

THE NEWSLETTER THAT WRITES ITS FIRST DRAFT

Every Friday, a scheduled Claude routine reads my week – email, calendar, files – and hands me a newsletter draft before I've had coffee. I edit for ten minutes and ship.

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The weekly update is the highest-friction recurring writing task in any job: not because writing is hard, but because reconstructing a week from memory is. So I stopped reconstructing. The routine reads the week; I just edit.

01 HOW IT WORKS

- 01 Friday morning, on schedule** – a Claude scheduled task wakes up with access to my email, calendar, and working folders.
- 02 It reads the actual week** – sent mail and key threads, calendar events that happened, files and notes that changed. Primary sources, not memory.
- 03 It drafts in my fixed structure** – same sections every week, my voice rules, gaps flagged in [brackets] instead of invented.
- 04 I edit for ten minutes** – fix nuance, cut one thing, add the human line only I could write. Ship.

02 THE ROUTINE INSTRUCTIONS – STEAL THIS

FILL IN THE BRACKETS, SCHEDULE FOR FRIDAY MORNING

Draft this week's [NEWSLETTER / STATUS UPDATE NAME] for [WHO YOU ARE, WHO IT GOES TO – e.g. "my board," "my subscribers," "the leadership team"].

Read the week from these sources:

1. CALENDAR – every event Monday through today: meetings held, site visits, calls, events attended.
2. EMAIL – my sent mail plus important threads from this week: what moved, what got decided, what came in.
3. FILES & NOTES – anything modified this week in [YOUR WORKING FOLDER / VAULT / DRIVE]: documents shipped, drafts started, reports finished.

Draft in EXACTLY this structure:

- [SECTION 1 – e.g. "Wins this week" – 2-4 bullets, concrete, with numbers where they exist]
- [SECTION 2 – e.g. "In motion" – what's progressing and what's next on each]
- [SECTION 3 – e.g. "Coming up" – next week's dates that matter]
- [SECTION 4 – e.g. "One thing worth sharing" – an insight, article, or lesson]

Voice: [plain-spoken, warm, no corporate filler – write like I talk].

03 THE SYNERGY PART

The draft is only half the value. Because one routine has already read and structured your week, that same material feeds everything else you owe people:

- The board or leadership update** – same facts, reframed formal. "Rewrite for the board: outcomes and asks."
- The public version** – wins become social posts and build-in-public material (strip anything internal first).
- The record** – dated drafts accumulate into a searchable log of what actually happened each week. In a year, your annual report writes itself from them.

| *One reading of the week, many outputs. Never reconstruct the same week twice.*

04 MAKE IT YOURS

- 01 Write your fixed section structure first – steal the four above if stuck. Consistency is what makes editing fast.
- 02 Connect the sources (email, calendar, files) and schedule it for the morning you write.
- 03 The first two weeks, grade the drafts: what did it miss? Add those sources or rules to the instructions.
- 04 Keep the human layer – the one paragraph only you could write. That's the part people actually read.

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