

SOLO *Shannon* 

Setting Up Your Substack Publication

What is a Substack Publication?

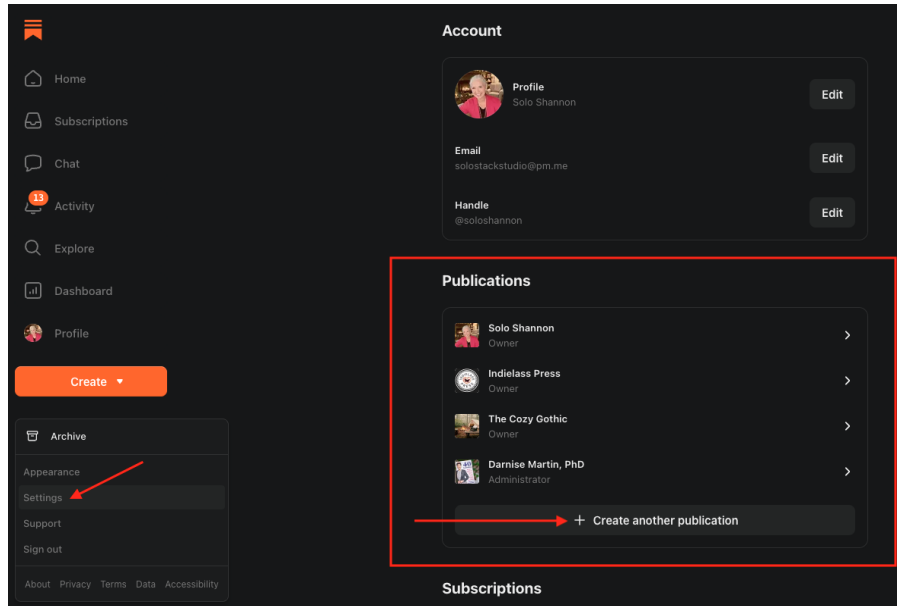
The publication is just another way to say “your website within Substack.” You own it, you can use your own domain or the subdomain that comes with it. For instance, mine is soloshannon.substack.com. This IS my website, store, email list and newsletter (soon to add a podcast) that lives on Substack as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

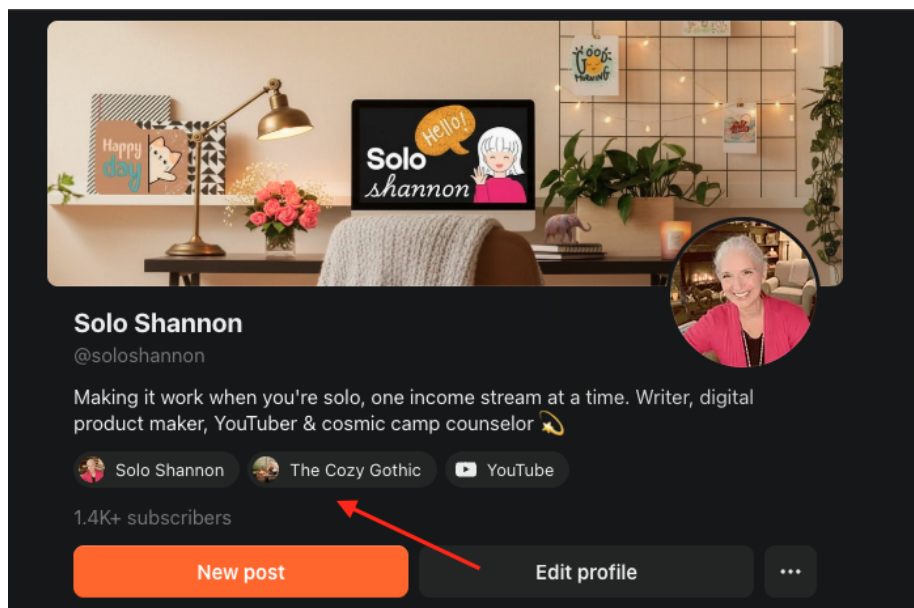
Profile Settings

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!

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



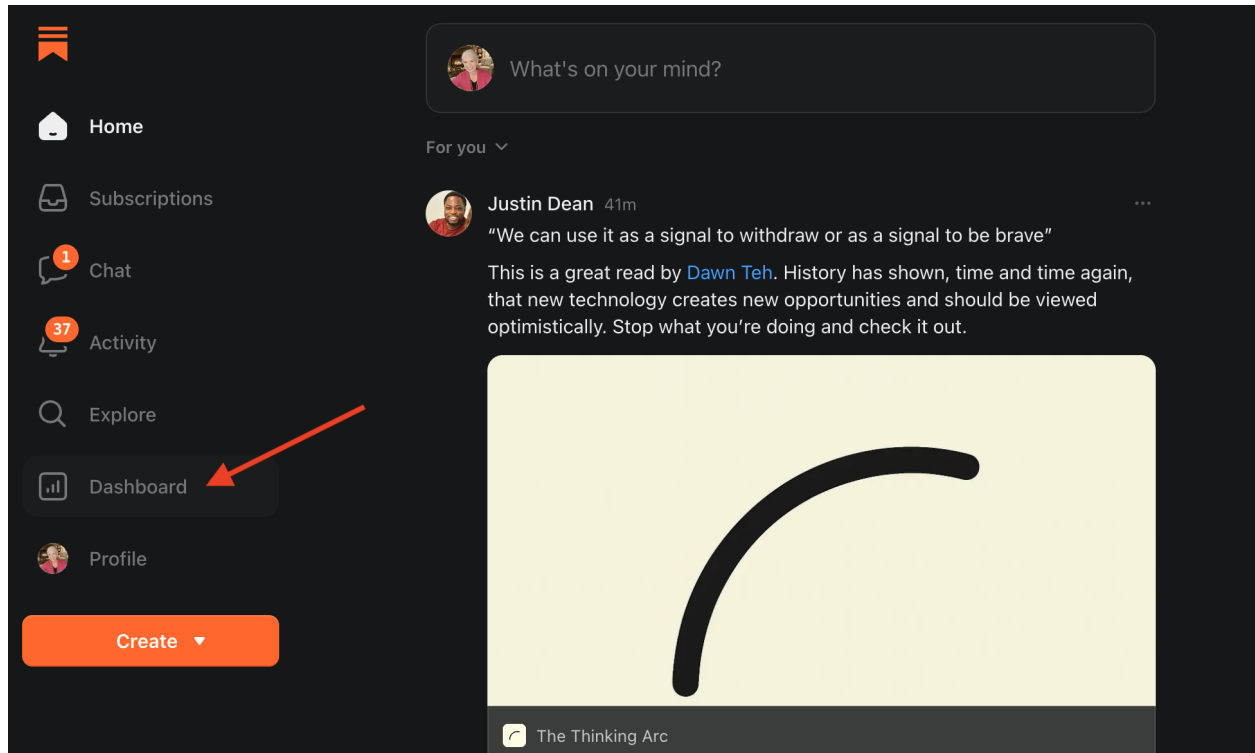
Indielass Press



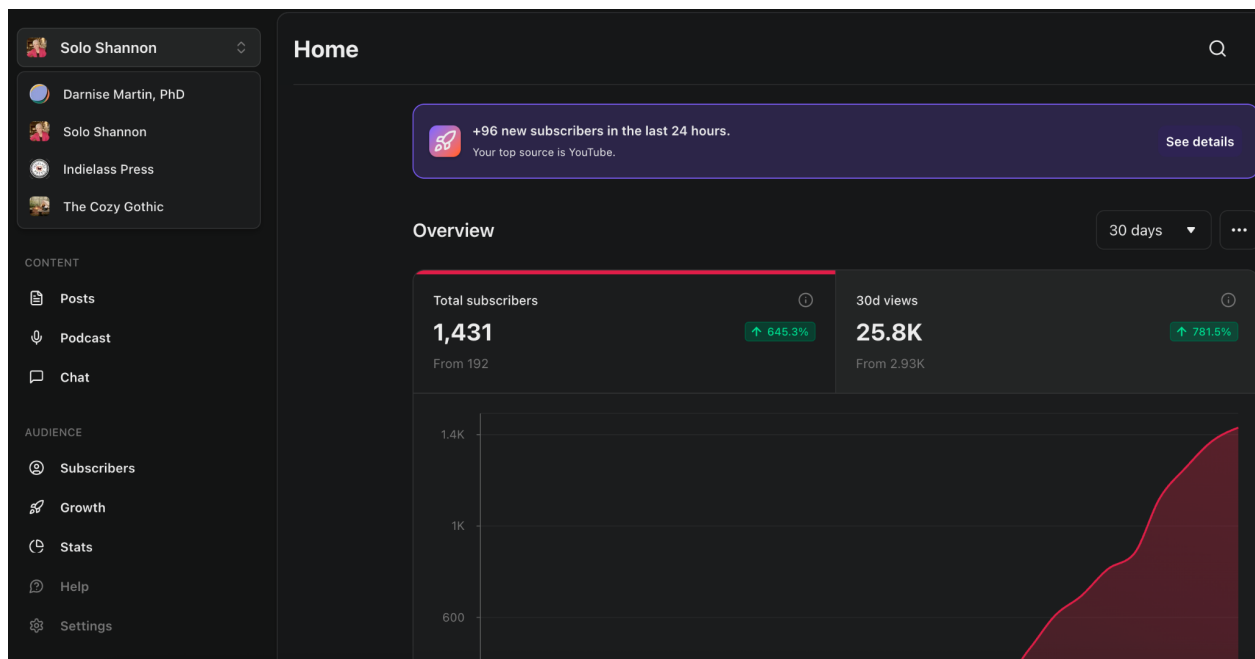
The Cozy Gothic



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.