



The Authentic You

Decide to write the way you talk to your friends - and to yourself! No one can be you like you can.

STEP
01



What's Your Voice?

Give up the "plastic" voice. When you write, write first, edit later! Let it flow and discover who you really are when you write freely.

STEP
02



Your Target Audience

Are they easy-going? Professional? Young? Old? Know everything you can so that you can skew toward their interests.

STEP
03



Steps for Great Writing with Substack

WWW.MARKETING101.COM



Post to Groups

Get a conversation started! You don't want to write in a vacuum! And posting alone won't build your list.

STEP
04



Get a Substack Account

Free to use, full of community support, & podcast inclusive, you can start free and ask people to contribute later.

STEP
05

STEP
06



Take Your Time

Repetition is King AND Queen! Let people know who you are, and keep being that. Which is easy. You're YOU!