

DIY - AI NEWSLETTER DEVELOPMENT TEMPLATE

This template is designed as a hands-on tool to help you plan and systematize your own newsletter development workflow. Whether you're building a side project, launching a company update, or running a thought leadership series, this template helps you:

- Break down the workflow into repeatable tasks
- Identify and compare AI tools that suit your budget and skillset
- Plan for legal and ethical risks before they impact your brand

Who This Is For:

- Independent newsletter writers
- Internal comms or marketing professionals
- Consultants or creators balancing multiple roles
- Teams exploring AI-assisted editorial systems implemented during a real-world newsletter automation project. It is intended to provide context and benchmarks for others who may be considering similar systems.

Follow each section below and tailor the entries to fit your specific needs.

I. Define Your Workflow Steps

Start by listing out the major phases you go through each week (or each edition). This gives you a high-level view of what you need to systematize. Common steps include:

- Idea Generation
- Source Triage / Curation
- Research & Outlining
- Drafting
- Editing & Packaging
- Publishing & Distribution
- Other _____

II. Task + Tool Selection Menu

Once your steps are mapped, choose from this list of widely used AI tools for each step. Tools are grouped by function and include monthly cost estimates and usability levels. Add your own custom tools at the end of each section to personalize it.

Idea Generation:

- [Feedly Pro](#) (\$6–8/month) – Easy – Personalized feeds and summaries
- [Perplexity AI Pro](#) (\$20/month) – Easy – Natural language research assistant
- [Google Alerts](#) (Free) – Easy – Keyword-based news alerts
- Custom Tool: _____

Source Triage / Curation:

- Google Drive (Free w/personal account)
- [Google Workspace](#) (\$3-15/month)
- [Notion AI](#) (\$0-10/month) – Moderate – Embeds and organization
- [Glean](#) (Enterprise pricing) – Advanced – Enterprise search and retrieval
- Custom Tool: _____

Research & Outlining:

- [GPT-4o with Browsing](#) (\$20/month) – Moderate – Real-time citations
- [Zotero](#) + Zotero AI (Free) – Moderate – Academic citation engine
- [Elicit](#) (Free-\$10/month) – Easy – Semantic citation/reasoning tool
- [Scite Assistant](#) (\$12-20/month) – Moderate – Structured citations and claim analysis
- Custom Tool: _____

Drafting:

- [GPT-4o Canvas](#) (\$20/month) – Moderate – Contextual and flexible
- [Claude Opus](#) (\$0-100/month) – Moderate – Long-form and clean tone
- [Jasper](#) (\$39+/month) – Advanced – Brand/voice customizations
- Custom Tool: _____

Editing & Packaging:

- [GrammarlyGO](#) (\$12/month) – Easy – AI rewriter, grammar, tone
- [Quillbot](#) (\$0-9/month) – Easy – Paraphrasing and summarizing
- [Canva Pro](#) (\$12/month) – Easy – Graphics and layout
- [DALL·E](#) (included with ChatGPT Plus) – Moderate – Prompt-based visuals
- Custom Tool: _____

Publishing & Distribution:

- [Substack](#) (Free) – Easy – Newsletter CMS
- [Buffer](#) (\$0-12/month) – Easy – Auto social scheduling
- [Beehiiv](#) (\$0-109/month) – Moderate – Substack alternative
- [Copy.ai](#) (\$36+/month) – Easy – Marketing and blog copy
- Custom Tool: _____