



ARDENT SELLER

A FREE STARTER FROM ARDENT SELLER

The Maker's Newsletter Starter

Your welcome email + a 4-week starter month — a studio story, a useful tip, a product spotlight, and a subscriber-only offer.

3 subject lines · a preheader · a fill-in-the-blank body for each.



Your first month of newsletters, written for you

Sitting down to email your list and having no idea what to say is the reason the newsletter never goes out. This free starter fixes that for your first month: the welcome email that greets every new subscriber, plus four ready-to-send newsletters — one a week — that already follow the rhythm that works.

THE RHYTHM: GIVE THREE TIMES, ASK ONCE

The makers whose newsletters get opened give far more than they ask. So this starter month is a story (behind the scenes), a useful tip, and a soft product spotlight — then one offer. Everything in [\[amber brackets\]](#) is a blank for you to fill in — [\[First Name\]](#), [\[Shop Name\]](#), [\[Product Name\]](#). Replace them, add one true detail, and it reads like you wrote it.

Each newsletter ships the way the paid collection does — three subject-line options to choose from, a preheader (the preview text beside the subject), a complete body, and a “make it yours” tip. The full Maker’s Newsletter Year has 52 themes + a 6-email welcome series in four formats (plain text, branded HTML, fill-in PDF, and editable Word) plus a Start Here guide. The closing page has the details.

#01 · YOUR WELCOME EMAIL

The Warm Welcome

Auto-sent the moment someone subscribes — set it once and it greets every new subscriber for you.

When to send: Sent automatically the instant someone joins your list, as email 1 of your welcome series — to thank them, set a warm tone, and give one easy first step.

SUBJECT LINES — PICK ONE

- A You're in — here's what to do first
- B Welcome to [\[Shop Name\]](#)
- C So glad you're here, [\[First Name\]](#)

Preheader: A quick hello and one easy first step — no rush, just glad to have you.

NEWSLETTER BODY

Hi [\[First Name\]](#),

You just signed up, and I wanted to say a real thank-you before anything else. Trusting someone with your inbox is no small thing, and I don't take it lightly.

You're in the right place. This little corner is for people who love [\[Product Type\]](#) made slowly and made well — and if that's you, we're going to get along just fine.

I keep things simple here: a story now and then, a peek behind the scenes, and the occasional first look at something new. No noise, no daily emails.

For now, all I'll ask is one easy thing — come have a look around the shop and see what catches your eye. No pressure to buy a thing.

[\[Shop Link\]](#)

More from me in a few days. I'll tell you how all this started.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Swap [\[Product Type\]](#) for what you actually make and add one detail that's distinctly yours ("hand-poured in small batches," "glazed one piece at a time") so the welcome feels like you, not a template.

#02 · WEEK 1 — BEHIND THE SCENES

A Day in the Studio

A story email. Lead with generosity; the sale comes later.

When to send: Any time you want to deepen the relationship by letting people picture where their order comes from — especially good in a quieter sales stretch when you just want to stay in touch warmly.

SUBJECT LINES — PICK ONE

- A What a day in my studio actually looks like
- B Come spend a making day with me
- C From first coffee to last batch

Preheader: A little peek behind the door of where it all happens.

NEWSLETTER BODY

Hi [\[First Name\]](#),

People sometimes ask what I do all day, and the honest answer is: more than you'd think, and most of it isn't the glamorous part.

Mornings start slow — coffee first, then I open up the studio and check on whatever I left curing or setting overnight. There's usually a list, and the list is usually too long.

The middle of the day is the real work: measuring, mixing, shaping, and a lot of standing back to squint at something and decide if it's right. By afternoon my hands smell like [\[Ingredient/Material\]](#) and I've lost track of the time, which is how I know it's been a good day.

Then comes the unglamorous tail end — packing orders, answering messages, sweeping up. I like that part more than I expected to. Every package going out has a name on it, and a lot of the time it's someone like you.

That's the whole day. Nothing fancy, but it's mine, and I'm grateful you're part of why it exists.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Swap in the real rhythm of your day and one honest detail (the overnight curing, the smell on your hands, the part you secretly love most) so it reads like your studio, not a generic one.

#03 · WEEK 2 — TEACH SOMETHING USEFUL

A Quick Tip You Can Use Today

Give your expertise away. A genuinely useful email earns trust (and replies).

When to send: Any time you want to build trust and show your expertise — a reliable, low-effort choice when you have no launch to announce.

SUBJECT LINES — PICK ONE

- A A tiny trick that makes a big difference
- B One small thing that helps your [\[Product Type\]](#)
- C Saving this one for you

Preheader: Thirty seconds, one habit, and your handmade pieces hold up better.

NEWSLETTER BODY

Hi [\[First Name\]](#),

Quick one today — a small tip I wish someone had told me sooner.

When it comes to your [\[Product Type\]](#), try this: [\[One Specific Tip\]](#). It takes about thirty seconds, and it makes a real difference in how long things look their best.

I learned it the slow way, after [\[Reason\]](#), and now I do it without thinking.

That's it — no sale, nothing to buy. I just like passing along the things that actually work.

If you give it a try, hit reply and tell me how it goes. I read every note.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Swap [\[One Specific Tip\]](#) for a genuinely useful, craft-specific tip you'd give a friend (e.g. "let a new candle burn until the whole top is melted the first time"). Specific beats clever.

#04 · WEEK 3 — SPOTLIGHT A PRODUCT

Product of the Month Spotlight

Now that you've given twice, put one product in the light — softly.

When to send: Any time you want to put a single product in front of your list and let it shine on its own — especially good when you have one piece you're particularly proud of and want to give it a moment in the light.

SUBJECT LINES — PICK ONE

A The one I keep coming back to

B My pick this time around

C Let me tell you about [\[Product Name\]](#)

Preheader: One piece, a little spotlight, and the reason I love making it.

NEWSLETTER BODY

Hi [\[First Name\]](#),

Every so often I want to slow down and put just one thing in front of you, instead of the whole shop at once. This time, it's [\[Product Name\]](#).

I keep coming back to this one. It's the piece I reach for when I want to remember why I started — the proportions feel right, the [\[Ingredient/Material\]](#) is exactly what I'd choose for myself, and it's quietly become one of the things I'm proudest to make.

What I love about it is that it doesn't try too hard. It just does its job beautifully and lasts. People tend to buy one and then come back for another, which is about the best compliment a maker can get.

If it's been catching your eye, this is your gentle nudge. I'd love for it to find a home with you.

Take a closer look here: [\[Product Link\]](#)

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Swap in the real reason this particular piece is your pick — the detail you'd point to if someone picked it up in person. The more specific your 'why,' the more it sells itself.

#05 · WEEK 4 — MAKE AN OFFER

A Subscriber-Only Treat

The one ask of the month. It lands because you earned it.

When to send: Send any time you want to reward people for being on your list — a treat that's only for subscribers, no public announcement, just a quiet thank-you with a perk attached.

SUBJECT LINES — PICK ONE

- A A little something, just for you
- B Your subscriber-only [\[XX\]](#)% off
- C Because you're on my list

Preheader: Not posted anywhere else — this one's only going to the list.

NEWSLETTER BODY

Hi [\[First Name\]](#),

You're on my list, which means you hear from me before anyone else — and every now and then, that should come with a perk.

So here's one. Use [\[Discount Code\]](#) for [\[XX\]](#)% off anything in the shop. I'm not posting this anywhere else — no social, no website banner. It's just for the people who let me into their inbox.

There's no big reason behind it. I just appreciate you being here, and a thank-you that's actually useful felt better than one more "thanks for subscribing."

The code's good for [\[Number of Days\]](#). Take your time, pick something you'll genuinely love.

[\[Shop Link\]](#)

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Set a real expiry that matches your code, and name the perk plainly. If you'd rather give free shipping or a free add-on than a percentage, swap [\[XX\]](#)% for that — the "only for subscribers" framing is what makes it land.

Want a full year of newsletters?

This starter is five emails. The Maker's Newsletter Year is the full collection: a 6-email welcome series plus 52 newsletter themes across six sections — behind-the-scenes stories, product spotlights, teaching & tips, connection & community, seasonal & celebrations, and offers & launches. It's evergreen — nothing is tied to a calendar, so the same 52 themes work any year, at weekly, biweekly, or monthly pace. Every theme comes in four formats — plain text, branded HTML, a fill-in-the-blanks PDF, and an editable Word document — with a Start Here guide on the welcome series, cadence, subject lines, and the plain-English legal basics.

GET THE FULL NEWSLETTER YEAR

Available on the Ardent Workshop storefront. [See the full Newsletter Year >](#)

The list behind the letter

A good newsletter needs the detail behind it — who bought what, who's a repeat customer, who's due a reorder nudge, what's in stock to spotlight. Half the work of a spotlight or a restock note is just knowing who to send it to.

MEET ARDENT SELLER

Ardent Seller is inventory, order, and customer software built for makers. It keeps every order, customer, and shipment in one place — so when it's time to spotlight a product or nudge a reorder, you already know exactly who to reach and what they bought. There's a free plan to start. [Start free at ardent seller.app >](#)

A note on using these. They're a warm starting point you should make your own — not legal or compliance advice. If you email a list, follow the rules that apply to you (an unsubscribe link, a real postal address, honest subject lines), and only ever send to people who asked to hear from you.

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