CHASE DIMOND

How I write my newsletter with AI

The notes, edits, and back-and-forth behind each newsletter.

ChatGPT + Claude + me

Here’s what goes into each newsletter

Before the draft	Collect ideas and check the sources
While we write	Draft, edit, and check the facts
Before it goes out	Build the email and review it

ACTUAL NEWSLETTER EXCERPTS · OCTOBER 15, 2026

Here’s what lands in your inbox

The opening

Hey, it's Chase. I hope you're having a great week!

Read time: 4 minutes

Four ideas for you today:

- Remind customers before the next box
- Test a design that already works
- Give readers a little game to play
- Check who receives your boldest copy

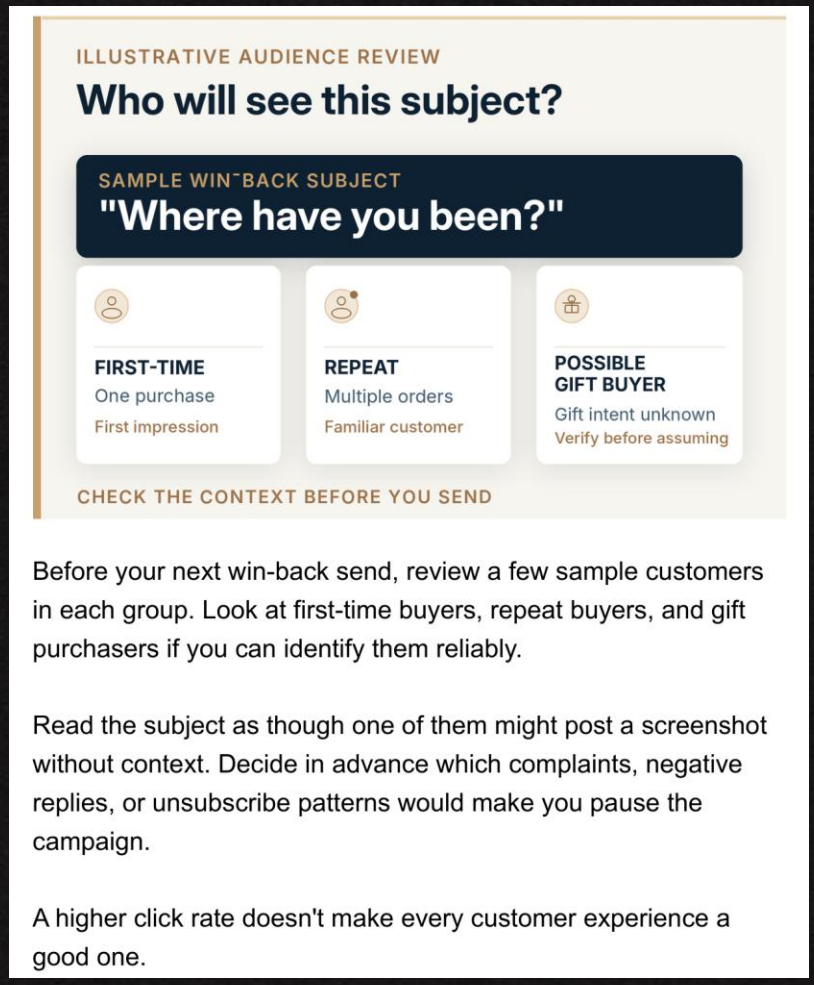
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1. Remind customers before the next box

If someone has a subscription, should you remind them about their next shipment? It sounds helpful, but you might worry the reminder will prompt a cancellation.

At The Beard Club, the CFO had exactly that concern. Adam Bianco, who led customer marketing there, tested the idea.

Later in the same email



Before your next win-back send, review a few sample customers in each group. Look at first-time buyers, repeat buyers, and gift purchasers if you can identify them reliably.

Read the subject as though one of them might post a screenshot without context. Decide in advance which complaints, negative replies, or unsubscribe patterns would make you pause the campaign.

A higher click rate doesn't make every customer experience a good one.

FROM MY NEWSLETTER · OCTOBER 15, 2026

Give readers a little game to play

An OLIPOP email I showcased



MY TAKE + AN EXAMPLE TO TRY

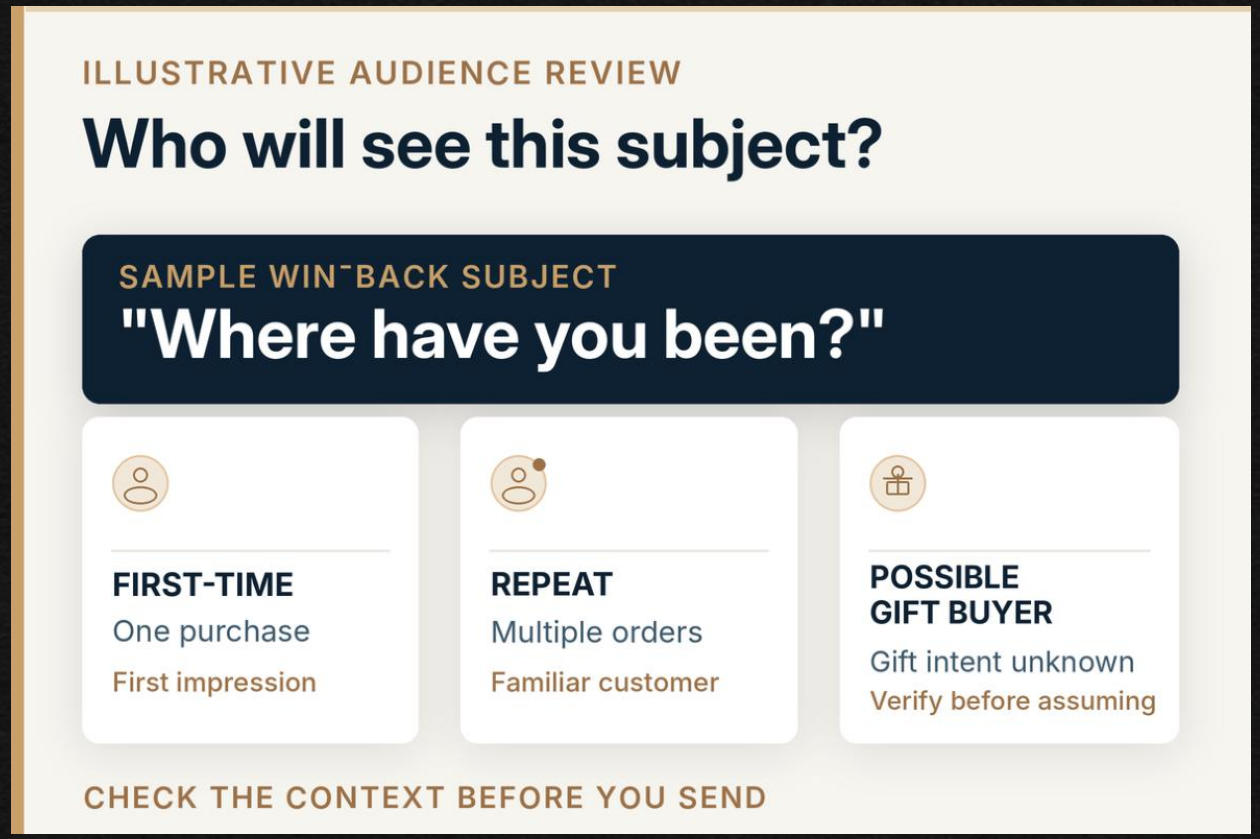
You don't need to make a full crossword to borrow the idea. One good question can give someone a reason to participate.

Say you sell coffee. Your next email could ask:



FROM THE SAME NEWSLETTER

Check who receives your boldest copy



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I collect ideas throughout the week

01 **LINKS + IDEAS**

Things I find worth sharing.

02 **TEAM EXAMPLES**

What we’re trying and learning.

03 **VOICE NOTES**

My take, in my own words.

I collect it in a shared document, then bring it to ChatGPT.

SAMPLE BRIEF

What I send ChatGPT

Saved link	OLIPOP’s crossword email
Rough thought	Give readers something to do in the email.
Voice-note transcript	“Most businesses won’t build a crossword. Let’s show a simpler version for a coffee brand. One question, then a link to the answer.”

My request: Help me turn this into a useful section. Keep my angle.
Ask me about anything missing.

Four places to find your next topic

01	**Your business**	New products, promotions, team lessons
02	**Your customers**	Questions, concerns, support requests
03	**Your industry**	News, research, things worth discussing
04	**Your calendar**	Holidays, deadlines, anniversaries

ChatGPT can suggest ideas too. I choose what belongs.

What I give AI before we start

01	**MY WRITING**	Past newsletters and writing rules
02	**MY FORMAT**	The layout and sections I use each week
03	**MY FEEDBACK**	The edits and corrections I’ve saved

The first newsletter takes the most work

FIRST NEWSLETTER

Define your voice
Choose your sections
Show examples you like
Save the build instructions

NEXT NEWSLETTER

Bring your notes and sources
Write and revise with AI
Give feedback as you go
Approve, then build

Bring your saved instructions into the next chat.

Where the ten-minute goal comes in

MY ACTIVE COPY WORK

10 MIN

Choose what goes in
Write, edit, and give feedback
Check the corrections
Approve the copy

ADDITIONAL TIME

Collecting ideas and rough notes
Research and images
AI waits and the email build
Desktop and mobile checks
My final inbox review

Ten minutes is my goal. Some newsletters take longer.

We work through it together

ME + CHATGPT	ME + CLAUDE	ALL THREE	ME	CLAUDE
Write the draft	**Review it**	**Revise + recheck**	**Edit + approve**	**Build the email**

I write, edit, and give feedback throughout. I check the finished email too.

Here’s the feedback I give

Examples you can use

MAKE IT USEFUL	“What should the reader actually do with this?”
KEEP MY VOICE	“I’d say it this way. Use my version here.”
CHECK THE CLAIM	“Show me the source. Does it support this?”

I keep editing until I’m happy with the copy. Then I approve the build.

What I change in the draft

SAMPLE DRAFT

“Interactive experiences can increase engagement and strengthen customer relationships.”

Too vague. What should the reader do?

HOW I’D REWRITE IT

“Give readers one question they can answer. If you sell coffee, ask which grind works for a French press. Link to a short guide with the answer.”

I can rewrite it myself, then ask AI to work from my version.

A correction from a real newsletter

The draft described an advertising study incorrectly.

01

CHATGPT / DRAFT

1,186 matched pairs

02

CLAUDE / REVIEW

4,633 ads across 1,186 groups. “Pairs” was wrong.

03

ME + CHATGPT / REVISION

We changed “pairs” to “groups” in the copy and image.

04

CLAUDE / RE-CHECK

Claude rechecked the correction against the paper.

Why that one word mattered

ACTUAL REVIEW NOTE

FIXED — draft said “1,186 matched pairs.” They are matched SETS: 4,633 ads over 1,186 groups is about 3.9 ads each. Draft also omitted “same campaign objective.”

DRAFT SAID

~~1,186 matched pairs~~

A pair means exactly two ads.

CORRECTED TO

1,186 matched groups

4,633 ads across those groups

We fixed the claim in both the copy and the image.

I save these edits for next time

FEEDBACK		SAVED FOR THE NEXT NEWSLETTER
Too technical.	→	Start with what the reader should do.
Where did this claim come from?	→	Check it against the original source.
We don’t use that platform.	→	Name the tools we actually use.

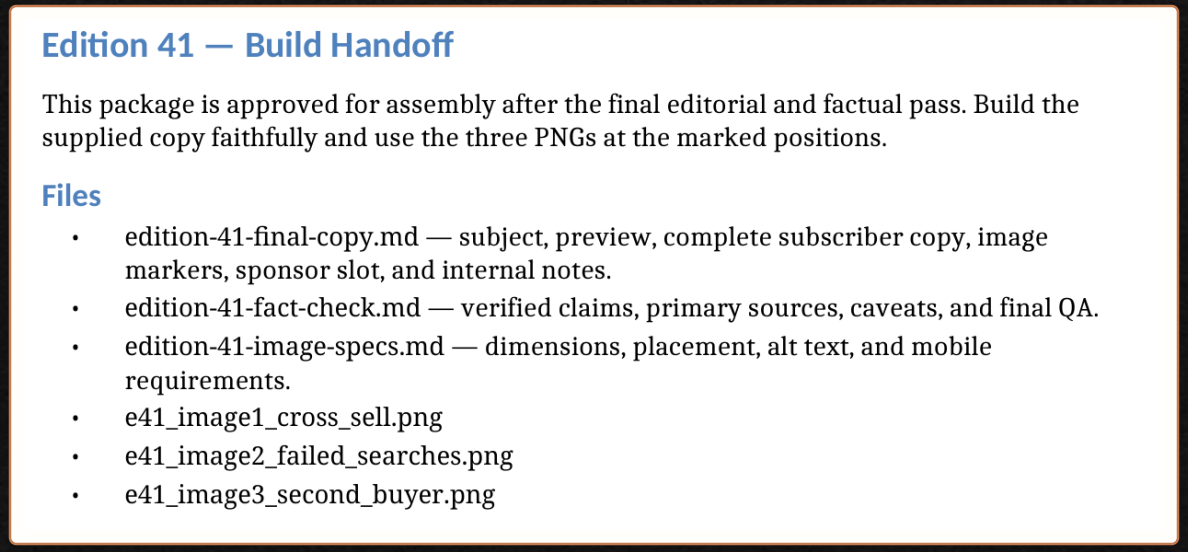
The copy is approved.
Now we build the email.

Claude duplicates a past newsletter in Omnisend.
I review the new draft before it goes out.

The approved files go to Claude

ChatGPT packages the ZIP. I pass it to Claude.

EARLIER HANDOFF: THREE IMAGES



Edition 41 — Build Handoff

This package is approved for assembly after the final editorial and factual pass. Build the supplied copy faithfully and use the three PNGs at the marked positions.

Files

- edition-41-final-copy.md — subject, preview, complete subscriber copy, image markers, sponsor slot, and internal notes.
- edition-41-fact-check.md — verified claims, primary sources, caveats, and final QA.
- edition-41-image-specs.md — dimensions, placement, alt text, and mobile requirements.
- e41_image1_cross_sell.png
- e41_image2_failed_searches.png
- e41_image3_second_buyer.png

1× **BUILD INSTRUCTIONS**

What to use and where it goes

1× **FACT-CHECK NOTES**

Verified claims and source links

1× **APPROVED COPY**

The final text Claude should use

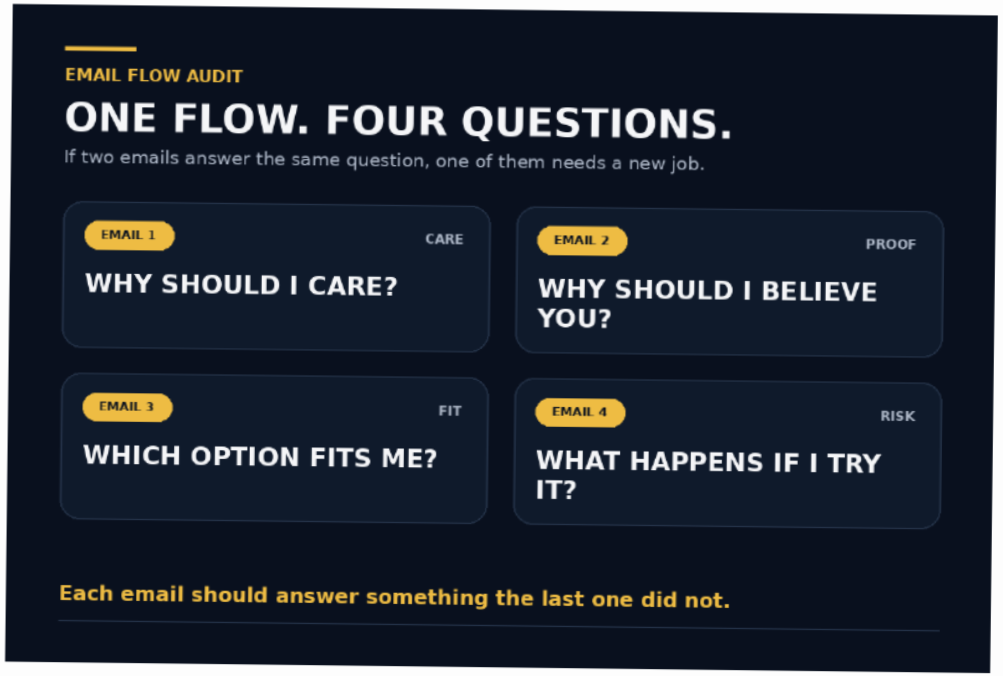
3× **FINAL IMAGES**

Three images in this example

Image counts can change by newsletter.

I check the email before it goes out

COPY + IMAGE



The questions will change with the offer. Each email should answer something the last one did not.

01 **Same layout**

Claude duplicates a past newsletter.

02 **Approved copy**

It adds the text I've approved.

03 **Images added**

Each image goes in the right section.

04 **My final check**

I review the email before scheduling it.

This is from a previous newsletter.

Here’s what you can use for your next newsletter.

A starting brief, two prompts, and checklists.

Your starting brief

Reader: [who it’s for]

Goal: [what I want them to learn or do]

My take: [what I want to say and why]

Material: [links, notes, and rough drafts]

Voice: [past newsletter and writing rules]

Format: [sections and word count]

ATTACH

A past newsletter + writing rules

Notes, drafts + source links

Images, if ready

Offer or sponsor details

Two prompts to get started

WRITE WITH CHATGPT

Use my notes, sources, and writing rules.

Suggest angles. Let me pick the lineup.

Help draft the subject, preview, and email.

Keep my point of view and usual voice.

Work through my edits and feedback.

Ask what’s missing. Don’t invent it.

REVIEW WITH CLAUDE

Use the draft, sources, and writing rules.

Compare my voice with the past newsletter.

Check facts, links, offers, and image text.

Explain issues. Suggest corrections.

Tell me what you couldn’t verify.

Recheck after we work through the edits.

What goes in the build packet

01 APPROVED COPY

02 SUBJECT + PREVIEW

03 SOURCE LINKS

04 IMAGES + ALT TEXT

05 LAYOUT + PLACEMENT

06 SPONSOR COPY

07 DESTINATION LINKS

08 BUILD INSTRUCTIONS

09 FINAL DECISIONS

10 FOOTER + UNSUBSCRIBE

DUPLICATE THE PAST NEWSLETTER. KEEP THE ORIGINAL.

DRAFT ONLY

Your final check before sending

CONTENT

01 Subject and preview are correct

02 Copy matches the approved version

03 Facts, offers, and dates are correct

04 Links open the intended pages

05 Images and alt text match

FINAL PREVIEW

06 Sponsor content is correct

07 No old copy or internal notes remain

08 Desktop and mobile are readable

09 Sender and audience are correct

10 You reviewed a test email

11 All open issues are resolved

You make the final call before sending.

Start with something you want to say.

Use AI to help you finish it.

01 **Save links, voice notes, and rough drafts**

02 **Write, give feedback, and keep editing**

03 **Use the brief, prompts, and checklists**

You decide when it’s ready to send.

Thank you.

Follow me on LinkedIn

Chase Dimond

linkedin.com/in/chasedimond