

Newsletter Templates Pack

Five newsletter formats to copy, with a subject line worksheet, a planning calendar and a pre-send checklist.

Most newsletter templates are designs. These are the structures underneath: what goes in each section, in what order, with a subject line and preheader to start from. Copy one into your email tool or edit it here, replace the brackets and send.

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How to use this pack

Each format is a structure, not a design. The look comes from your email tool.

- 1 **Pick the format that matches the job.** Customers, a team, product news, curated links or events.
- 2 **Copy it into your email tool, or edit it here.** This Word file also opens in Google Docs.
- 3 **Replace the brackets and delete what you don't need.** Short beats complete.
- 4 **Keep one main call to action.** One button for the one thing you want readers to do.
- 5 **Write the subject line and preheader last.** They are easier once you know what's inside.
- 6 **Check the footer.** Marketing email needs a postal address and an unsubscribe link.
- 7 **Send a test to yourself.** On a phone and on a computer.

CONSISTENCY BEATS LENGTH

A short newsletter that arrives on the same day every month builds more trust than a long one that arrives at random.

Monthly customer newsletter

Best for small businesses that want past customers to come back and remember the name.

SUBJECT LINE

[Month] at [Business]: [the one thing worth opening for]

PREHEADER

[One line that adds to the subject line, not repeats it]

- 1 **Greeting.** Hi [First name], then one or two sentences on what is new this month.
- 2 **Lead story.** A headline and three to five sentences on the main news, offer or tip.
- 3 **Main button.** The one action you want, such as Book now or See the menu.
- 4 **Quick updates.** Two short items, each with one link.
- 5 **Tip of the month.** One practical tip customers can use today.
- 6 **Sign-off.** From a named person, not the company.
- 7 **Footer.** Business name, postal address and unsubscribe link.

WHY IT WORKS

The tip keeps people opening next month, since it gives them something useful even when there is nothing to buy.

Company newsletter

Best for keeping a team informed across departments or offices.

SUBJECT LINE

[Company] update, [date]: [the headline in a few words]

PREHEADER

[What people need to know or do this week]

- 1 **Leader's note.** What happened and why it matters, in a few sentences.
- 2 **Wins.** A team result with the people behind it, and a customer win or milestone.
- 3 **People.** New joiners with their roles, work anniversaries and promotions.
- 4 **Coming up.** Dates, deadlines and events.
- 5 **One ask.** The single thing you need people to do, with a deadline.
- 6 **Contact.** Who to ask with questions.

WHY IT WORKS

The one ask is the part people act on, so it is worth keeping to one per issue.

Product update newsletter

Best for software companies and online stores announcing what's new.

SUBJECT LINE

New in [Product]: [the biggest change in plain words]

PREHEADER

[One more change, or who it helps most]

- 1 **Theme.** One sentence on what this release is about.
- 2 **Main update.** A headline that names the benefit, then what it does, who it is for and how to use it.
- 3 **Visual.** A screenshot or short GIF of the change.
- 4 **Main button.** Try it now.
- 5 **Also new.** Two or three smaller changes, one line each.
- 6 **From a customer.** One line on how a customer uses a recent feature.
- 7 **Footer.** Link to the full changelog, company name, postal address and unsubscribe link.

WHY IT WORKS

Naming the benefit instead of the feature gets the click, because readers scan for what changes for them.

Curated newsletter

Best for creators, consultants and agencies who share the best of what they read.

SUBJECT LINE

[Issue number]: [the most interesting thing in this issue]

PREHEADER

[A second item, or the question this issue answers]

- 1 **Opening.** One opinion or observation from this week.
- 2 **The main read.** A link with two or three sentences on why it matters and what you think.
- 3 **Worth a look.** Three links, each with a one-line take.
- 4 **One question.** Something readers can answer by replying.
- 5 **Footer.** Your name, postal address and unsubscribe link.

WHY IT WORKS

The commentary is the value. A link without a line on why it matters is just a bookmark.

Event and local newsletter

Best for local businesses and organizations with a calendar to fill.

SUBJECT LINE

What's on at [Place] this [month or season]

PREHEADER

[The biggest date, and how to book]

- 1 **Coming up.** Each event with its date, one line and a booking or RSVP link.
- 2 **This month's offer.** One seasonal offer, with its end date.
- 3 **From the community.** A photo or short story from a recent event.
- 4 **Visit.** Opening hours, address and a map link.
- 5 **Footer.** Postal address and unsubscribe link.

WHY IT WORKS

Dates come first because that is why people open it, and a booking link beside each one turns reading into signing up.

Subject lines and preheaders

- Say what's inside in plain words, and put the most interesting word early
- Keep the preheader different from the subject line, so the two work together
- Match the subject line to the content, which US law also requires for marketing email
- Write both last, once the issue is finished

ISSUE	SUBJECT LINE	PREHEADER	OPEN RATE

Planning calendar

Plan a few issues ahead, so there is always a lead story waiting.

SEND DATE	FORMAT	LEAD STORY	MAIN BUTTON	SENT

Pre-send checklist

- ☐ The subject line matches what's inside
- ☐ The preheader is written, not left to show the first line of the email
- ☐ Every link works, including the main button
- ☐ Images have alt text, since some inboxes block images by default
- ☐ A plain-text version exists
- ☐ The footer has your postal address and an unsubscribe link
- ☐ Unsubscribe requests are honored within 10 business days, as US law requires
- ☐ A test went to yourself on a phone and a computer

SENDING TO BIG LISTS

Gmail asks anyone sending 5,000 or more messages a day to personal Gmail accounts to set up SPF and DKIM, publish a DMARC record and offer one-click unsubscribe. Reported spam should stay below 0.1% and never reach 0.3%.

We build the systems behind the paperwork

Gatilab is an independent WordPress and search agency. We build sites, rank them, and stay long enough to prove the work moved something.

2014 Founded	850+ Clients served	2,000+ Projects completed	10,000+ Plugin installs
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What we do

WordPress engineering

Custom themes, blocks, plugins, and migrations built to stay fast and maintainable after handoff.

SEO strategy

Technical fixes, topical coverage, and search visibility work measured against clicks, not scores.

Content marketing

Research-led articles and editorial systems your team can keep publishing without us.

Conversion design

Landing pages, service pages, and forms designed around the decision the reader is actually making.

Need this handled instead of templated?

Send the problem, not a brief. We will tell you whether it is worth building, what it depends on, and what we would deliberately skip. If the honest answer is that you do not need us, you will get that too.

[Start a project](#)

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USE IT FREELY

Free to use, edit, and adapt for your own business and your own clients. No attribution required, no sign-up. The one thing we ask: do not resell it as your own product.