

money play: newsletter...

THE AI NEWSLETTER SETUP

checklist

What to ask on the first call, the 30-minute AI build, a sample issue template, and how to frame a \$300 per month retainer.

the play...

WHY SHOPS PAY FOR A *newsletter*

A newsletter is a short email a business sends to people who asked for updates. It keeps the shop in front of past customers and warm leads without buying ads every week.

Most owners know they should send one. Most never do, because writing takes time they would rather spend on the shop floor. That gap is the play. You set up the system once with AI, then send one issue a month for a flat fee.

THE OFFER MATH, SHOWN PLAINLY

\$300 *per month* x **3 clients** = **\$900**

Charge \$300 per month for one finished issue plus the topic bank and subject lines. Three clients at that rate is \$900 per month. The work stays light because the AI draft does the heavy lifting and you polish before send.

WHAT THIS CHECKLIST *covers*

- The first-call questions that give you everything you need to write.
- A 30-minute AI build: topic bank, subject lines, and the first issue draft.
- A sample newsletter template you can reuse for any local shop.
- Plain language for framing the \$300 per month retainer.

before you write...

WHAT TO ASK ON THE *first call*

Spend 15 to 20 minutes on this call. Write the answers down. These answers become the Background block in your BRIEF prompt.

ASK THIS	WHY IT MATTERS
Who reads this email?	Past customers, waitlist, or both. Tone and offers change with the audience.
What does the shop sell?	You need the real services and prices they want mentioned.
What should one issue do?	Book more appointments, fill a slow day, or share one useful tip.
Any offers this month?	Only include deals they already approve. Never invent a discount.
Voice preference?	Warm and plain, short and direct, or a bit playful. Match the owner.
What must never appear?	Competitor names, private numbers, or claims they do not want online.
Where do people subscribe?	Website form, QR at the counter, or a shared Google Sheet of emails.

End the call with one clear next step. Say: "I will send a draft of issue one within 48 hours. You reply with edits, then we lock the monthly send day." That sets the retainer rhythm before you start writing.

copy, paste, send...

THE BRIEF NEWSLETTER *prompt*

Copy everything in the box. Paste it into ChatGPT or Claude. Replace every bracket with real shop details from your first call, then send it.

B BACKGROUND

I am writing one newsletter issue for a local business. Here are the details:

- Shop name and type: [FILL IN: Bloom Street Bakery, neighborhood bakery]
- Audience: [FILL IN: past customers and people who joined the email list at the counter]
- Goal of this issue: [FILL IN: fill Tuesday mornings that are usually slow]
- Services or products to mention: [FILL IN: sourdough loaves, custom cakes, coffee]
- Offer this month (or none): [FILL IN: 10 percent off any loaf picked up before 10 AM on Tuesday]
- Owner voice: [FILL IN: warm, short sentences, no slang]
- Length target: [FILL IN: 180 to 220 words]
- Call to action: [FILL IN: reply to this email or stop in before 10 AM Tuesday]

R ROLE

You are an email copywriter for small local shops. A copywriter writes short text meant to get a clear next step.

I INSTRUCTIONS

1. Open with one useful tip or one local detail, not a sales pitch.
2. Mention only products, services, and offers listed under Background.
3. Keep the voice match from Background.
4. End with one clear call to action.
5. Also give 5 subject line options and a 6-topic bank for future issues.

E EXAMPLES

A strong opening we liked: "Tuesday mornings are quiet on Bloom Street, so we bake the sourdough early and leave the door open for neighbors who want a warm loaf before work."

F FINAL OUTPUT

One newsletter body of 180 to 220 words, then 5 subject lines, then a 6-topic bank. Plain language. No hype words. No invented offers.

Ask me any questions you need answered before you start.

thirty minutes...

THE AI NEWSLETTER BUILD, *step by step*

1 Pull your first-call notes.

Open the answers from page 3. If a field is blank, write "not provided" in the prompt instead of guessing.

2 Paste the BRIEF prompt and fill every bracket.

Use the real shop name, offer, and voice. Gaps in your input become gaps in the draft.

3 Answer the AI questions, then ask for the topic bank.

The finisher line makes the tool ask what it is missing. Answer those first. Then confirm you want the 6-topic bank and 5 subject lines with the body.

4 Polish the body in ten minutes.

Cut anything that sounds like an ad. Keep one tip, one offer if approved, and one clear next step. Read it out loud once.

Time box. First call notes take most of the prep. The AI draft should take under ten minutes. Your polish pass should take another ten. That is the 30-minute build once the call is done.

reuse this shape...

SAMPLE NEWSLETTER *template*

Use this structure for every issue. Swap the yellow parts. Keep the order.

SUBJECT LINE PATTERN

[local detail or tip] + [soft offer or next step]

Example: Warm loaves before 10 AM on Tuesday

BODY STRUCTURE (COPY AND FILL)

1. Open with one tip or one local detail.

[One sentence tip or neighborhood detail]

2. Bridge to what the shop is doing this week.

[What you baked, fixed, or scheduled]

3. Offer only if the owner approved it.

[Exact offer, or delete this block]

4. Close with one next step.

[Reply, book, or stop in by day and time]

WORKED BODY (FICTIONAL BAKERY)

Tuesday mornings stay quiet on Bloom Street, so we bake the sourdough early and leave a few loaves for neighbors who want something warm before work. This week the custom cake board is open for weekend orders, and the coffee bar is running the house blend all day. If you want a loaf before 10 AM on Tuesday, you get 10 percent off at pickup. Reply to this email or stop in and ask for the Tuesday loaf special. See you on Bloom Street.

the monthly offer...

HOW TO FRAME THE *\$300* *retainer*

\$300

PER MONTH, PER CLIENT

x3

CLIENTS ON THE SERVICE

\$900

PER MONTH TOTAL

What \$300 covers each month: one finished issue, five subject line options, updates to the topic bank, and one revision round after the owner reads the draft.

What you say on the pitch: "I handle the writing and the send prep. You approve the draft once. We pick a send day and stick to it." Keep the scope written in one short message so both sides know what is included.

Where to start. Offer the first issue as a paid trial at the same \$300 rate, delivered in 48 hours after the call. If they like the issue, move them onto the monthly plan the same week. One clear sample beats a long sales talk.

before you send...

FIVE POLISH CHECKS BEFORE *delivery*

1

Never invent an offer.

If the owner did not approve a discount, delete that block. Made-up deals damage trust fast.

2

Keep one call to action.

Reply, book, or stop in. Two competing next steps lower replies.

3

Match the owner voice.

Short and warm beats clever. If a line sounds like a billboard, rewrite it.

4

Save the topic bank.

Reuse it next month so you are never starting from a blank page.

5

Send yourself a test.

Check links, the subject line length on a phone, and the sign-off name before the real send.

your next step...

WHERE TO *find me*

If you want to turn plays like this into a real service, Course 10, Build Your AI Agency, covers pricing, first clients and the client kit inside the Momentum AI Skool community.

Join the Momentum AI community on Skool →

SKOOL COMMUNITY

Join the Momentum AI community on Skool →

Step-by-step AI systems and real builds you can follow.

skool.com/momentum-ai/about

INSTAGRAM

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New carousels and free guides like this one.

instagram.com/erick.killmonger

FREE NEWSLETTER

Two Steps Ahead →

AI news, useful tools, and security stories worth your time.

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