareness

- blood donorship
- human trafficking
- mentoring

#### Obscure Holidays

- National Compliment Day
- Backward Day

### FEBRUARY

**Romance and Valentine's Day, Loving Your Customers, Celebrating Black History Month**

#### February Awareness

- Black history
- cancer awareness
- hearth health

#### Obscure Holidays

- Groundhog Day
- Random Acts of Kindness Day

### MARCH

**All Things Green and Irish (St. Patrick's Day) Toasting Your Clients, Sports Themes (March Madness & MLB Opening Day)**

#### March Awareness

- women's history
- reading awareness
- nutrition

#### Obscure Holidays

- Pi Day
- Mom & Pop Business Owner Day

### APRIL

**Environmental Issues and Earth Day, All Things Taxes, Springtime Pastels**

#### April Awareness

- financial literacy
- conservation
- autism

#### Obscure Holidays

- High Five Day
- April Fool's Day pranks

## MAY

Honoring Memorial Day, Celebrating Mothers, Cinco de Mayo

### May Awareness

- small business
- women's health
- mental health awareness

### Obscure Holidays

- Geek Pride Day
- Teacher Appreciation Day

## JUNE

Start of Summer, Vacation Plans, Celebrating Fathers

### June Awareness

- LGBTQIA
- safety awareness
- men's health

### Obscure Holidays

- Flip a Coin Day
- Donut Day

## JULY

Independence Day, Hot Weather, Grilling and Swimming

### July Awareness

- independent retailers
- purposeful parenting
- UV safety

### Obscure Holidays

- Get to Know Your Customers Day
- Ice Cream Day

## AUGUST

Back to School, End of Summer, Start of New Routines

### August Awareness

- wellness
- black businesses
- international peace

### Obscure Holidays

- Relaxation Day
- Dollar Day

## SEPTEMBER

Labor Day, Start of Fall, National Reading Day

### September Awareness

- safety
- self improvement
- life insurance

### Obscure Holidays

- Boss Day
- National Day of Encouragement

## OCTOBER

Halloween and Spooky Themes, Enjoying Autumn, Holidays Around the Corner

### October Awareness

- fire prevention
- anti-bullying
- financial planning

### Obscure Holidays

- Treat Yo' Self Day
- Do Something Nice Day

## NOVEMBER

Thanksgiving, Black Friday/Cyber Monday, Small Business Saturday

### November Awareness

- entrepreneurship
- military families
- healthy lifestyles

### Obscure Holidays

- World Kindness Day
- Stress Awareness Day

## DECEMBER

Holiday Fun and Magic, Giving Back, Looking Back on the Year

### December Awareness

- business plans
- human rights
- seasonal depression

### Obscure Holidays

- Re-gifting Day
- Bacon Day

## 2 Quarterly

By choosing to send your newsletter less frequently, you're giving yourself the opportunity to provide a content-rich lineup with every issue. The very nature of a quarterly offering also lends itself to business, finance, and industry-specific themes quite naturally. Just don't forget to show your brand culture and humanity as well.

### Q1

#### JANUARY, FEBRUARY, MARCH

- Sharing Your Business Goals for the Year
- Sneak Peeks into the Coming Year
- Inspirational Quotes and Stories to Kick Off a New Calendar

### Q2

#### APRIL, MAY, JUNE

- Inside Look at Your Office Facility, or a Process
- Spring Events of Note
- Employee and/or Customer Perks

### Q3

#### JULY, AUGUST, SEPTEMBER

- Work-Life Balance
- Fall Events of Note
- Educating Customers on Product, Process, or Issues

### Q4

#### OCTOBER, NOVEMBER, DECEMBER

- Year in Review
- Finishing Q4 Strong
- Highlighting Causes Important to Your Company

## Business Ideas Applicable to Any and Every Quarter

- New Product or Features Releases
- Employee Spotlights
- Customer Testimonials
- Job Postings
- Frequently (and Recently) Asked Questions
- Expert and Partner Interviews
- Surveys and Polls
- Fun Quizzes

### 3 Sales and Promotions

There are countless ways to discount or introduce special deals on your products and services. General sales are one, new product releases are another, and seasonal promotions are popular. The key is to offer occasional discounts in a way that reflects your business model, because the more you offer, the more your audience will wait for deals to purchase.

#### TYPES

- New Product or Service Deals
- Coupon Codes
- Evergreen Offers
- Limited-Time Offers
- Countdown Offers
- Gift Guides
- Refer-a-Friend Discounts
- Loyalty Discounts
- Rewards Programs
- Collaboration Special Offers
- Bundled Prices Discounts and Offerings
- First Responder, Teacher, and Student Discounts
- Company Birthday or Founders Day Offers

#### POPULAR TIME PERIODS FOR PROMOTIONS

- Beginning of the Year
- Valentine's Day
- Memorial Day
- Start of Summer
- Independence Day
- Back to School
- Labor Day
- Black November
- Black Friday
- Small Business Saturday
- Cyber Monday
- Cyber Week
- Free Shipping Day
- Super Saturday
- Boxing Day

## 4 Checklist for Your First Newsletter, Ever

We get it. Your first newsletter should be special—it should make a splash. In this document, we've shared a variety of designs, structures, and approaches that you can choose for your maiden newsletter voyage. What this list does is provide an important list of boxes you should check before hitting the launch button.

Dial in your Send-From Address (and keep it from looking spammy)

Master your Subject Line Game (and try the [Keap Email Subject Line Generator](#))

Choose your main design layout (and some “special issue” ones too)

Add tasteful branding to your newsletter (and some fun graphic elements)

Keep it visual at all times (but avoid things that look like stock imagery)

Write with a relatable voice (and avoid too much jargon)

Determine what your Calls to Action will be (again, experiment to find the best)

Wrap it all up with a nice footer (with social icons, website link, and unsubscribe)

# Conclusion

A good newsletter is one sent out regularly with no noticeable typos, errors, or graphic issues. But a great newsletter:

- Provides lasting value to your audiences through great content
- Displays your company's thought leadership in your area of expertise
- Reinforces your mission, vision, values, and branding in clear ways
- Boosts your company's performance online presence
- Drives sales, thanks to all of the above.

Aim for great. While it may take some time to get there, setting a high bar for quality will serve you well in the long run.

Now, start adding these templates and theme ideas to your "to do" lists, eventually creating a newsletter content plan of your own. While these templates and themes will help with open rates and engagement right away, learning your audiences' preferences through trial and error will be the bigger win.

## Extra Resources

### [Keap Sales & Marketing Automation Software](#)

Download newsletter templates and content tailored specifically to entrepreneurs. The free trial is absolutely free for 14 days with no credit card needed.

### [Play Blueprint: Email Newsletter Broadcast](#)

In just 15-25 minutes, you can create a newsletter play that will help you throughout the entire prospect and customer lifecycle.

### [Business Success Blog](#)

Stay up to date on small business marketing trends, tactics, and strategies on the Keap blog.

### [Keap Email Subject Line Generator](#)

There is no substitute for testing subject lines to see what resonates with your audience. However, this tool can give you a great place to start.