

CreatorPulse: Product Brief

Foreword

In today's attention economy, consistency and speed are the currency of content creators. Creators and curators who share timely updates—without sacrificing quality—see exponential gains in reach, trust, and opportunities. Yet the research process remains stubbornly manual: hours spent scanning multiple sources, collecting insights, and shaping them into shareable formats. This “hidden workload” drains energy, throttles cadence, and leaves promising ideas stranded in browser tabs.

The impact extends beyond individuals. When curators stall, audiences lose timely insights, brands miss chances for authentic engagement, and entire knowledge niches remain underserved.

CreatorPulse addresses this bottleneck head-on. By aggregating trusted sources, surfacing emerging trends, and packaging them into ready-to-send newsletters, it returns stolen hours to creators—hours that can be reinvested in deeper work, community building, or simply rest. The result: more consistent publishing, richer content, and a healthier ecosystem of ideas.

1. App Overview & Objectives

CreatorPulse is a **daily feed curator and newsletter drafting tool**.

It delivers bundled insights, trend highlights, and a draft newsletter that users can quickly review and send out via email.

Launch Objectives

- Cut newsletter drafting time from 2–3 hours to <20 minutes.
- Achieve ≥70% draft-acceptance rate within 90 days.
- Lift open rates and engagement for at least 60% of active users.

2. Target Audience

Persona	Key Need	Why They'll Buy First
Independent Creator / Curator (Substack, Beehiiv, etc.)	Time savings; consistent curation; voice fidelity	Direct pain, quick ROI on consistency & engagement

Agency/Brand Newsletter
Manager (handles multiple
clients)

Scalable feed
aggregation;
usage-based billing

Reduces manual
monitoring; cost aligns with
output

3. Jobs To Be Done

As a content curator (or an agency professional managing multiple newsletters), I want to:

- Aggregate insights from my chosen sources (handles, newsletters, YouTube channels).
- Tap into emerging trends without scanning dozens of feeds manually.
- Receive a voice-matched draft newsletter that feels 70%+ “ready to send.”
- Review, tweak, and approve in under 20 minutes.
- Deliver the final draft via email, without complex dashboards.
- Track clear engagement analytics (opens, CTR) to prove ROI.

4. Core Features (MVP)

Source Connections

- Twitter handles / hashtags
- YouTube channels
- Newsletter RSS / custom parse

Research & Trend Engine

- Scheduled crawls → spike detection
- Hint: firecrawl + Google Alerts/Trends APIs + cron jobs

Writing Style Trainer

- User uploads >20 top past newsletters or posts (CSV/paste).

- Use in-context learning to train for consistent draft voice.

Newsletter Draft Generator

- Auto-drafted newsletter body (intro, curated links, summaries, commentary).
- “Trends to Watch” block (top 3 with short explainer + link).

Morning Delivery

- At 08:00 local, via email (or WhatsApp optional).
- Includes draft newsletter + emerging trends digest.

Feedback Loop

- 👍 / 👎 inline reactions; auto-diff on edits.
- Improves style & source ranking over time.

Responsive Web Dashboard (optional)

- Manage sources
- Delivery preferences (frequency, format)
- Usage/billing overview

5. Success Metrics (KPIs)

Metric	Target (90 days)
Avg. review time per accepted draft	≤ 20 min
Draft acceptance rate	≥ 70%
Median engagement uplift (open rates/CTR)	≥ 2× baseline

6. Potential Challenges & Mitigations

Risk	Mitigation
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API rate limits (Twitter/YouTube/newsletters)	Caching, delta crawls, back-off queues
Voice mismatch edges	Human-in-loop feedback + quick retrain path
Trend false positives	Ensemble detection + manual override flag
Email deliverability issues	Verified sender domains, batch sending

7. Future Expansion (v2+)

- Deeper source integrations (Google Trends, arXiv, industry blogs)
- Auto-scheduler for newsletter send (Beehiiv/Substack API)
- Multi-language draft generation
- Browser extension for in-context content clipping
- Connect it to social media (X/Linkedin) for drafting and publishing posts