

Substack

14 POINT CHECK LIST FOR NEWBIES

This check list accompanies my Youtube video of the same name available to paid subs.

You are so so welcome to go at your own pace in creating your Substack.

Let's **Sparkle on Substack**, throw away the social media rule book and have a lovely time!

Chose your favourite 10 and let's go!

sparkleon.substack.com

- WRITE A WELCOME POST TO YOUR SUBSCRIBERS
- YOU CAN CONSIDER PINNING THIS TO YOUR PROFILE FOR NEW FOLKS?
- SET UP YOUR (TEMPORARY) WELCOME EMAIL (COULD BE IN PART THE SAME CONTENT AS ABOVE...?)
- ADD YOUR PROFILE PICTURE (I USE THE SAME ONE ACROSS SOCIALS)
- ADD YOUR LOGO OR SOMETHING ELSE IN IT'S PLACE
- WORK OUT YOUR CONTENT PILLARS - WHAT MIGHT YOU WRITE ABOUT?
- SUB TO SUBSTACK WRITERS/ SUBSTACK READ/ SUBSTACK
- SPEND 10 MINS OR SO ON THE EXPLORE PAGE SEARCHING FOR
- PUBLICATIONS YOU MIGHT LIKE TO READ/ SUB TO
- SPEND 20 MINUTES ON NOTES - NB NOTES CONTENT IS DRIVEN BY YOUR SUBS
- WRITE YOUR (TEMPORARY) ABOUT PAGE
- CREATE A FILE ON YOUR DESKTOP FOR YOUR PHOTOS, A PAGE BREAK OR OTHER GRAPHICS YOU MIGHT LIKE TO USE
- DECIDE ON YOUR LAYOUT AND COLOUR PALETTE
- ORGANISE YOUR TABS - YOU CAN DRAG AND DROP THESE
- DECIDE ON A POSTING SCHEDULE FOR YOUR FIRST MONTH!

Substack

YOUR CHECK LIST FOR GOING PAID

This check list accompanies my course - work through it at a pace that feels good for you...

- WRITE A WELCOME POST TO YOUR SUBSCRIBERS
- YOU CAN CONSIDER PINNING THIS TO YOUR PROFILE FOR NEW FOLKS?
- SET UP YOUR PAID SUBSCRIBER WELCOME EMAIL (COULD BE IN PART THE SAME CONTENT AS ABOVE...?)
- DO THE MATHS
- CHECK THE MATHS (MONTHLY, ANNUAL, NUMBERS NEEDED)
- SET YOUR RATES IN SETTINGS AND YOUR GOAL FOR NUMBER OF PAID SUBS
- SCHEDULE SOME PAID CONTENT
- POP IN SOME PAID RESOURCES IF YOU'RE ADDING THOSE
- WRITE A MARKETING PLAN FOR LAUNCHING
- 3, 2, 1 LAUNCH - CONGRATS!
- REVIEW YOUR FIRST MONTH AND DO THIS EVERY TIME YOU GET A NEW PAID SUB AT THE BEGINNING
- REGULARLY CHECK IN WITH YOUR MEMBERS ON HOW THE CONTENT AND AMOUNT OF CONTENT IS FEELING TO THEM.
- ENJOY YOUR MEMBERSHIP SPACE!**