

How to SUBSTACK



How to Set Up a Substack Account

Starting with Substack is straightforward, but here's a step-by-step guide to get you up and running:

1. Visit substack.com and click "Start Writing."
2. Create an account with your email or Google account.
3. Name your publication — this becomes your newsletter's branding.
4. Customize your page — add a logo, description, and setting your subscription options.
5. Import your existing email list if you have one, or start building your list from scratch.
6. Configure your monetization settings — set your subscription price, whether free or paid tiers.
7. Write your first post and publish!

Once live, you'll have a professional-looking newsletter ready for your audience to subscribe to.

Types of Posts You Can Create

One of the things that makes Substack flexible is the variety of content you can share:

- Traditional articles or essays: Deep dives into topics, literary analysis, or personal stories.
- Book reviews and summaries: Share your critiques, highlight themes, or provide exclusive insights about new releases.
- Behind-the-scenes content: Discuss your writing process, share drafts, or talk about your journey as a creator.
- Exclusive updates: Announce upcoming projects, tours, or events only for your subscribers.
- Multimedia content: Embed podcasts, videos, or images to complement your writing.
- Interactive posts: Conduct polls, Q&A sessions, or solicit feedback to foster engagement.

The key is to think about what your audience values most and craft content that provides value, whether it's entertainment, education, or community.

How to Post and Engage

Creating and sharing content on Substack is as intuitive as composing an email:

1. Access your dashboard and click “New Post.”
2. Write directly in the editor — format text, insert images or links, embed audio or video.
3. Preview your post to ensure it looks good.
4. Choose your audience: send immediately, schedule for later, or send to specific subscriber tiers.
5. Publish or schedule — then watch your email go out to your subscribers.

*Remember to share on your socials with links and graphics.

It’s also smart to maintain a consistent schedule—whether weekly or biweekly—to keep your audience engaged.

Subjects you can focus on:

Depending on your niche, here are some tailored ideas:

- Book reviewers: Share honest reviews, author interviews, or reading challenges.
- Authors: Offer behind-the-scenes looks at your writing process, serialized chapters, or exclusive excerpts.
- Bloggers: Write about industry trends, niche tips, personal development, or curated reading lists.
- General: Discuss literary history, advocate for specific genres, or explore cultural topics.

The beauty of Substack is that it allows for flexibility — you can combine various content types and subjects to keep your audience coming back for more.

Tips for Success:

- Consistently produce valuable, high-quality content to attract and retain subscribers.
- Engage with your audience to build loyalty and gather feedback.
- Promote your Substack across social media platforms to expand your reach.
- Analyze subscriber data to understand preferences and optimize your offerings.