

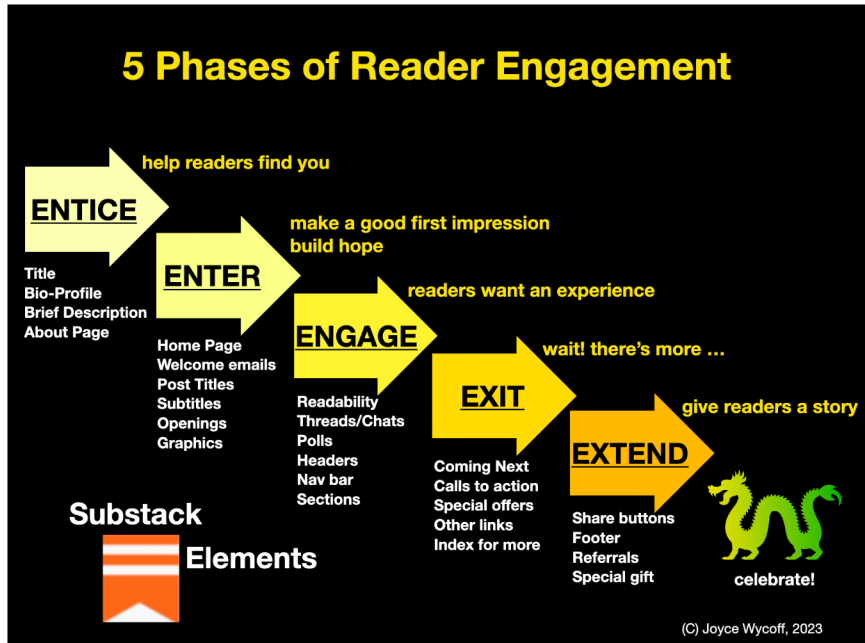


**Your Substack Workbook:
Strategy & Setup
... before you open the door
and create the
6 big ENTICE elements**

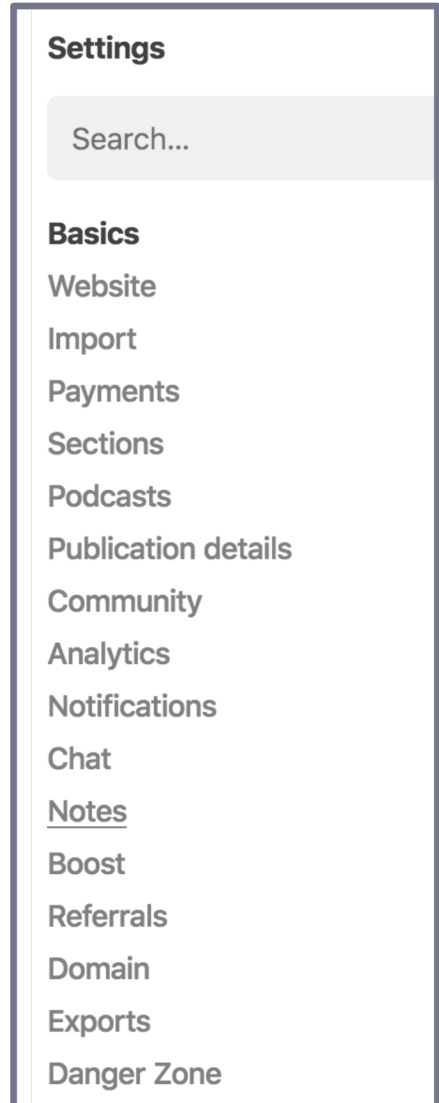
by
Joyce Wycoff

Gratitudemojo.substack.com

Start here ...



Not here ...



I had great reasons for wanting to start a Substack:

I had finished writing a gratitude journal and thought it would be a good way to market it.

Plus, my hero Professor Heather Cox Richardson was writing here ... so I jumped in and opened the dashboard.

1 I hope your thinking is clearer than mine was.

It's all about the ?s you ask yourself

<p>About Yourself:</p> <p>Why? What's in it for you? What do you want to write about?</p>	<p>About Your Readers:</p> <p>What value do you bring them? What's in it for them? What do they want to read about?</p>	<p>About Money:</p> <p>Free? Paid? Hybrid?</p> <p>What is your intention?</p>
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What to do BEFORE starting your Substack ... or soon thereafter

Questions about YOU:



- What do YOU want to write about over the long-term?
 - What do you read and research for yourself?
 - What questions haunt you?
 - What conversations do you find yourself in repeatedly?
- What is the message you feel passionate about sharing with readers?
- What is your personal goal for your Substack?
 - Build a free/paid subscriber base?
 - Attract an agent/publisher for a new book or writing project?
 - Develop a fan base for selling books or creative products?
 - Get reader feedback about a project?
 - Other?
- How often can you commit to writing a post? (1 or 2 per week is most common.)
- Does your personal life situation allow you the time and energy to write and manage a consistent newsletter?
- Is your message big enough to provide material for a long-term newsletter?
- What is your best strength?
 - Writing skills and talents.
 - Credibility in my field and understanding the issues I want to write about.
 - Dedication to getting my message out and empathy with readers.
 - Resilience in the face of disappointment in growth, engagement, or other setbacks.
 - Creative ideas and problem solving.
- What is your biggest barrier?
 - Imposter Syndrome saps my confidence.
 - Time: life is already over-committed.
 - Dealing with the technology required to use Substack.
 - Other.
- How does Substack fit your creative life?
 - It will be the foundation of everything.
 - It is how I relate to the world but I do a lot more than write.
 - I want it to open doors to other creative adventures.
 - I want to hang out with and learn from other creative writers.
- How important is it to you to be part of a community of writers?

NOTES:

Date: _____

Questions about YOUR READERS:

- What do you think the biggest value you could bring to readers would be?
 - Information from your research or experience?
 - Inspiration and wisdom from your life experience?
 - Humor?
 - Connection, support, community?
 - Advice: financial, health, relationship, spiritual growth, writing, new perspectives on common issues?

Art & Illustration
Business
Climate & Environment
Comics
Crypto
Culture
Design
Education
Faith & Spirituality
Fashion & Beauty
Fiction
Finance
Food & Drink
Health & Wellness
History
Humor
International
Literature
Music
News
Parenting
Philosophy
Politics
Science
Sports
Technology
Travel

- Who wants or needs what you want to write? (Everyone is not a good answer.)
 - Demographics - age, gender, place?
 - Hobbyists or people interested in: politics, climate, sports, music, travel, art/photography, and so on?
 - Personal issues - mental health, creative endeavors, work, family?
 - Literature, poetry, memoir?
- Is your niche of readers big enough to support your financial goals?
- Is your area of writing interest growing or decreasing?
- Are there magazines and newsletters already focusing on your area? (Could be a field of large interest or a suggestion to find an underserved corner.)
 - Substack has 27 categories of interest (at last count), does your work fit in any of those categories? (Shown at left.)
 - How many readers are on your current email list that you are bringing to Substack?
 - How many subscribers would you imagine having after 1 year? After 2 years?

NOTES:

Date: _____

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Suggestion:

As you think through these questions, make notes and think about what you really want from your Substack.

Read More:

What if you had a crystal ball about your readers?

Questions about MONEY:

- Where does money fit into the Substack picture for you?
 - Critical ... I need to make a specific level of income to meet living requirements.
 - Important but not critical. I have time to build up a paid subscription base.
 - I believe writers should be paid and this is the work I want to do.
 - I just want to write and get my message out; money is not critical.
- Right now, how do you plan to organize your payroll?
- What are your main sources of readers and subscribers?
 - The email list I bring to Substack.
 - My interactions with various social media.
 - Interacting with the Substack community.

What are your intentions?

There are many reasons for beginning a newsletter ... some of these might fit your own intentions:

- Full or part-time income
- Connection with agent or editor
- Gather ideas for a writing project
- Connect with other writers
- Discipline of established schedule
- Create a community
- Develop conversation with readers
- Clarify and develop your own thinking?

How would you rank these ... or what other intentions would you add?

Focus on Big 6: ENTICE

Before you open your Substack door to readers, craft these 6 things with care: they can be changed later but you'll be happy you put more effort up front ... at least I would have been.

Title (Substack)

Bio-Profile

Short description

About Page

Paywall

Welcome Email

NOTES:

Date: _____

Suggestion:

First step: Pick the intention that energizes you and then begin your Big 6.

Read More:

[Read all the posts labeled: ENTICE & ENTER](#)

Substack Workbook: Strategy & Setup
Substack Checklist
 Related to Reader Engagement
 (First draft ... feedback encouraged)

Phase	When	Criteria
ENTICE: Attention		
... Title	Set-up	Audience, focus
... Bio-Profile	Set-up	Why you?
... Brief Description	Set-up	Value?
... About Page	Set-up	Make friends?
... Paywall	Set-up	Intentions?
ENTER: Invite in		
... Home Page	Set-up	Inviting, organized
... Post Titles	Posts	Engaging
... Subtitles	Posts	Engaging
... Headers	Posts or fixed	Connecting
... Openings	Posts	Engaging
... Graphics	Posts	Informative, impact
... Welcome emails	Set-up	First Impression
... Email banners	Set-up	Memorable
ENGAGE: Connect		
... Threads/Chats	Alternates to posts	Engagement
... Polls	In posts	Engagement
... Navigation bar	Set-up/Reorg	Organization
... Sections	Set-up/Reorg	Organization
... Headers/Footers	Posts or fixed	Calls to action
EXIT: Satisfy		
... Calls to action	Posts/footers	Limited to 1-2
... Special offers	Posts/footers	Simple
... Other links	Posts/footers	Related
... Index	Referenced in post	Related
... Coming next	Posts/footers	Anticipation
EXTEND: Build memory		
... Buttons	Posts/footers	Action, limited 1-2
... Footer	Posts/footers	Memory
... Referrals	Posts/footers	Effective?
... Story	Posts/footers	Memory
... Gift	Posts/footers	Connection



**If you have questions,
 someone here will probably
 have an answer.**

**If you have suggestions,
 someone here will probably
 need it.**

**If you want
 to just swap stories,
 someone here wants to listen.**



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