Stampwork

12 newsletter ideas for small-town shops

The hardest part of a shop newsletter is knowing what to say each time. These twelve ideas work for a bakery, bookstore, gift shop, bike shop, or studio, and each takes about 15 minutes to write. Use them whether or not you ever work with us.

1. **New on the shelf**
   Three new arrivals, one photo each, one sentence on why you picked them.

2. **Staff pick of the month**
   One person, one product, a few honest lines on why they love it. Customers like knowing who's behind the counter.

3. **Behind the counter**
   How something gets made, unpacked, restored, or tuned. Show the work people never see.

4. **The seasonal heads-up**
   What's coming next month (holiday hours, the first pumpkin loaves, ski tune-up season) so regulars can plan around you.

5. **Back in stock**
   The thing people keep asking about is back. Short email, clear photo, store hours.

6. **Local calendar**
   Three things happening in town this month: the farmers market, a school play, a Main Street event. Be the shop that knows what's on.

7. **Meet the maker**
   A local supplier, artist, or farm you carry. Two questions, one photo. Good for them and good for you.

8. **A quick how-to**
   Caring for a cast-iron pan, a houseplant, a wool sweater, or a bike chain. Useful emails are worth opening.

9. **Customer question of the month**
   Answer the question you hear most at the register. If one person asked, others are wondering too.

10. **Gift guide by budget**
    Under $25, under $50, and "go big." Ideal before Small Business Saturday, Mother's Day, and graduation.

11. **Shop news, plainly**
    New hours, a new hire, a remodel, a closure for inventory. Short and friendly beats a surprise sign on the door.

12. **Thank-you note**
    A simple thank-you after a big weekend or season, with a photo of the shop. No sale needed.

Simple rhythm: one idea per issue, once or twice a month, sent on the same day each time. Put a "Join our mailing list" QR card by the register so new customers can sign up.

Want it done for you?

Stampwork sets up your newsletter for you: your customer list, a counter QR card so shoppers can join, and your first issue written with you.

Your first month is free. Nothing to pay up front.

Email **hello@stampwork.co** with the word yes (or reply "yes" to any note from us) to claim it. You only pay if you keep it after the free month.

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