

Local newsletter and content kit

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Use a simple issue structure

- One local detail: a verified update relevant to the places you serve. Link the original source and include its date.
- One useful explanation: answer a real question about preparing, marketing or understanding a property.
- One next step: invite a relevant reply, share a resource or offer a conversation. Do not stack three unrelated pitches.

Make the issue specific

- Write a subject line that names the useful detail, not just Monthly Newsletter.
- Explain why the detail matters in two or three sentences. Distinguish your interpretation from the source's facts.
- Use images you own or have permission to use. Verify local statistics against a dated source before including them.
- Send to people who opted in. Keep your sender identity and unsubscribe route clear.

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Copy this grounded drafting prompt

- Using only the notes and source links below, draft a short email for a real-estate audience in [area]. Lead with one useful local detail, explain its practical implication, then answer [real client question]. End with one invitation to reply. Do not invent numbers, property facts, quotations or results. Put missing facts in a separate QUESTIONS TO VERIFY list. Notes: [paste non-private notes].
- Review the output against every source. Remove placeholders and speculative claims before sending. Do not paste confidential client details into a public AI tool.

Turn one issue into three useful posts

- Post 1: the question and a clear answer. Post 2: a checklist someone can use. Post 3: a short explanation of the most common mistake.
- Keep the source and meaning intact in each version. Choose a different opening suited to the channel instead of repeating the same paragraph everywhere.
- Track replies and useful conversations alongside opens or views. Use the next issue to answer what people actually asked.