

SOLO *Shannon*❤️

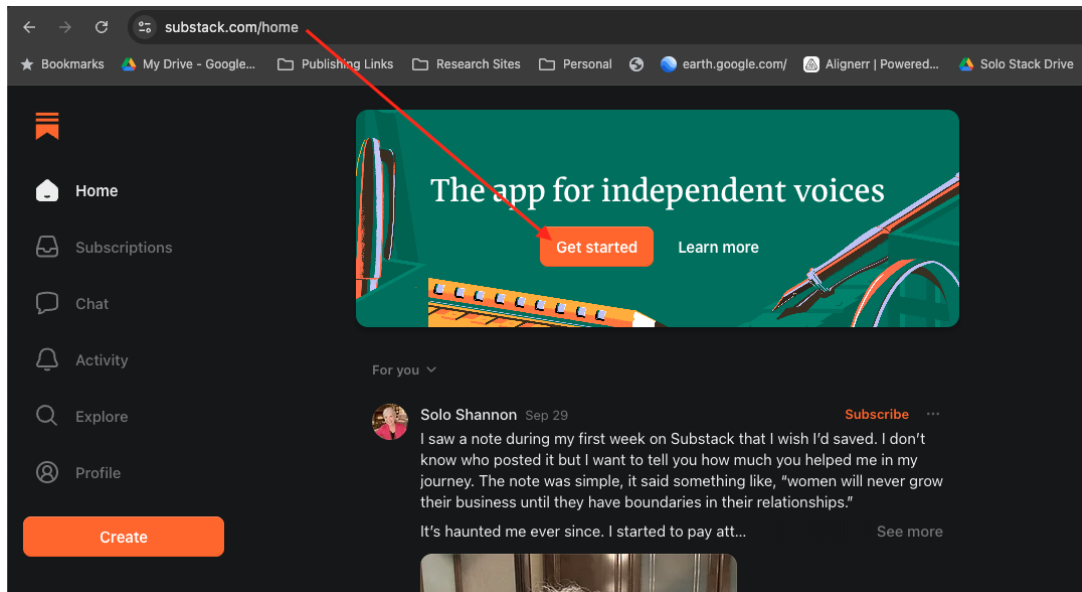
Setting Up Your Substack for Success

Download the App or Use a Desktop/Tablet

Substack comes in the form of an app available for download in the app store of your phone. Setting up your Substack is easier on a desktop or tablet that allows you to type with a real keyboard and gives you mouse control.

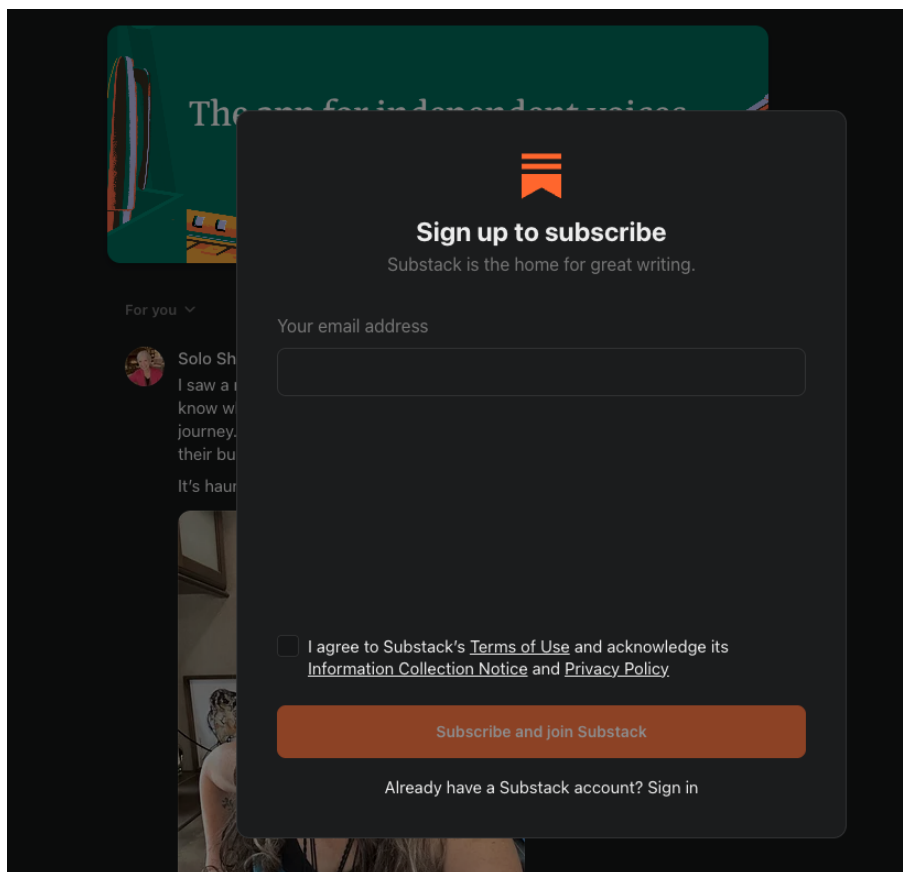
I use the Substack app to READ, but I use my laptop or desktop to WRITE on Substack. This tutorial is focused on using Substack for business and earning an online income, we'll be sticking to desktop instructions from here forward.

1. Go to Substack.com

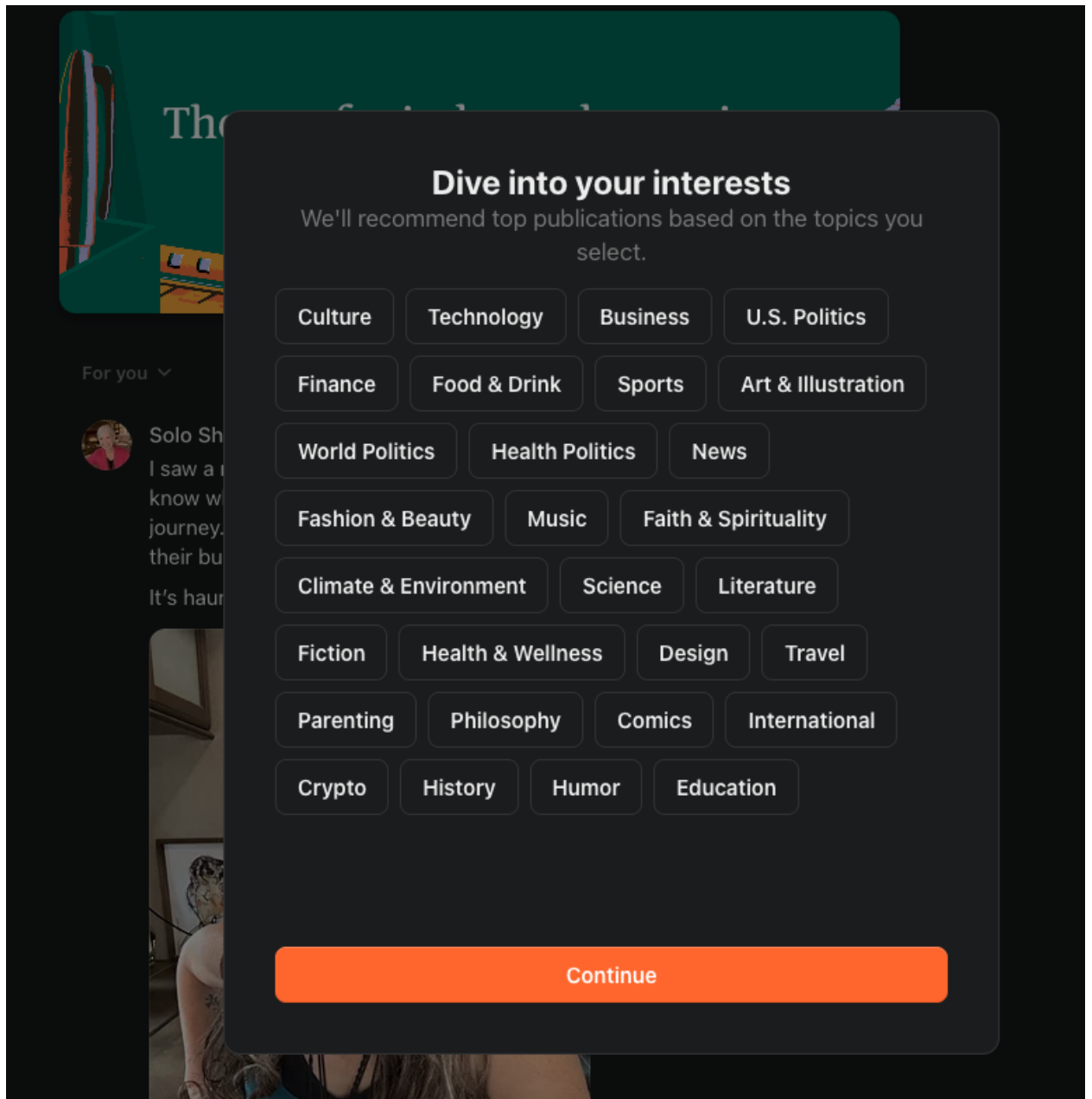


2. Click "Get Started"

3. Follow the on screen instructions, enter your email address, etc.



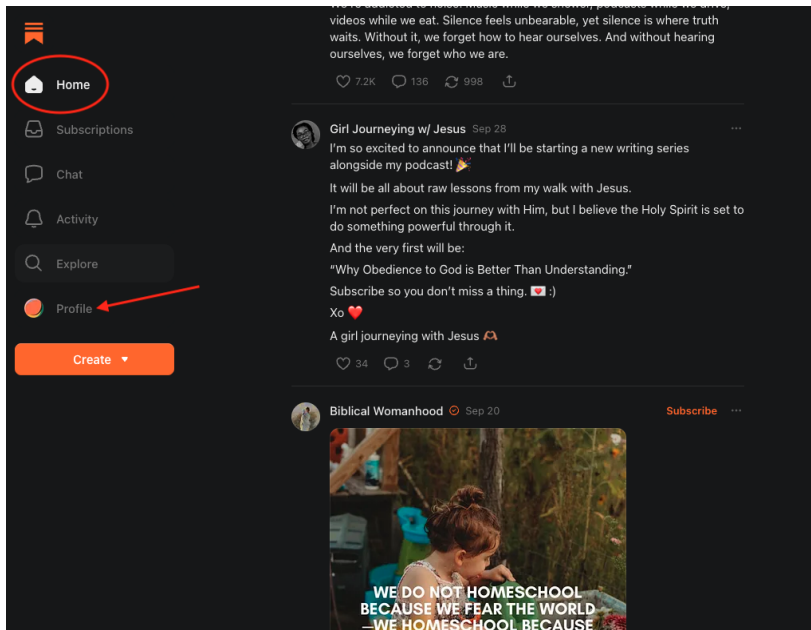
4. Choose topics that align with, or are adjacent to, the niche you plan to publish in.



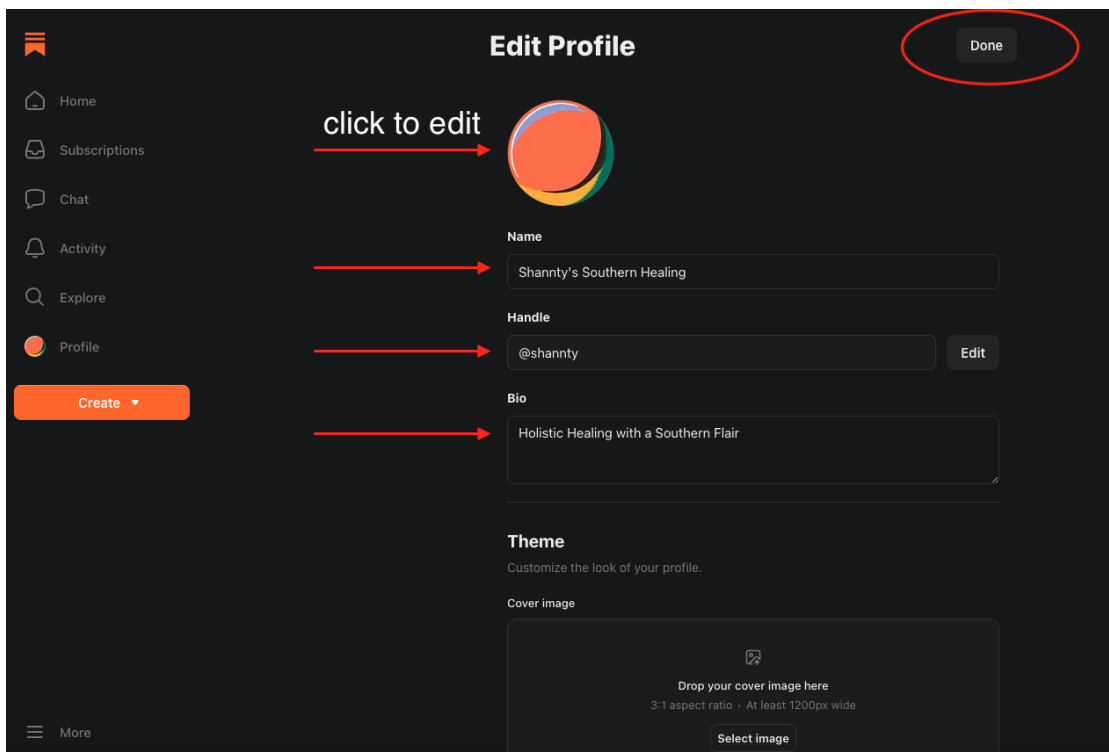
5. You'll need to confirm your email and enter in a code to log back in once you're all done with the sign up process.

6. Once you log back in you'll see your home feed.

7. Click on your profile and let's set it up.



8. Upload the photo or graphic you want to use for your profile. Make sure you save, you'll click that DONE button in the upper right when you're finished editing.



9. Enter the name you want to use for your profile.
10. Enter the handle you want to use. This is not the name of your publication, this is you and will appear as the byline or author of things you write on Substack.
11. Enter your bio information. Just sum up what you're here to talk about, who you're here to help, etc. Don't stress, you can change this anytime you want to, as many times as you want to.

Edit Profile

Done



Name

Handle

Edit

Bio

Making it work when you're solo, one income stream at a time. Writer, digital product maker, YouTuber & cosmic camp counselor 🌀

Theme

Customize the look of your profile.

Cover image



12. Choose a cover image. This is a header that will appear at the top of your profile page.

Edit Profile

Done



Name

Shannty's Southern Healing

Handle

@shannty

Edit

Bio

Holistic Healing with a Southern Flair

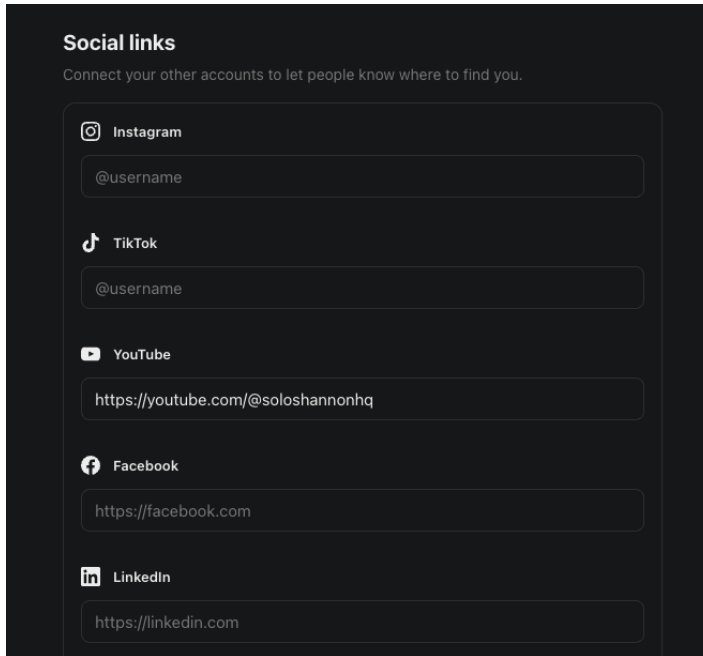
Theme

Customize the look of your profile.

Cover image



13. Enter in your social media links if you'd like them to appear as links on your profile.



Social links
Connect your other accounts to let people know where to find you.

 **Instagram**
@username

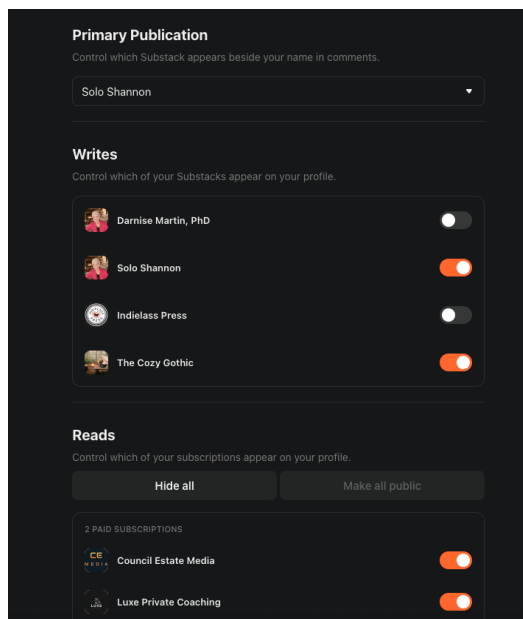
 **TikTok**
@username

 **YouTube**
<https://youtube.com/@soloshannonhq>

 **Facebook**
<https://facebook.com>

 **LinkedIn**
<https://linkedin.com>

14. You can choose for your reads and likes to be public or private. Your paid subscriptions will show as a flower next to your username unless you keep them private. This is just a personal preference.



Primary Publication
Control which Substack appears beside your name in comments.

Solo Shannon

Writes
Control which of your Substacks appear on your profile.

 **Darnise Martin, PhD** ☐

 **Solo Shannon** ☒

 **Indielass Press** ☐

 **The Cozy Gothic** ☒

Reads
Control which of your subscriptions appear on your profile.

2 PAID SUBSCRIPTIONS

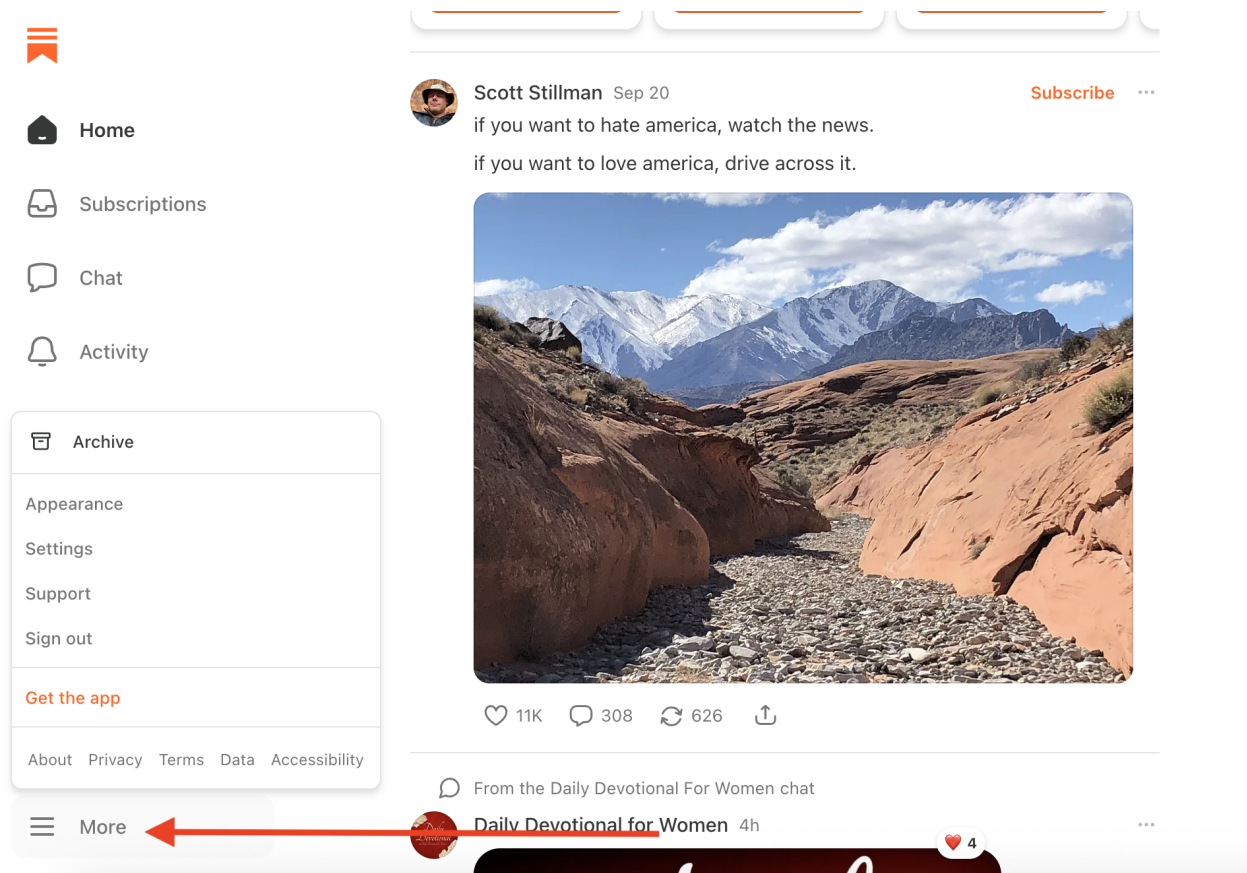
 **Council Estate Media** ☒

 **Luxe Private Coaching** ☒

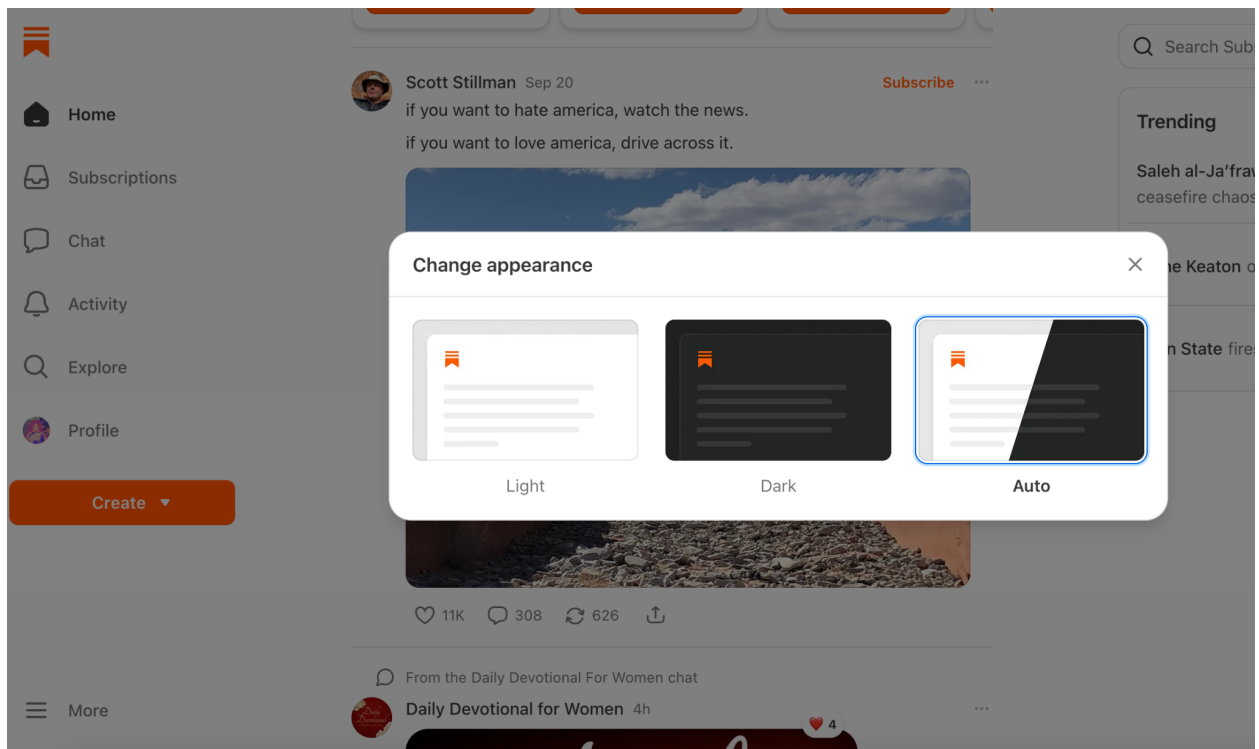
15. Make sure you click DONE in the upper right before exiting or you will LOSE all these changes.
16. Make sure you've clicked DONE or SAVE under several of the items you filled in before clicking DONE in the upper right. This is just a final reminder!!!
17. Return to the home page by clicking the house in the upper left sidebar.

More Settings

Click the three lines in the lower left of the sidebar.

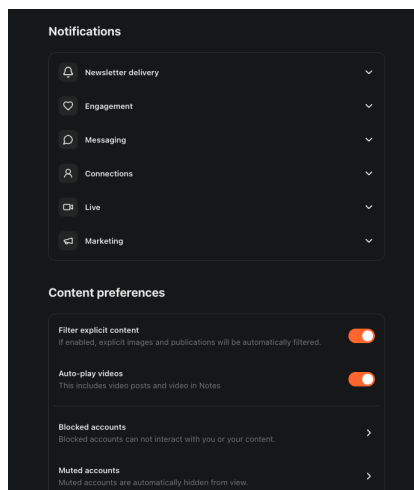


1. Appearance

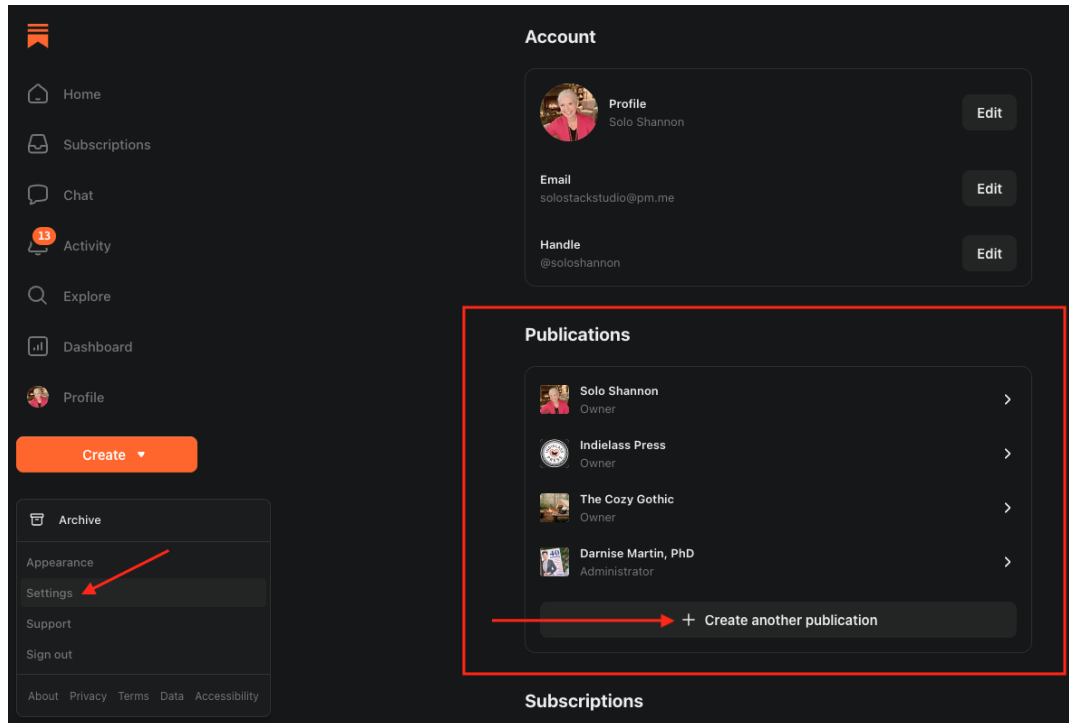


Choose light, dark or auto.

2. Now, click on the 3 lines again and select Settings. Scroll down to notifications and content preferences to change how and when you get notifications, blocks, etc.



3. Scroll back up to the top of the Settings page to Publications. This is how you start your publication and begin writing. This will show the pubs you own and any you write, edit or admin on but don't own.



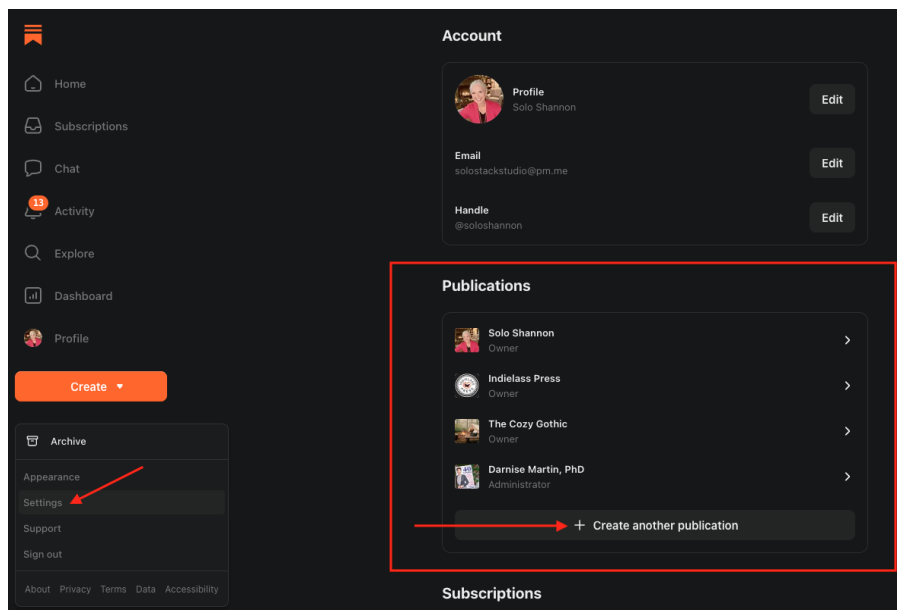
What is a Substack Publication?

The publication is just another way to say “your website within Substack.” You own it, you can use your own domain or the subdomain that comes with it. For instance, mine is soloshannon.substack.com. This IS my website, store, email list and newsletter (soon to add a podcast) that lives on Substack as the host.

If you haven't read, [Wrapping Your Head Around Substack](#) yet, stop right here and read it. It will really help you understand the difference between your Profile (this is YOU as an author/writer/creator) and your Publication (the website your writing/podcast/videos/products live on).

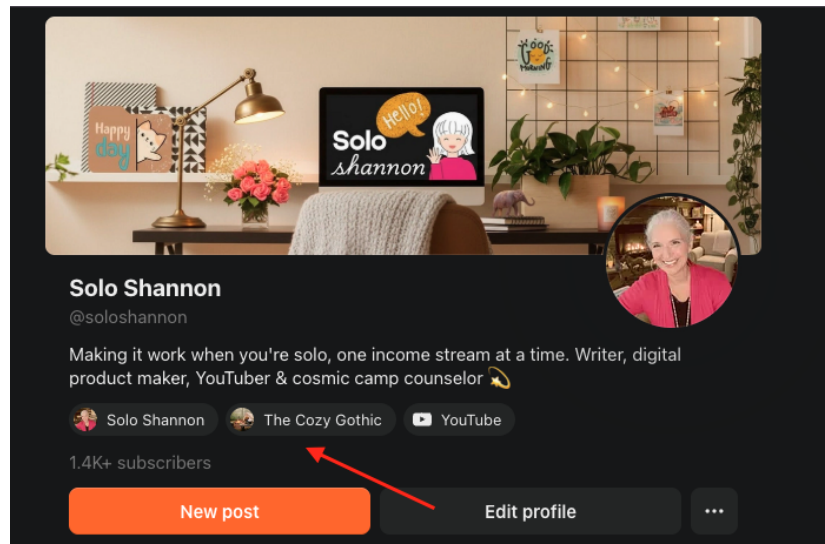
Profile Settings

The Settings of your Profile is where you find your Publications. This is how you start your first publication and begin writing. This will show the pubs you own and any you write, edit or admin on but don't own.

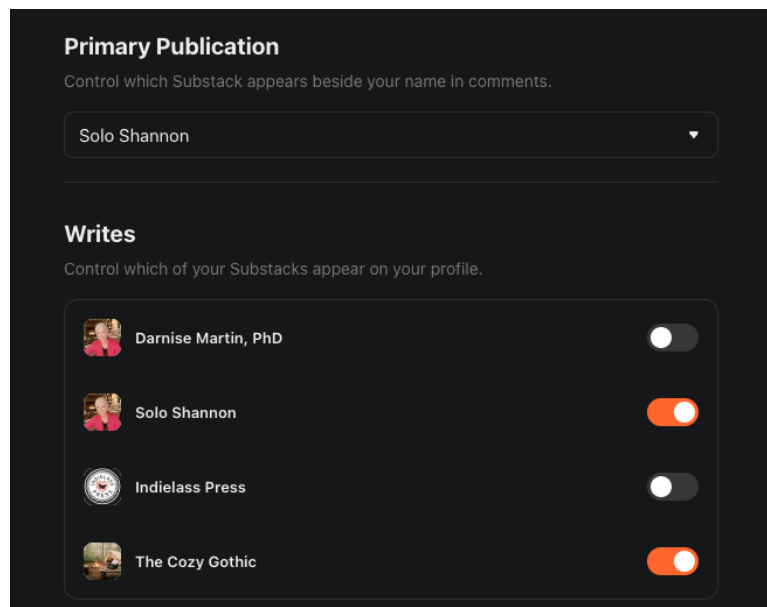


This is the list of your publications, but to control what shows on your profile page, you'll need to go back

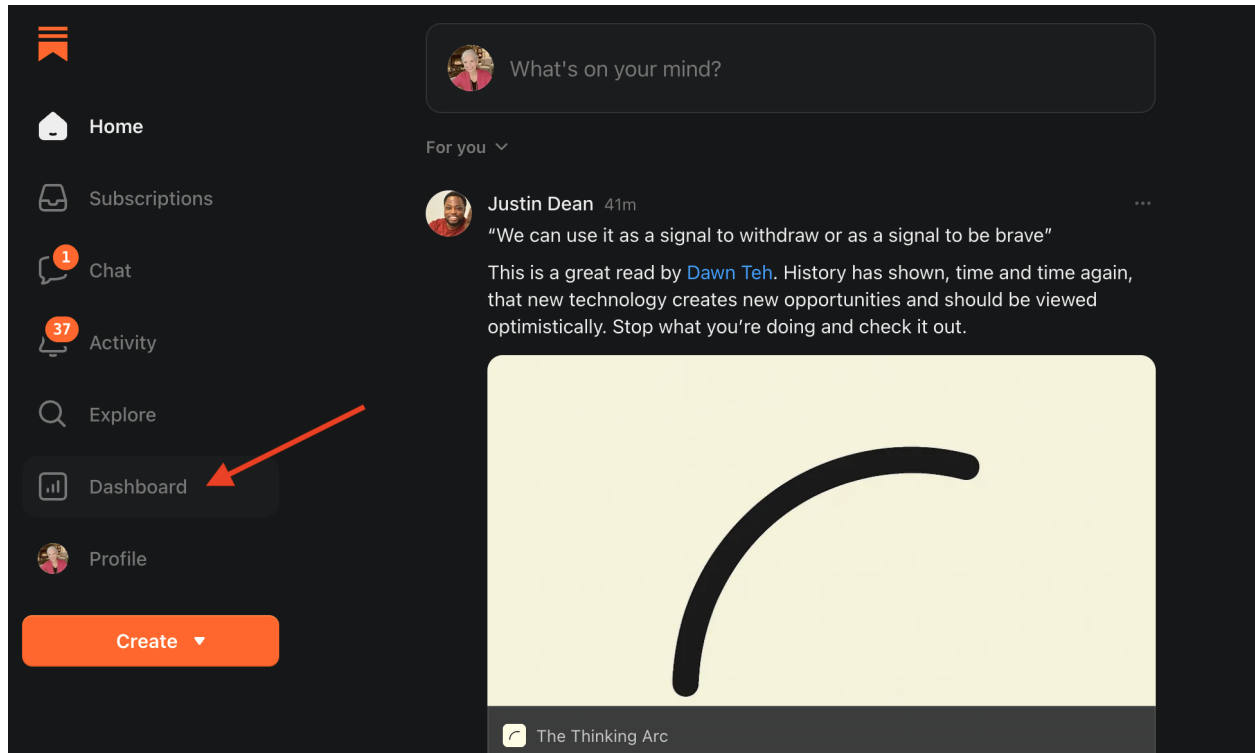
to edit profile and scroll down. Notice that only 2 of the 4 pubs I work on are listed.



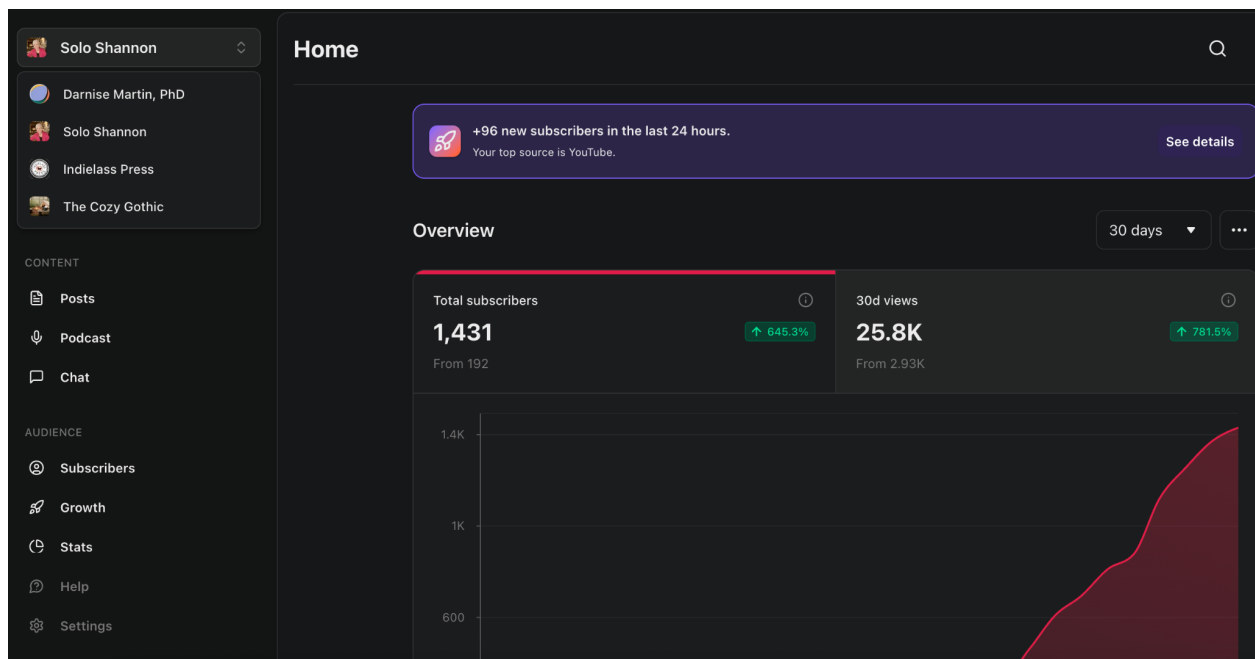
Click edit profile and scroll down. If you have more than one publication, you will need to select which to display as your primary and which ones show on your profile. Don't forget to scroll back up and hit that pesky DONE button!



The Publication Dashboard



To access your publication dashboard click on Dashboard from the home page.



This opens up the master publishing dashboard. THIS IS YOUR HUB. You can access all of the publications you own or write for from the dropdown menu in the upper left sidebar.

In the next workshop, we'll pick up from here. We'll discuss how to grow, what kind of content to create, how to use Notes to grow and lots more.