

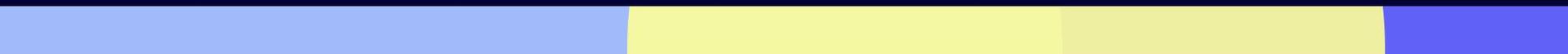
Masters of Email Marketing 2026

AI writes it. You deliver it.

What AI needs from you to actually work.

Julia Matuszewska

Technical Content Specialist & AI Consultant



What AI needs from you to **create something worth reading?**

01. Where

things go wrong



3 common failure patterns

02. What

to do differently



The data, documents
& mindset your team needs first

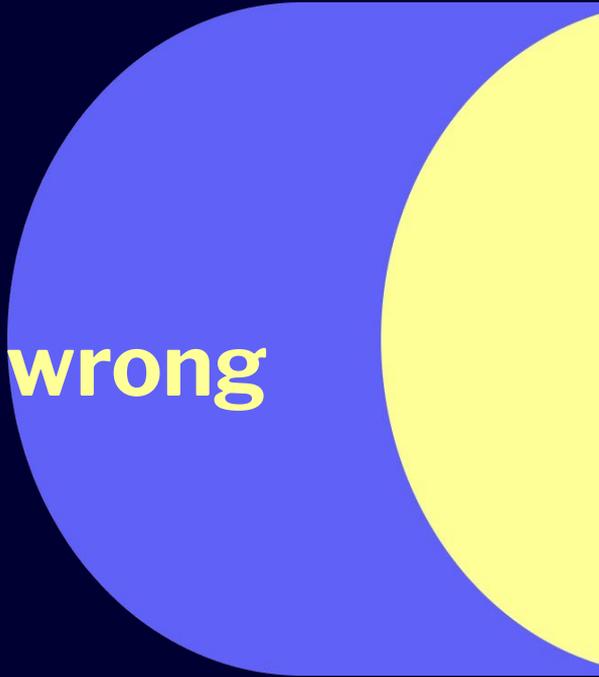
03. How

it looks in practice



A full workflow with templates
you can use tomorrow

3 ways AI content goes wrong



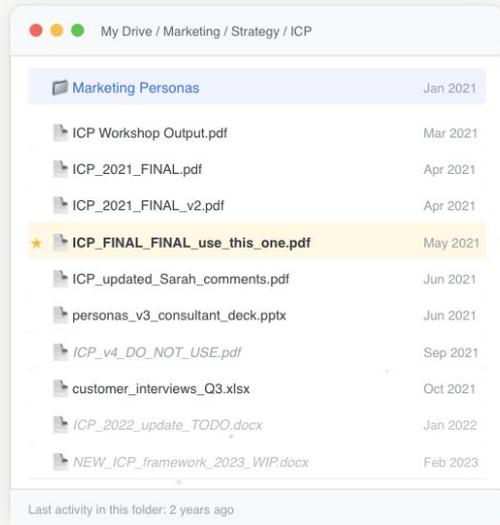
Scenario 1: We don't really know our audience.

AI doesn't know your audience **either**.
It only works with the **information you
give it**.



We don't really know our audience.

How it usually plays out?



Team not involved

Personas built in leadership workshops - without the people who actually write the content.

No ownership

Nobody feels responsible for keeping strategy current, so it reflects the world as it was 5 years ago.

Built for ideal conditions

Documents designed for ideal conditions, not real behavior.

Inductive thinking

ABM and interviews help - but can introduce bias.

Give AI a **real audience** to write for.

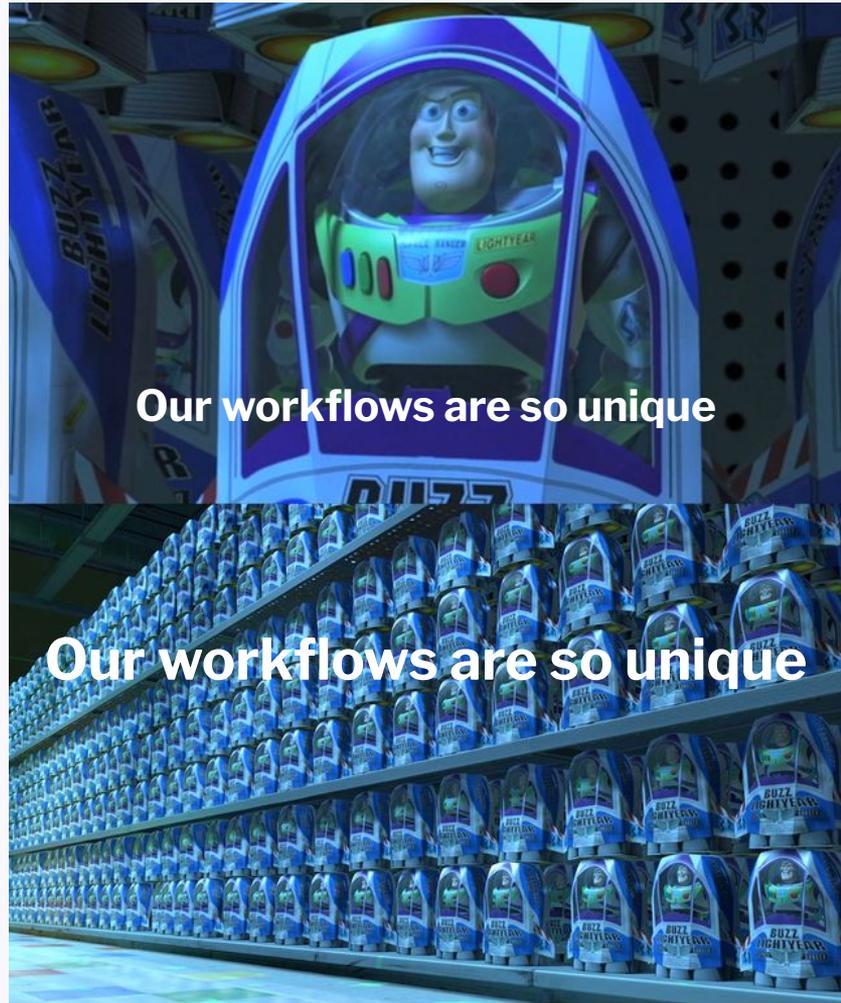
WHAT TO PREPARE	HOW IT CAN BE DONE	WHY IT MATTERS FOR AI
Define your real ICP <small>CRM data 2-3 profiles</small>	Use CRM data: industries, company size and roles from closed deals. Build 2-3 realistic profiles.	AI stops writing for "everyone" . It writes for real buyers.
Tone of voice guide <small>1-2 pages do / don't phrases</small>	How the brand sounds, 10 phrases to use / 10 to avoid, examples of good vs bad copy.	Prevents generic AI marketing language .
Record customer calls <small>Fireflies Bluedot Gemini</small>	Record demos & sales calls. Store transcripts in Notion or Drive. Ensure consent & compliance.	Customer language becomes AI training input .
Analyze recurring patterns <small>NotebookLM monthly review</small>	Review transcripts monthly. Extract problems, objections & questions using AI (e.g. NotebookLM).	Shows what customers actually care about .
Build one AI knowledge base <small>single source of truth</small>	Keep ICP, transcripts, tone guide and strategy docs in one shared folder.	Organized knowledge is easier to access, update and manage .

Garbage in, garbage out.



Scenario 2: We don't understand our processes.

The workflows **usually exist**. They're just invisible: **undocumented, unmeasured,** and **impossible to hand off** to AI.



We don't understand our processes. How it usually plays out?

No documentation

Workflows exist only in people's heads. Nothing is written down.

No task logging

No time tracking, no Jira, no baseline. You can't measure what you can't see.

No strategic skills

Strategy decisions stay at leadership level. Content teams are told what to write, rarely why.

AI introduced too soon

AI gets added before anyone understands what should actually be automated.

The invisible handoff

 **Researcher:** I'll ping you when I'm ready.

 **Copywriter:** I'm waiting for the brief.

 **Copywriter:** Hey, any update?

 **Researcher:** Just sent it to your email!

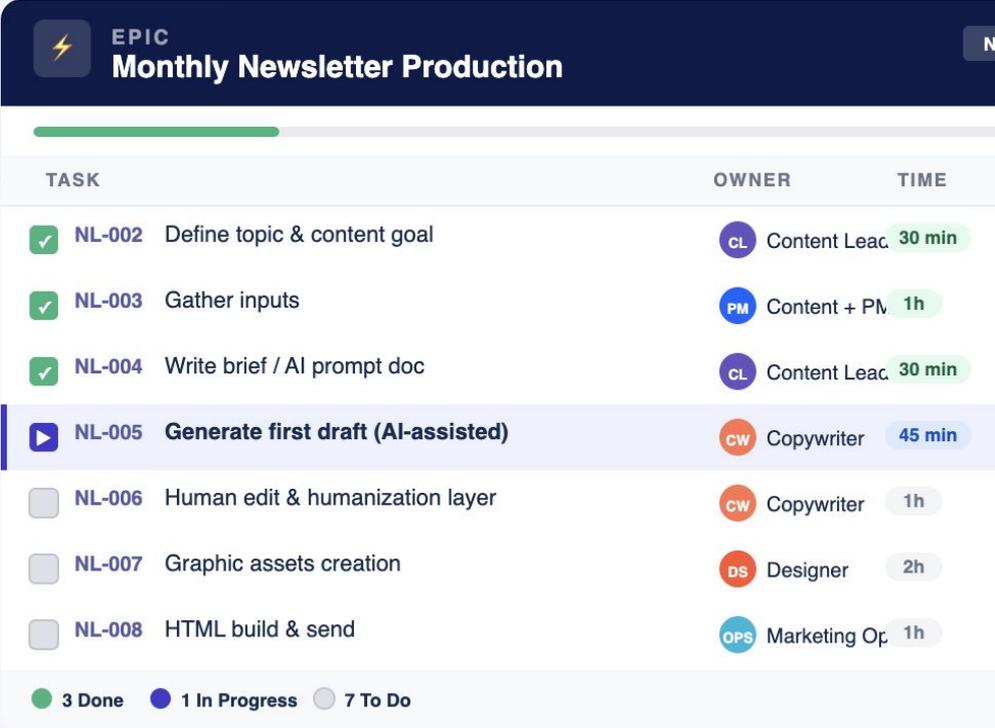
 **Copywriter:** Which email? I have two.

 **Reviewer:** Wait, are we starting the newsletter? Nobody looped me in.

Map it before you automate it.

Follow a proven pipeline:

1. Choose **one recurring workflow**, e.g. newsletter.
2. Document it, e.g. in **Jira, Asana, ClickUp, Notion, Miro, Google Sheets**.
3. Map every step **from start to finish**, including brief, input collection, drafting, review, design, setup, send, etc.
4. For each step, **define**:
 - owner,
 - input,
 - output,
 - tools used,
 - estimated time.



The screenshot shows a project management interface for an 'EPIC' titled 'Monthly Newsletter Production'. A progress bar at the top is partially filled with green. Below it is a table of tasks with columns for 'TASK', 'OWNER', and 'TIME'. The tasks are listed with their IDs, descriptions, owners, and estimated durations. A legend at the bottom indicates the status of the tasks: 3 Done (green circle), 1 In Progress (blue circle), and 7 To Do (grey circle).

TASK	OWNER	TIME
<input checked="" type="checkbox"/> NL-002 Define topic & content goal	CL Content Leac	30 min
<input checked="" type="checkbox"/> NL-003 Gather inputs	PM Content + PM	1h
<input checked="" type="checkbox"/> NL-004 Write brief / AI prompt doc	CL Content Leac	30 min
<input checked="" type="checkbox"/> NL-005 Generate first draft (AI-assisted)	CW Copywriter	45 min
<input type="checkbox"/> NL-006 Human edit & humanization layer	CW Copywriter	1h
<input type="checkbox"/> NL-007 Graphic assets creation	DS Designer	2h
<input type="checkbox"/> NL-008 HTML build & send	OPS Marketing Op	1h

3 Done 1 In Progress 7 To Do

Standardize, then hand it to AI.

Standardize:

- ◆ Clear owner per step
- ◆ Defined inputs and outputs
- ◆ Shared templates in your PM tool
- ◆ Approval points mapped

How to identify AI-ready steps:

- ◆ Repetitive tasks
- ◆ High effort, low creativity
- ◆ Steps with structured inputs & clear outputs

AI READINESS · DIAGNOSTIC CHECKLIST

Should I Use AI for This Task?

Answer YES or NO for each question. Count your YES answers at the bottom.

Q1 Can the output be described as a concrete artifact?
e.g. a text, code, graphic, presentation, list of ideas

YES NO

Q2 Can all required data be shared without NDA / GDPR issues?
No personal, confidential, or proprietary data without permission

YES NO

Q3 Is speed more important than perfection right now?
Deadline pressure, urgent project, time-sensitive delivery

YES NO

Q4 Do potential errors carry no serious legal or financial risk?
You can afford minor imperfections in the output

YES NO

Q5 Will editing AI output take less time than starting from scratch?
The AI draft is a useful starting point, not a liability

YES NO

Q6 Does the task fall within typical AI competencies?
Research, copywriting, code, analysis, summaries, idea generation

YES NO

Q7 Do you want it done — not to learn how to do it yourself?
No personal skill development goal in this area right now

YES NO

Q8 Will the recipient accept (or not notice) that AI was used?
The audience or context is AI-compatible

YES NO

Q9 Will this task repeat — making automation worth building?
Recurring workflow where a reusable AI process adds long-term value

YES NO

Q10 Do you have an AI tool and a verification step before publishing?
Checklist, second pair of eyes, or test before the output goes live

YES NO

YOUR SCORE

5 - 10 YES
→ Use AI
AI drafts, you review and edit the output.

0 - 4 YES
→ Do it yourself
Use AI for inspiration only — not execution.

Scenario 3: No alignment between tech and business.

The AI system doesn't have the data it needs, because nobody built the foundation from **scenario one**.

It's automating processes that were never mapped, because nobody did the work from **scenario two**.



Ryan Watkins ✓
@RyanWatkins_



“Dude I have 10 agents running while I sleep. No one is prepared for AGI in 2 years man.”

“So what are you building?”

“Bro all my smartest friends are vibe coding until 3am every night. It's all about agency. Intelligence is a commodity man.”

“So what are you building?”

“Do you even study exponentials? Have you seen the latest METR chart? You're going to be stuck in the permanent underclass bro.”

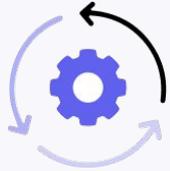
“So what are you building?”

“Did you even setup OpenClaw? I'm maxing out my token budget everyday man.”

“So what are you building?”

“I promise you I'm 10x more productive bro! You just don't understand! Please bro just.... I know you use this stuff everyday too, but you must not be prompting it right! Please broo..”

Scenario 3: No alignment between tech and business.



What the AI team is often optimizing for:

- ◆ Cost reduction
- ◆ Speed of automation
- ◆ Technical scalability
- ◆ Maximum automation

What the marketing team usually needs:

- ◆ Outputs they can trust
- ◆ Involvement in the process
- ◆ Tools that fit their workflows
- ◆ Incremental improvement



**Let's build your
Content Generation Skill !**



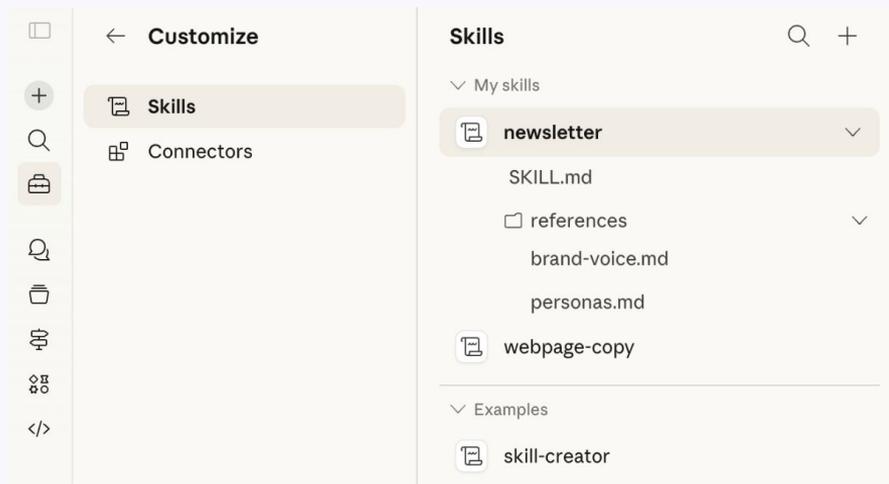
Before we start: What is a Skill?

A skill is a folder containing:

- ❖ **SKILL.md (required):** Instructions in Markdown with YAML frontmatter
- ❖ **scripts/ (optional):** Executable code (Python, Bash, etc.)
- ❖ **references/ (optional):** Documentation loaded as needed
- ❖ **assets/ (optional):** Templates, fonts, icons used in output

Claude can load multiple skills **simultaneously**. Your skill should work well alongside others, not assume it's the only capability available.

The full guide to building skills for Claude from Anthropic is [available here](#).



To access Claude Skills:

Go to **Customize > Skills > Create with Claude / Write skill instructions / Upload a skill**

The easiest way to get started is to create your skills using the natural language creator. Simply describe the process you want, and Claude will guide you through the implementation.

Step 1:

Gather your documents



Document examples:

- ◆ Tone of voice doc
- ◆ Brand guidelines/context doc
- ◆ Offer & services description
- ◆ Personas/ICP doc

Don't have them yet?

Ask AI to draft them from your existing materials.
~20 minutes. Good enough to start. Use the prompt on the right to get started.

Role: You are an experienced Brand Strategist.

Task:

Analyze the materials provided and generate ONE of the following (depending on the request):

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- Ideal Customer Profile (ICP)
- Brand Context Document

Rules:

- Base your analysis ONLY on the provided materials.
- Do NOT invent, infer, or assume information that is not explicitly present...

Find the full prompt in the [prompt library](#) at the end of the presentation.

Step 2: Map the workflow

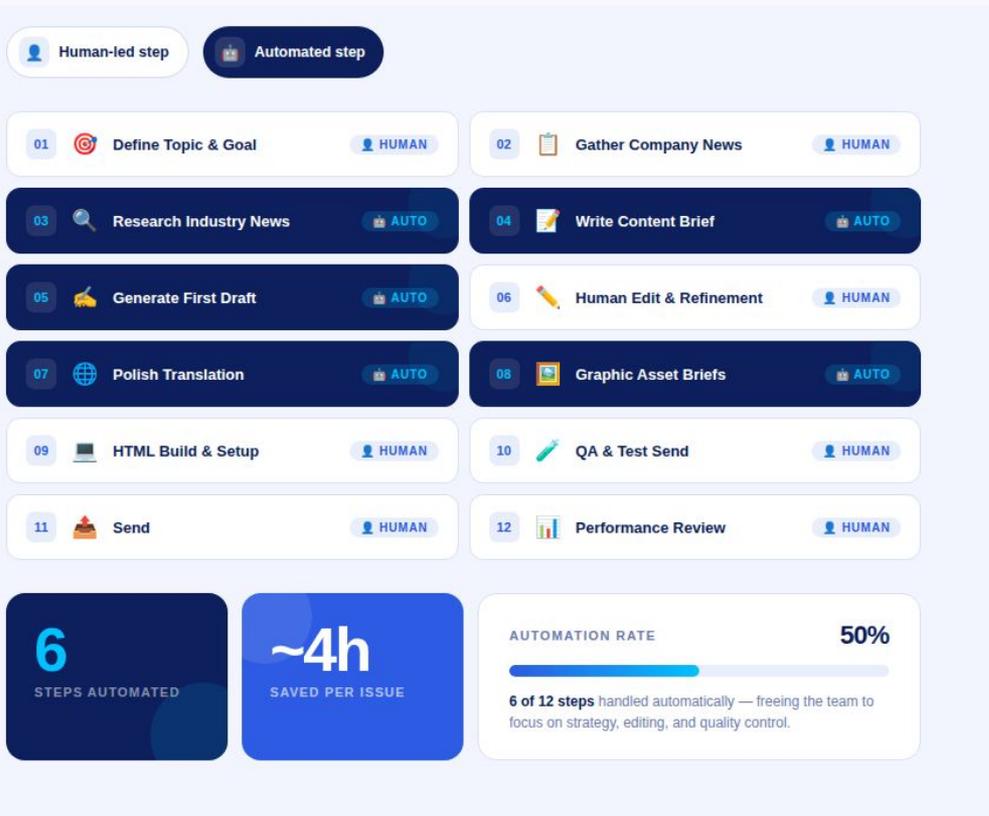
For each step, ask:

- ❖ Is it repetitive?
- ❖ Does it have structured inputs?
- ❖ Can a human check the output before anything goes out?

If yes to all three → automate it.

The result is on the right.
12 steps. 6 automated. 4 hours saved per issue.

That map became the architecture of our SKILL.md.



Step 3:

Ask Claude to build

1. Go to [Claude > Customize > Skills > Create with Claude](#), and write:

Create a newsletter generation skill. It should do web research, accept company news from me, and based on that, draft content in English and Polish, generate full newsletter copy based on drafts, and produce infographics (png) for each section. Here are my reference documents on tone of voice, brand context, good email examples, buyer personas, and brand visual identity. Use them as your stable context.

2. Paste context documents in MD:

- ❖ MessageFlow Newsletter Examples.md
- ❖ MessageFlow Buyer Personas.md
- ❖ Brand Voice.md
- ❖ Visual Identity.md
- ❖ Brand Context.md

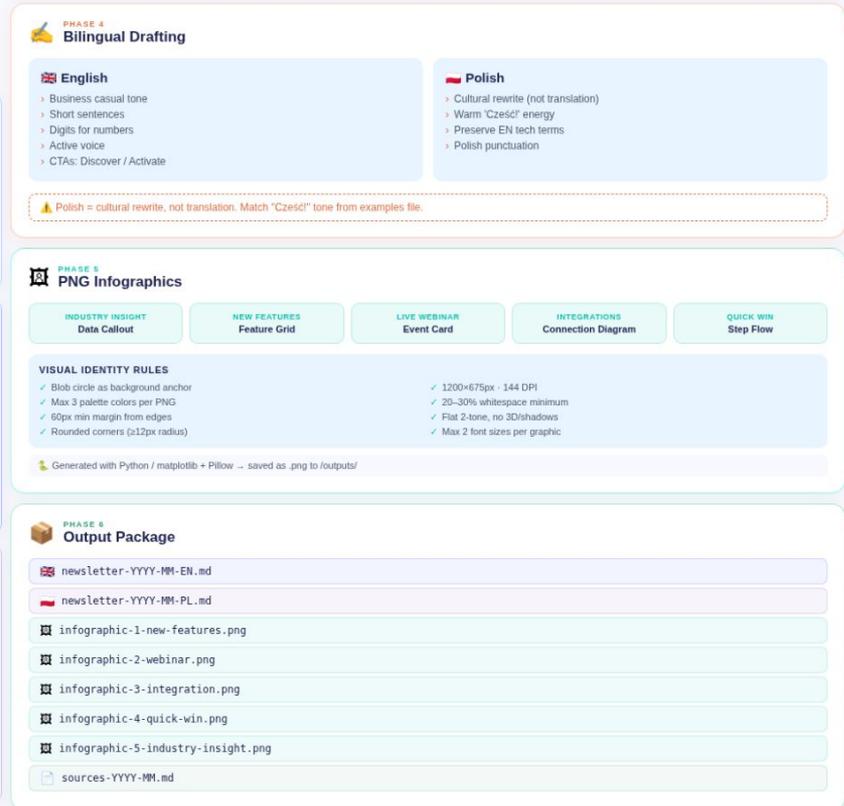
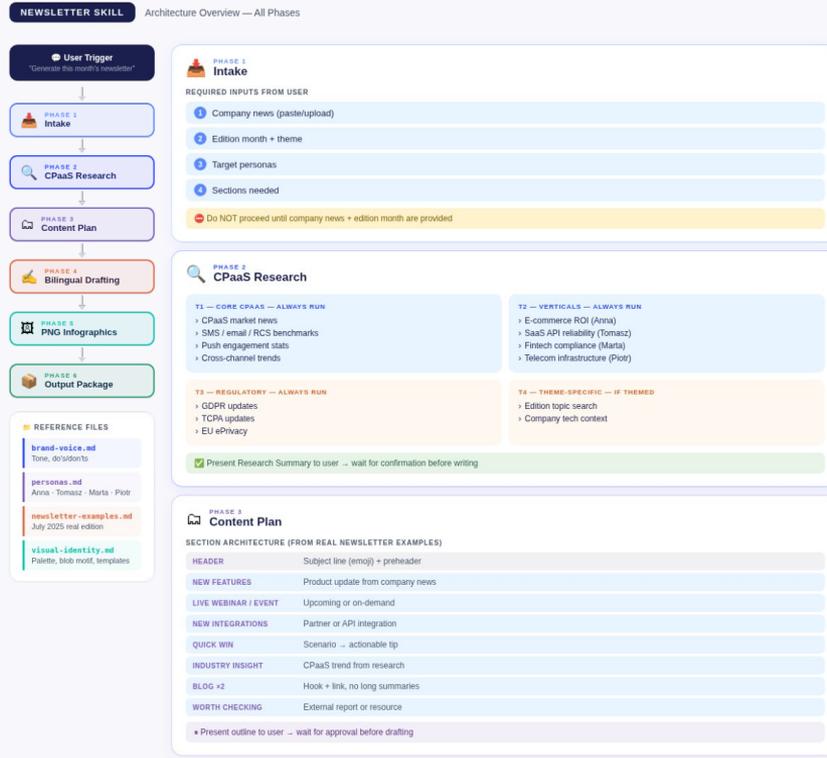
These files = **your stable context**.
Claude reads them before every session.

AI Context & Memory Comparison

How leading AI tools handle external knowledge & persistent context

TOOL	FEATURE / MECHANISM	TYPE OF CONTEXT	TYPICAL SOURCES	NOTES
CLAUDE · ANTHROPIC				
Claude Chat	File uploads	Static	PDFs, docs, code	Must re-upload every chat
Claude Projects	Project knowledge files	Static	Docs, guidelines, datasets	Claude reads them automatically in the project
Claude Connectors	External integrations (MCP)	Dynamic / Live	Google Drive, Slack, Gmail, GitHub, Notion...	Allows Claude to fetch data directly from tools
CHATGPT · OPENAI				
ChatGPT Chat	File uploads	Static	PDFs, docs, spreadsheets	Files disappear after the conversation
ChatGPT Custom GPTs	Knowledge section	Static	Uploaded files	Used as retrieval knowledge
ChatGPT Connectors	App integrations	Dynamic / Live	Google Drive, SharePoint, GitHub, Slack...	ChatGPT can search connected tools
GEMINI · GOOGLE				
Gemini Chat	File uploads	Static	Docs, PDFs	Similar to ChatGPT chat uploads
Gemini Google Drive	Drive integration	Dynamic	Google Docs, Sheets, Slides, PDFs	Gemini can directly access Drive files
Gemini Gems	Attached files / instructions	Static	Docs, instructions	Works like Custom GPTs
OTHER AI TOOLS				
NotebookLM Google	Sources	Static	PDFs, websites, Google Docs	Entire system built around source grounding
Perplexity Spaces	Knowledge files	Static	Docs, PDFs	Used for context retrieval
MS Copilot M365	Graph integration	Dynamic	SharePoint, Outlook, Teams	Pulls context from Microsoft ecosystem

3. Review the architecture outlined by Claude.



Step 4: Test & refine

Working with Claude to improve your Skill:

"The output is too long. Add a rule: max 400 words per section, no filler sentences, no transitional padding."

"This paragraph sounds wrong in Polish. [paste example] Update the skill so Polish never sounds like this."

"I want to change one thing at a time. What rule in the skill caused this output? Show me the exact instruction."

"Read the current SKILL.md and flag any contradictions or instructions that might conflict with each other."



READ INSTRUCTIONS · GAVE FEEDBACK · RAN AGAIN



ONE MORE PASS



THE COMPOUNDING EFFECT

Every fix improves every newsletter after it

The effort you put in doesn't disappear. It lives in the skill — permanently raising the floor of every future output.

- Fix once → better output forever
- Skill compounds, effort doesn't repeat
- Run 3 today = Run 1 tomorrow

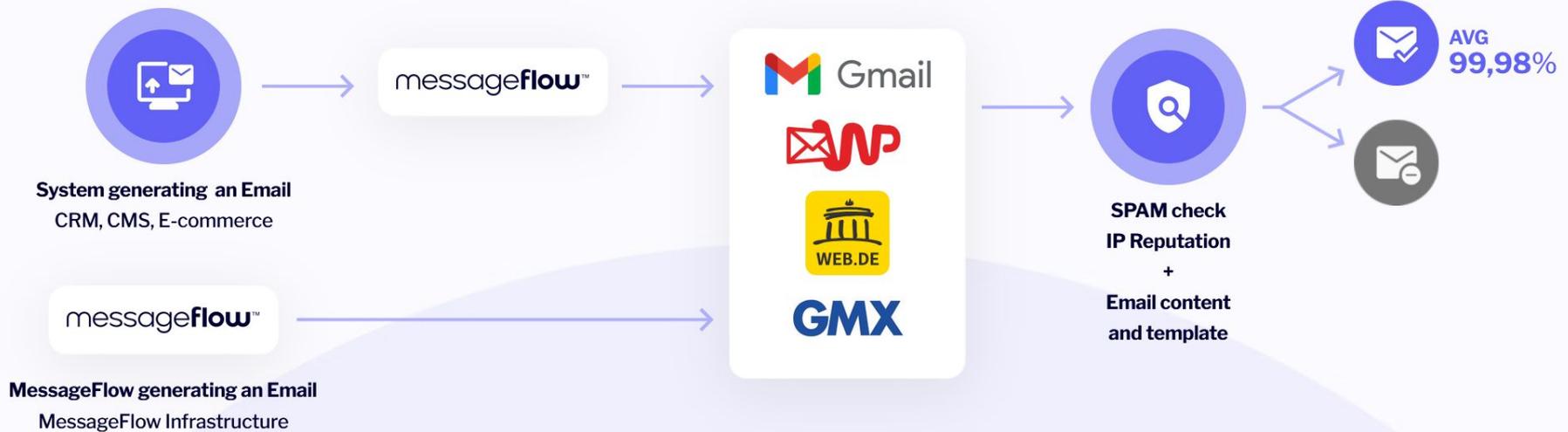
WHAT ITERATION ACTUALLY LOOKS LIKE

Not debugging. Teaching.

Going back into the skill, reading the instructions, and adding your feedback isn't fixing a broken tool — it's training a better collaborator. The skill learns your voice, your standards, your audience.

Step 5: Deliver

AI does not solve deliverability. These are two separate layers. Both need to be in place.



Prompt library:

Strategic documents generation

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- If something is unclear or missing, clearly flag it under "Uncertainties / Missing Information".
- Keep the output concise (maximum ~2 pages).
- Use bullet points and short paragraphs for readability.

Output Format:

Return the result as a well-structured **Markdown document**.

Structure the Markdown using the following format:

[Document Title]

Source Materials Analyzed

- List the types of materials provided (emails, ads, website text, call notes, etc.)

Key Observations

- Core messaging patterns
- Repeated themes or positioning
- Notable language, tone, or audience signals

Main Output

(Choose the relevant structure based on the requested deliverable)

If Tone of Voice Guide

- Brand Personality
- Tone Characteristics
- Writing Principles
- Example Phrases / Patterns
- Words to Prefer / Avoid

If Ideal Customer Profile (ICP)

- Target Customer Type
- Company Characteristics
- Roles / Decision Makers
- Pain Points
- Goals / Desired Outcomes
- Buying Triggers

If Brand Context Document

- Brand Positioning
- Target Audience
- Core Value Proposition
- Messaging Pillars
- Competitive or Market Signals

Evidence From Materials

- Bullet points with quotes or references from the materials supporting the conclusions.

Uncertainties / Missing Information

- List any assumptions avoided due to lack of evidence
- Identify gaps that would improve the analysis

Materials to analyze:

[PASTE EMAILS / ADS / WEBSITE TEXT / CALL NOTES HERE]

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