



Suhas Bhairav

AI Newsletter Production System

A practical playbook to automate drafting and publishing newsletters with human oversight

Empower marketing teams to produce high-quality newsletters faster with AI while preserving expertise and originality.

Suhas Bhairav

suhasbhairav.com

Discovery & Setup

Define data sources, prompts, tools, and governance. Set automation boundaries and assign ownership for repeatable results.

Key move Run a 2-week pilot; keep human review central throughout the process.

PRACTICAL CHECKLIST

- 01** Identify topics, audience, cadence, and brand voice to guide AI prompts.
- 02** Inventory data sources: internal briefs, industry news feeds, CMS, archives, and past newsletters.
- 03** Specify automation boundaries: research, outline, drafting templates; keep final edits human-reviewed.
- 04** Choose tools and accounts: AI providers, CMS plugins, style guides, and version control.
- 05** Define roles and approvals: content strategist owns governance; editors approve final copy.
- 06** Establish success metrics: open rate, click-through rate, and editorial quality score.
- 07** Create data-handling policy: privacy, consent, and compliance.

Suhas Bhairav AI Resource

Empower marketing teams to produce high-quality newsletters faster with AI while preserving expertise and originality.

Outline, Draft & Review

End-to-end workflow: topic research, outline generation, draft production, and first edits. Balance speed with accuracy.

Key move Ensure every claim has a source link.

PRACTICAL CHECKLIST

- 01** Topic brief: AI fetches 3-5 angles aligned with current goals.
- 02** Outline generation: AI returns structured sections with key points and sources.
- 03** Drafting: AI creates a first-pass newsletter draft in your template.
- 04** Human review: editors verify accuracy, tone, originality, and compliance.
- 05** Source citation: attach sources, indicate confidence, and flag questionable claims.
- 06** First edit pass: editors revise and annotate changes in track changes.
- 07** Content assets: embed visuals, stats, and quotes with attribution.

Suhas Bhairav AI Resource

Empower marketing teams to produce high-quality newsletters faster with AI while preserving expertise and originality.

Approval, Publishing & Metrics

Finalize approvals, publish, and measure success. Emphasize a guided feedback loop and clear ownership.

Key move Set a weekly retention review with owners.

PRACTICAL CHECKLIST

- 01** Final approvals: editor-in-chief signs off before sending to distribution.
- 02** Scheduling: publish at optimal times per audience segments.
- 03** Distribution: publish via CMS, add UTM tags for analytics.
- 04** Post-publish QA: check rendering, accessibility, and link integrity.
- 05** Performance metrics: open rate, CTR, time-on-read, unsubscribe rate, feedback.
- 06** Quality feedback loop: collect reader insights and adjust prompts.
- 07** Guardrails: guard against hallucinations, biased content, and outdated claims.

Suhas Bhairav AI Resource

Empower marketing teams to produce high-quality newsletters faster with AI while preserving expertise and originality.

ABOUT THE CREATOR

Suhas Bhairav

I build AI systems that combine distributed architecture, retrieval, knowledge graphs, security, and practical workflow design. My focus is AI that can be used repeatedly by real teams: understandable, reliable, and grounded in the work people already do.

EXPERTISE

- Principal systems architecture and applied AI engineering
- Production-grade AI systems, agentic workflows, RAG, and knowledge graphs
- Full-stack workflow applications across AWS, Google Cloud, Azure, on-premise, and hybrid environments
- Practical AI implementation patterns for automotive, manufacturing, finance, logistics, cybersecurity, sales, and customer operations
- Security, governance, observability, approvals, and failure-mode thinking for operational AI systems

WEBSITE

suhasbhairav.com

EMAIL

suhasbhairav@gmail.com