


Simple Email Planning Checklist

A simple, modern way to plan emails without overthinking everything





If email marketing feels a little overwhelming, don't worry — you are definitely not the only one. The good news is you do **not** need a complicated system to stay consistent. You just need a simple plan you can actually follow.

This checklist will help you map out your email content in a way that feels manageable, clear, and beginner-friendly. 

1. Choose a Sending Schedule You Can Actually Stick To

Before you plan your emails, decide how often you want to send them.

Ideas to consider:

-  Once a week
-  Every other week
-  Twice a month
-  Once a month

The best schedule is the one you can keep up with consistently. It is much better to send **one good email every week** than to promise daily emails and burn out after a few days.

Example:




If you are just starting, sending an email **every Tuesday morning** is a simple place to begin.

 **Beginner tip:** Start small. You can always increase your email frequency later.

2. Pick 3–4 Main Content Themes

Think of these as your go-to content buckets. These themes help you avoid staring at a blank screen every time you need to write an email.

Example content themes:

-  Tips and how-tos
-  Personal stories or lessons learned
-  Product highlights or recommendations

- 🎬 Behind-the-scenes updates

Choose themes that match your niche and what your audience wants help with.

Example:

If your niche is affiliate marketing, your themes could be: - ✓ Beginner tips - ✓ Tools you use - ✓ Lessons from your journey - ✓ Offers and recommendations

✓ 3. Brainstorm Topic Ideas for Each Theme

Now that you have your themes, start listing topic ideas under each one.

Try to come up with **5–10 ideas per category** so you build a small idea bank.

Easy prompts to help you brainstorm:

- ✓ What is my audience struggling with right now?
- ✓ What did I learn this week that could help someone else?
- ✓ What question do people keep asking me?
- ✓ What mistake can I help them avoid?

Example:

Under “Tips and how-tos,” you might write: - ✉ How to write a simple welcome email - ✉ 3 email subject line ideas for beginners - ✉ What to send when you have nothing to promote

💡 **Helpful tip:** Keep your ideas in Google Docs, Notion, Trello, or even a notebook.

✓ 4. Create a Simple Email Calendar

Once you have ideas, plug them into a basic calendar for the next **4–6 weeks**.

Your calendar does not need to be fancy. Use whatever is easiest for you.

You can use:

- 📅 Google Calendar
- 📋 Trello
- 📄 A printable planner
- 📊 Excel or Google Sheets
- 📓 A simple notebook

Include things like:

- ✓ Send date
- ✓ Topic
- ✓ Subject line idea
- ✓ Main goal of the email

Example:

Week 1: 3 Simple Ways to Grow Your Email List

Week 2: The Biggest Mistake I Made with Email Marketing

Week 3: My Favorite Tool for Writing Emails Faster

✓ 5. Give Each Email One Clear Goal

Every email should have one main purpose.

Ask yourself: “**What do I want this email to do?**”

Your goal might be to:

- ✓ Teach something
- ✓ Build trust
- ✓ Share a story
- ✓ Get clicks
- ✓ Recommend a product

Trying to do too much in one email can make it feel messy and confusing.

Example:

If your goal is to get clicks to a blog post, keep the whole email focused on that one action.

💡 **Simple rule:** One email = one message = one main CTA.

✓ 6. Repurpose Content You Already Have

You do **not** need to create every email from scratch.

Look at content you already made and turn it into emails.

You can repurpose:

- 📌 Blog posts

- 📱 Social media captions
- 📺 YouTube videos
- 🎧 Podcast episodes
- 📝 Notes from your own experience

Example:

If you wrote a Facebook post called “3 mistakes beginners make with affiliate marketing,” you can turn that into a quick email with a short intro and a call-to-action.

💡 **Reminder:** Reusing your content is smart, not lazy.

✓ 7. Batch Write When You Can

Batching means writing multiple emails in one sitting instead of starting from scratch every single week.

This helps you save time and reduce stress.

Example:

Set aside one afternoon each week or one day each month to draft 2–4 emails at once.

A simple email format could be: - 🤝 Quick intro - 💡 Main lesson, tip, or story - 📌 Call-to-action

Do not worry about making everything perfect on the first draft. Just get the ideas down.

✓ Done is better than overthinking.

✓ 8. Keep a Swipe File for Inspiration

A swipe file is a folder where you save emails that grab your attention.

This is great for inspiration when you feel stuck.

Save emails that have:

- ✓ Strong subject lines
- ✓ Interesting story openings
- ✓ Clean formatting
- ✓ Good calls-to-action
- ✓ A tone you like

Important:

Use them for **inspiration only**, not copying.

Example:

You might notice one creator writes short, punchy emails while another uses storytelling. Both can give you ideas for your own style.

✓ 9. Pay Attention to What Works

Once you start sending emails, check your results so you can improve over time.

Look at simple metrics like:

- 📄 Open rates
- 🖱️ Click rates
- ❌ Unsubscribes
- 💰 Sales or conversions

Ask yourself:

- Which topics got the most opens?
- Did story-based emails get more clicks?
- Did promotional emails feel too frequent?

Example:

If your “quick tips” emails get more opens than your “product recommendation” emails, that tells you your audience may want more helpful content.

💡 You can track this in a simple spreadsheet each week or month.



✓ 10. Leave Room for Flexibility

Your email plan is there to help you — not trap you.

It is okay to switch things around when needed.

Leave room for things like:

- 🎉 Milestones or wins
- 🍂 Seasonal content
- 🔥 Timely updates

-  A spontaneous story or lesson
-  Personal check-in emails


Example:

If you planned to send a tip email, but you just had a breakthrough or learned a valuable lesson, you can swap it out and send something more relevant.

People connect with real people, not perfection.

Final Reminder

You do not need a giant strategy to get started with email marketing. A simple content plan, a few topic ideas, and a realistic schedule can go a long way.

Start small. Stay consistent. Keep learning as you go. That is how momentum builds. 

✓ Quick Recap Checklist

- ✓ Choose a realistic email schedule
 - ✓ Pick 3–4 content themes
 - ✓ Brainstorm topic ideas
 - ✓ Add them to a simple calendar
 - ✓ Give each email one goal
 - ✓ Repurpose content you already have
 - ✓ Batch write when possible
 - ✓ Save inspiring emails in a swipe file
 - ✓ Track what works
 - ✓ Stay flexible and have fun
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Example Beginner Weekly Plan

Here is a simple example of what one month could look like:

Week 1: A helpful tip email

Week 2: A personal story email

Week 3: A product or tool recommendation

Week 4: A behind-the-scenes or check-in email

That is it. Simple, balanced, and easy to follow. 🙌