

Month: _____

Date: _____



SAMPLE 4-WEEK NEWSLETTER TIMELINE

WEEK 1

PLANNING & CONTENT GATHERING

- Confirm the newsletter's theme/topic.
- Reach out to contributors for articles, photos, updates, or quotes.
- Finalize the main sections: news, event highlights, call to action, etc.

WEEK 2

WRITING & DRAFTING

- Draft articles, headlines, and captions.
- Start designing the layout/template.
- Choose visuals (photos, graphics) to include.
- Ensure everything aligns with your brand tone and style.

WEEK 3

EDITING & REVIEW

- Edit for clarity, grammar, and consistency
- Send a draft version to key stakeholders for feedback.
- Make necessary revisions.
- Test layout on mobile and desktop to catch any formatting issues.

WEEK 4

FINALIZE & DISTRIBUTE

- Final proofread.
- Finalize links (event registrations, websites, contacts).
- Schedule and send the newsletter via your email platform.
- Share it on your website, social media, or internal communications channels.
- Start tracking open rates and clicks once it's sent!