Chartr Content Template

Introduction

Purpose: To welcome readers, set the tone for the newsletter, and provide a brief overview of what will be covered.

Length: 2-3 sentences

Format: Casual and engaging

Tone: Friendly and conversational

Example:

"Hi! Whatever you're doing and wherever you are tomorrow, we hope you have a happy, restful, and safe July 4th — we'll see you again on Friday. Today we're exploring:"

Main News or Feature

Purpose: To present the main story or topic of interest, providing in-depth information and insights.

Length: 2-4 paragraphs

Format: Headline followed by body text

Tone: Informative and engaging

Elements:

Headline: Catchy and relevant

Body: Detailed explanation, including statistics or quotes if relevant

Example:

Shutters down: Fujifilm is working hard to make digital cameras cool again.

"The smartphone crushed the digital camera. Before the picture quality and convenience of modern smartphones rendered the tech obsolete for a lot of users, more than 120 million digital cameras were shipped around the world in a single year (2010)..."

Additional News or Highlights

Purpose: To provide supplementary stories or updates that are relevant but not as detailed as the main feature.

Length: 1-2 paragraphs per item

Format: Headline followed by a brief summary

Tone: Brief and to the point

Example:

The Price of Pyro

"Tomorrow, millions of Americans will celebrate July 4th... But, America's love of a dazzling display of pyrotechnics comes with risks."

Sponsored Content or Promotions

Purpose: To include advertisements, sponsored content, or promotional offers.

Length: 1 paragraph

Format: Clearly marked as sponsored or promotional

Tone: Promotional yet consistent with the newsletter's overall style

Example:

"Have some feedback or want to sponsor this newsletter?"

Calls-to-Action (CTAs)

Purpose: To encourage readers to take specific actions, such as providing feedback, subscribing, or following on social media.

Length: 1-2 sentences per CTA

Format: Direct and actionable

Tone: Encouraging and motivating

Example:

"Have feedback for us? Just hit reply - we'd love to hear from you!"

Closing/Sign-off

Purpose: To conclude the newsletter with a friendly sign-off and any necessary closing remarks.

Length: 1-2 sentences

Format: Short and friendly

Tone: Warm and appreciative

Example:

"Thanks for stopping by!"

More Data Section

Purpose: To present interesting data points or statistics that provide additional value to the readers.

Length: Bullet points or short sentences

Format: List format

Tone: Informative and engaging

Example:

"It takes 281,151 hot meals, 50 tons of strawberries, 14,968 liters of dairy cream, and 102,144 scones to fuel Wimbledon."

"McDonald's has announced that the $25 billion it makes from chicken each year is now on par with its beef sales."

Hi-Viz Section

Purpose: To highlight important visual data, charts, or graphs related to current topics of interest.

Length: 1-2 sentences

Format: Brief description with a link to the full visual

Tone: Informative

Example:

"Exploring the impact AI will have on our energy systems."

Instructions for Using the Template

Introduction:

Guidance: Start with a warm greeting and brief overview. Mention any upcoming events or holidays.

Best Practices: Keep it brief and friendly to set a positive tone.

Main News or Feature:

Guidance: Choose a significant story that would interest your readers. Provide a detailed explanation.

Best Practices: Use engaging headlines and include relevant data or quotes to support the story.

Additional News or Highlights:

Guidance: Include shorter news items or updates. Summarize concisely.

Best Practices: Keep it brief but informative. Use bullet points for multiple items.

Sponsored Content or Promotions:

Guidance: Clearly mark any promotional content. Ensure it aligns with the overall tone.

Best Practices: Maintain transparency with your audience by clearly labeling sponsored sections.

Calls-to-Action (CTAs):

Guidance: Prompt your readers to take specific actions like providing feedback or subscribing.

Best Practices: Use clear and direct language to encourage action.

Closing/Sign-off:

Guidance: Conclude with a friendly remark and any closing comments.

Best Practices: Keep it short and positive, leaving readers with a good impression.

More Data Section:

Guidance: Include interesting data points that add value to the newsletter.

Best Practices: Use bullet points for easy readability and ensure data is accurate and relevant.

Hi-Viz Section:

Guidance: Highlight key visuals or charts with a brief description and a link to the full visual.

Best Practices: Choose visuals that are relevant and engaging to your audience.