FolarraStudio

Newsletter Planner

write · send · connect

PRINTABLE · ISSUES, SUBSCRIBERS & OPENS

This Planner Belongs To

for creators and small businesses with an email list

NAME _____

BRAND / CHANNEL _____

WEBSITE _____

NICHE _____

STARTED ON _____

How to use this planner

- Print the whole planner once, then print extra copies of the pages you use most, such as the Newsletter plan and Issue planner pages.
- Print at 100% / Actual size on A4 or US Letter paper. The printable pages have a white background to save ink.
- Hole-punch the pages and keep them in a binder, so you can add pages any time.
- Every page is undated, so you can start in any month of any year.
- Plan each issue on its own page and track how every send performs.
- Digital planner: open the hyperlinked PDF in any PDF annotation app and tap the tabs to jump between sections.

My creative word for this year

Why I create

Contents

tap a title in the digital planner to jump to it

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Newsletter Plan

the big picture



Who it is for

What they get

How often

How it grows

Issue Planner

one issue per page

ISSUE NO. _____ SEND DATE _____

SUBJECT LINE _____ THEME _____

Main story

Sections

- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]

Call to action

Links

Send Calendar

issue by issue

DATE	SUBJECT	OPENS	CLICKS	UNSUBS

Subject Line Bank

test and learn

SUBJECT LINE	OPEN RATE

Content Ideas

stories and tips

IDEA	FOR ISSUE	USED
		☐
		☐
		☐
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List Growth Ideas

more subscribers

IDEA	TRIED	RESULT
	☐	
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List Stats

growth by month

YEAR _____ GOAL _____

MONTH	SUBSCRIBERS	AVG OPENS	AVG CLICKS	INCOME
Jan				
Feb				
Mar				
Apr				
May				
Jun				
Jul				
Aug				
Sep				
Oct				
Nov				
Dec				
Total				

Notes



FolarraStudio

Thank you!

Thank you for choosing FolarraStudio. I hope this planner makes everyday life a little calmer and more organized. If you enjoy it, tell a friend about folarrastudio.com.

Terms of use

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- Colors may look slightly different on screen and on paper.
- Questions or ideas? Write to me through folarrastudio.com, I am happy to help.

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