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Substack Soapbox Membership

WORKBOOK 2

Design Your Publication Page & Weave In Your Call to Action

A companion guide to the Her Profit Map Contemplation Workshop

Name:

Publication Name:

Date:

Overview: Your Substack Page = Your Website

Think of your publication page as your web page. You are driving traffic to this page. You want anyone landing there to immediately understand who you are, what you offer, and what their next step is.

This workbook walks you through exactly how to structure your Substack publication page — and how to naturally weave your call to action into everything you publish. No pushy links. No bro marketing. Just a smart, values-aligned flow.

What We're Building:

- A hero pinned post that introduces you to first-time visitors
- A subscribe block that adapts to whoever is viewing it
- Organized sections for each of your 4 content pillars
- A resources section that guides people to your next steps
- Custom buttons in your articles that drive action naturally

Section 1 — Know Your Strategy First

Before you touch your Substack settings, you need to be clear on one thing: what is the single most important action you want a new visitor to take?

You have to know what your strategy is. What is your main call to action? Focus in on that as much as you possibly can.

Choose Your Primary Call to Action

Circle or check the one that fits your current stage and strategy:

- | | |
|--|---|
| <input type="checkbox"/> Join my paid tier / subscription | <input type="checkbox"/> Book a free consult or discovery call |
| <input type="checkbox"/> Download a free report / resource | <input type="checkbox"/> Register for an upcoming workshop or event |
| <input type="checkbox"/> Subscribe (free) to grow my list | <input type="checkbox"/> Other: _____ |

My Primary CTA URL or Link:

My CTA Button Label (what will it say?): e.g. 'Join the Soapbox', 'Book a Call', 'Grab Your Free Report'

Once they've taken that first step — what's the next step I want them to take?

Section 2 — Your Pinned Hero Post

The default Substack view shows your most recent post at the top. You don't want that. You want a pinned introduction post that creates an experience for first-time visitors. This is your 'welcome to my world' moment.

I want anyone who finds me for the first time to have an experience. I want them to understand who I am and what we're building here together.

What to Include in Your Pinned Post

Your pinned hero post should do all of the following — check off what you already have, and plan out what still needs to be created:

<input type="checkbox"/>	What to Include
<input type="checkbox"/>	A warm introduction — who you are and why you're here
<input type="checkbox"/>	An audio embed (optional but powerful — meet people where they are)
<input type="checkbox"/>	A brief backstory or 'why Substack' section
<input type="checkbox"/>	Your 4 content pillars — clearly named, so they know what to expect
<input type="checkbox"/>	A free opt-in or resource they can grab right now
<input type="checkbox"/>	Your paid tier — introduced naturally, not pushed
<input type="checkbox"/>	A question that invites them to engage ('Tell me what you're excited about')
<input type="checkbox"/>	A custom CTA button with your primary call to action

How to Pin Your Post

STEP

1

Find the post you want to pin

Go to your publication. Navigate to the post you want to make your hero. Click the three-dot menu on that post.

STEP

2

Pin to homepage

Select 'Pin to Homepage' from the dropdown menu. Only one post can be pinned at a time.

STEP

3

Set your hero display style

Go to Dashboard > Website Editor. Click on your hero block and choose 'Media Feature' for a bold, website-style hero look. You can also try Magazine or Newspaper styles.

My pinned post title / working title:

What story or introduction will I open with?

Section 3 — The Subscribe Block

Substack lets you add a subscribe block anywhere on your publication page — and it automatically shows a different message depending on who is viewing it. This is one of the smartest built-in tools for guiding people to the right next step.

This is how you're embedding your paid tier everywhere you can — with value, in a way that makes sense — without pushing it.

The 3-Part Subscribe Block

You can customize the message each type of visitor sees. Plan your messaging here:

Viewer Type	Your Message (draft yours here)
Non-subscriber (never subscribed)	<i>Goal: Get them to subscribe. Example: 'Join the 50 Not Finished movement — free to start.' My message:</i> _____
Free subscriber (subscribed but not paid)	<i>Goal: Invite them to upgrade. Example: 'Ready to be seen, heard, and paid on Substack? Upgrade to paid.' My message:</i> _____
Paid subscriber (already a member)	<i>Goal: Invite them to gift a subscription or take the next step. Example: 'Gift a subscription to someone who needs this.' My message:</i> _____

How to Add a Subscribe Block

Go to Dashboard > Website Editor. Click between two existing content blocks where you want the subscribe bar to appear. Select 'Click to Add a Block' and choose 'Subscribe Block.' Fill in your three messages and save.

Tip: Add a subscribe block between each major section of your publication page for maximum visibility.

Section 4 — Organizing by Content Pillar

Here's the secret to a beautiful, organized Substack publication page: tags. Every article you publish gets one tag — which is the name of the content pillar it belongs to. Substack then lets you create a featured section for each tag, automatically populating it with all articles in that category.

Every time I post something new and tag it, it automatically appears in the right section. It organizes itself.

Step 1 — Define Your 4 Tag Names

These should match your 4 content pillars from Workbook 1. Keep them short and consistent — you'll use these exact names as tags on every article.

Pillar	Tag Name (short)	Section Display Title (override label)	Example from Julie
1	_____	_____	<i>midlife</i>
2	_____	_____	<i>human design</i>
3	_____	_____	<i>business</i>
4	_____	_____	<i>substack</i>

Step 2 — Add a Feature Block for Each Pillar

In Dashboard > Website Editor, click 'Add Block' between sections and choose 'Post and Modules' (grid layout, 1 row). Set it to show 'By Tag' and select your pillar tag. Then click 'Use Override' to set your custom display title.

STEP

1

Add a Post and Modules block

In the Website Editor, click 'Add Block' and choose 'Post and Modules.' Set the layout to Grid, 1 row.

STEP

2

Set it to filter by tag

In the block settings, change the source from 'Recent Posts' to 'Tag' and select your pillar tag.

STEP

Override the display title

3

Click 'Use Override' and type your custom section name — e.g. 'Midlife Musings: Motherhood, Menopause & More' instead of just 'midlife.'

STEP

4**Repeat for each of your 4 pillars**

Create one feature block for each pillar. Each one will automatically populate as you publish more articles with those tags.

Step 3 — Tag Every Article You Publish

When you publish an article, always assign it exactly one tag — the name of its content pillar. You'll find the tag field under 'More Options' when you go to publish.

Use one tag and one tag only per article. This keeps your sections clean and auto-organized.

Bonus: A Resources Section

Create a special tag called 'resources' and use it for posts you don't broadcast to subscribers — these are pages that live on your publication for navigation purposes. Use this section to feature your podcast, free downloads, links to your social profiles, or other evergreen resources.

Example: Julie's 'Substack and Human Design Resources' section is tagged 'resources' and features her podcast, reports, and community links — all updated in one place.

Section 5 — Embedding Your CTA in Every Article

Your publication page sets the stage — but the real magic happens inside your articles. Every article you publish is an opportunity to naturally guide readers to their next step. This is not bro marketing. This is generous, value-first leadership.

Everything is working in harmony. It's valuable, it's amazing, and it's bringing people in. The content, the live, the article — all pointing to the same next step.

The Weekly Content Strategy

Here's the simple system for how content, calls to action, and offers work together each week:

Format	Purpose & CTA Connection
Podcast (Tue)	Lead with value on your content pillar topic. Mention your upcoming event, paid tier, or offer naturally in conversation.
Free Live (Wed)	Teach in public. Demonstrate your expertise. Direct people to the paid tier or next step at the end.
Article (Thu)	Transcribe or expand the live. Add a custom button pointing to your primary CTA. Tag it with its content pillar.
Notes (ongoing)	Short-form soapbox moments. Pull a quote, a conviction, or an insight. Restack your own gold. Drive curiosity back to articles.

Adding Custom Buttons to Your Articles

Inside any article, you can insert a custom button that links to any URL — your consult booking, your paid tier, a free workshop registration, a report download. Here's how:

STEP

1

Place your cursor where you want the button

Think about where in the article it makes the most sense — often near the end, or after a key teaching moment.

STEP

2

Click the + button and select 'Button'

Choose 'Custom Button' (not just 'Subscribe'). This lets you control the URL and button text.

STEP

3

Add your URL and button label

Paste the full URL including https://. Write a clear, action-oriented label. Examples: 'Join the Soapbox,' 'Book a Free Call,' 'Grab Your Human Design Report.'

Note: Always use the full https:// URL — Substack does not accept www-only links.

My standard button label for this stage of my business:

The URL this button will point to:

Section 6 — Restack Your Own Gold

One of the most underused features on Substack is restacking your own content. When you restack an article or a key quote from your own publication, it shows up in the main Substack feed as a note — putting your ideas in front of new eyes without writing anything new.

Please restack your own stuff, my beautiful friends. Get your gold back out there. You can't do this on any other platform.

Two Ways to Restack

- Restack a full article: Pull the article into your notes feed. Anyone who sees it can click through to read the full piece.
- Restack a quote or highlight: Highlight a specific sentence or paragraph, choose 'Share,' and restack it as a styled note. Add a one-line caption for context.

Both versions drive people back to your original article — which has your CTA button embedded. The loop is complete.

Chris says it best: 'Restacking your own work is a step in self-actualizing. We don't see ourselves as well as others do.'

Restacking Workflow for Your Team (or Yourself)

You don't need to do this yourself every day. You can set up a simple process:

1. Identify 3–5 of your best existing articles or notes
2. Highlight the strongest quote or insight from each one
3. Restack it with a simple caption that adds context
4. Do this 2–3 times per week to keep your work circulating

Tip: You can have a VA or team member do this — they don't need to post as you. They simply find the gold that's already there and hit restack.

3 articles I already have that deserve to be restacked:

<hr/> <hr/> <hr/>

Your Publication Page Launch Checklist

Use this checklist to make sure everything is set up before you start driving traffic to your page.

Strategy & Foundations

- I know my primary call to action
- I know the URL for my CTA button
- I've written the button label text

Publication Page Setup

- I've created my pinned hero post
- I've set the hero display to 'Media Feature' in the Website Editor
- I've pinned the post to my homepage
- I've added at least one Subscribe Block to my page
- I've written the 3 subscriber messages (non, free, paid)

Content Pillars & Tags

- I've defined my 4 tag names (one per content pillar)
- I've created a feature block for each of the 4 pillars
- I've set each block to filter by tag
- I've added override display titles for each section
- I've started tagging all new articles with one pillar tag

CTA Flow & Restacking

- Every published article has a custom CTA button embedded
- I've set up a weekly rhythm that connects content to my CTA
- I've identified 3+ articles to restack this week

You are your soapbox.

This is your place to be seen, heard, and paid for your voice. Everything you build here — your page, your content, your pillars — is working together to bring the right people to you and guide them into the transformation you are here to offer. Get your gold out there.
