



12 Easy Newsletter Formats to Keep Your Business Top of Mind



Simple Formats That Keep Your Customers Reading (and Buying)

Most marketers will tell you the money is in your e-mail list. One of the easiest ways to create an e-mail list is by offering a giveaway that someone receives in exchange for their e-mail address. What you do with that e-mail address after that initial exchange can be the difference between cultivating a relationship and an eventual sale or losing a potential customer. If you ignore the people on your email list, you'll never develop the kind of relationship that will drive sales.

Newsletters are one way to stay top of mind and to nurture your audience until they're ready to buy. You may be thinking, *But aren't newsletters time consuming and difficult to write? Don't they require a lot of design work?* Sometimes. There are many different types of newsletters, and they don't all require hours of prep work.

In this article, we'll go over 12 formats so you can pick the one that best works for you and your ideal audience and that fits your time, your brand voice, and your audience's attention span. Keep in mind, you don't have to pick one. You can use several of these approaches in one newsletter.

1. The Blog-Style Newsletter

What it is: A traditional article-style email with 500–800 words focused on a topic relevant to your audience.

Benefits: Builds authority and SEO value if also posted on your website. It's perfect for businesses that want to teach or explain, such as accountants, marketing firms, or wellness coaches.

2. The Quick Tip or “Snackable” Newsletter

What it is: A short, easy-to-read email (100–200 words) with one useful takeaway, tip, or idea.

Benefits: Keeps your business top-of-mind with minimal time investment. Great for industries like fitness, food service, or home improvement, anywhere people love small, actionable advice.

3. The “Letter from the Owner”

What it is: A personal message written in a conversational tone, often reflecting on business lessons, challenges, or experiences.

Benefits: Humanizes your brand. People buy from people, and this format makes your readers feel like they know you personally.

4. The Journal-Style or “Behind-the-Scenes” Newsletter

What it is: A storytelling-style message that feels like a peek into your business (or sometimes personal) diary, what’s happening behind the counter, in the studio, or out on job sites. You can talk about things like your inspirations and lessons you’ve learned that week.

Benefits: Builds loyalty by sharing your journey. Customers love seeing your process and progress—it makes them feel part of your story.

5. The Curated Roundup

What it is: A list of articles, resources, or tools your audience will find useful, often with short commentary or links. Can be your materials or things written by others. This format can also be a great way to expand your reach and get noticed by others because you’re sharing their materials.

Benefits: Positions you as a helpful guide in your industry. Perfect for tech companies, professional services, or marketing agencies that like to share “what’s trending.” It can also show a side of you that others don’t know like “What I’m reading this week.”

6. The Local or Community Update

What it is: A newsletter focused on local news, community happenings, or ways your business is involved in the neighborhood.

Benefits: Builds goodwill and brand awareness locally. It shows you’re not just selling, you’re participating in the community.

7. The Offer or Product Feature

What it is: A product-focused email that highlights new arrivals, sales, rollouts, or featured items—but with storytelling instead of hard selling.

Benefits: Drives direct sales while keeping customers informed. Add a few lifestyle photos or testimonials, and this can convert exceptionally well.

8. The Educational Mini-Course

What it is: A short series of emails (often 3–5) designed to teach your audience something step-by-step.

Benefits: Builds authority and deepens trust. Subscribers see your value before they even buy, making the sale much easier later.

9. The “Inspiration + Insight” Newsletter

What it is: A mix of motivational thoughts, quotes, and reflections tied to your brand values or customer goals.

Benefits: Keeps engagement high and emotions positive. Readers come to associate your brand with inspiration and energy.

10. The Customer Spotlight

What it is: Each issue highlights a customer success story, review, or testimonial—sometimes paired with a short Q&A.

Benefits: Builds credibility through social proof and creates a sense of community. Plus, featured customers tend to share it!

11. The Visual or Portfolio Newsletter

What it is: A photo-driven email showing off recent work, products, or transformations (think before-and-after images).

Benefits: Perfect for visual industries where the product or service sells itself. Great for maintaining visibility and showing proof of quality.

12. The “What’s New” Monthly Digest

What it is: A single monthly email summarizing what’s been happening including new products, upcoming events, staff news, and highlights.

Benefits: Keeps communication consistent and professional while saving time. Ideal for chambers of commerce, nonprofits, or small shops.

How to Choose the Right Format

If you're new to newsletters, don't overthink it. Ask yourself:

- **How much time do I realistically have to write each month?**
If time is tight, go with the short tip or curated roundup format. AI can help.
- **Do I want to build relationships or drive sales?**
Personal and journal-style newsletters build trust; product and digest formats boost sales.
- **What does my audience actually enjoy reading?**
If your customers respond well to social posts or storytelling, a conversational format will feel most natural.

You can always start small—maybe a quick tip every other week—and evolve into a richer format later. Consistency is far more important than perfection.

Your newsletter reminds your customers that you're here, that you care, and that you're thinking about ways to make their lives easier, better, or more interesting.

Whether you're teaching, inspiring, or just saying hello, the best newsletter is the one you *actually send*.

So pick a format that fits your style and start showing up in your customers' inboxes.

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