



# Move your blog to Substack

A guide for writers and creators





## Step 1: Set up your account

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We recognize that you've worked hard to build your blog over time. As you set up your Substack, we've made it easy to bring your relationships and work with you.

### ❑ **Create a publication**

When setting up your Substack, you will be prompted to choose a publication name and URL and to write a one-line description. These elements are the first impression for prospective subscribers, and you can come back to refresh them at any time. [Create your publication.](#)

### ❑ **Import your list**

As part of the publication creation process, you'll have the option to import your email list if you have one. You can import your list from your settings at any time by uploading a CSV file. [Learn more.](#)

### ❑ **Import your content**

Substack enables seamless content imports from WordPress, Medium, Tumblr, and more. Just paste in your blog or newsletter URL to get started. If you use a different platform from the ones listed, check if it has an RSS feed or a JSON file of your archive available for download. From your settings, you'll be able to import your content. Unfortunately, if there were comments or other forms of engagement (e.g. likes) on your posts, you will not be able to import those interactions. [Learn more.](#)

### ❑ **Set up payments**

Great writing is valuable. Consider turning on paid subscriptions. Writers have found success with a variety of approaches, including offering everything for free and putting everything behind a paywall. Your true fans will be excited to support your work, even if they don't get anything extra. If you're not ready to start collecting paid subscriptions, [Pledges](#) allow subscribers to pledge their support and commit to paying for a future subscription. [Learn more.](#)



## Step 2: Customize your publication

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Make your Substack feel like home for you and your subscribers.

### ❑ **Customize your publication**

Readers' impression of your publication isn't just about your writing. They also respond to the overall look and feel of your Substack site, posts, and social media presence. Spend some time updating your visual assets, like your logo and your publication theme. [Learn more.](#)

### ❑ **About page**

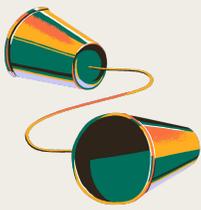
Your publication's About page is the place to tell new readers who you are, what you write about, and why they should subscribe. It's a place to concisely show off your writing voice and style, plus establish credibility with your readers. [Learn more.](#)

### ❑ **Welcome email**

When someone new signs up for your list, they'll receive an email welcoming them. You can think of this as an opportunity to say "thank you" for subscribing. For paid subscribers, be sure to communicate how to access their new benefits and ask them to reply to the email by introducing themselves and sharing why they subscribed. In the welcome note to free readers, tell them why they should consider paying. [Learn more.](#)

### ❑ **Turn on Recommendations**

On Substack, you're part of a network that helps writers grow and readers discover new writing. Endorsing and being endorsed by Substack writers you love, using Recommendations, is the most powerful tool for growth on Substack. This human-powered system helps writers suggest other writers to their readers via the subscribe flow, on their homepages, and in automated emails. Writers who make a recommendation are three times as likely to be recommended in return. [Learn more.](#)



## Step 3: Make an announcement

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As you start on Substack, take a moment to reflect on the work you've done to date, the audience you've amassed, and the community you've built.

### ❑ **Write an announcement post**

This move is an opportunity to zoom out on your work at large and to bring people along on the journey. When writers communicate their story in an announcement post, it can motivate new and existing subscribers to support you and spread the word. A great announcement post has the following elements:

- ❑ Share your vision
- ❑ Explain why subscriber support matters
- ❑ Let subscribers know why Substack is a better experience for them
- ❑ Consider adding a voiceover.
- ❑ Keep the post free and open. This should be a free post so as many people as possible can see it. Don't forget a button for readers to subscribe.
- ❑ Use buttons. Be sure you have a subscribe button in the top quarter of every post. Each time you publish, it stands a chance of getting shared widely.

Read great announcement posts from [Decor8](#), [SFGirlByBay](#), [The Lost Arrow](#), [Blocked and Reported](#), and [So Many Thoughts](#).

### ❑ **Link to your publication everywhere you can**

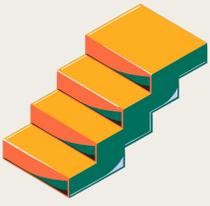
Update your email signature, personal website, and social media bios to include a link to your Substack. You want it to be the only link you direct people to.

### ❑ **Post on Instagram**

Use our [custom graphics](#) to let your followers know you are now on Substack. Share the news in your stories and your feed, with a caption about your Substack. [Learn more.](#)

### ❑ **Post on Twitter**

Do a thread using the language you crafted for your announcement post, and link to your Substack in a few of the threaded tweets. The first tweet in the thread should be eye-catching and something people are likely to retweet. [Learn more.](#)



## Step 4: Grow your business

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Marketing isn't all on your shoulders. When you publish on Substack, you not only get the best, easy-to-use tools for subscription media businesses, but also a world-class growth team that is always searching for ways to drive growth for your publication. Put their knowledge and tools to use.

### ❑ **Turn on Boost**

Boost uses data-driven insights to help writers accelerate their revenue growth on autopilot. We'll automatically show discounts and special offers to readers at appropriate moments to maximize your revenue. For example, we may extend a discount to a reader when they are deciding to cancel a paid subscription. [Learn more.](#)

### ❑ **Make your best work free**

High-quality writing is your best marketing tool. What you share for free lets new readers discover and fall in love with your work. The more subscribers you have on your free list, the bigger the opportunity you have to market paid subscriptions directly to people who know your work. Pro tip: Consider using the [flexible paywall](#) to send free readers a preview of a paid post. [Learn more.](#)

### ❑ **Keep encouraging free readers to go paid**

You can send a free preview of a paid post directly to your free readers, with a prompt to subscribe. This feature is flexible, meaning that you're in control of your paywall. [Learn more.](#)

### ❑ **Turn on gift referrals**

Our referral program allows you to empower your most passionate readers to help grow your publication. Through offering gift subscriptions to their family and friends, paying subscribers can bring new readers to your posts. The gift subscription gives access to paid posts for a limited time and helps writers expand their reach. [Learn more.](#)



*“As someone who’s been writing online since 1995, when I created a cartoon for the early webzine Suck.com, I’ve had to adapt to shifting conditions many times over the course of my writing career. Substack has been a dream come true for me, allowing me the freedom to write what I love while building an enthusiastic audience for my work. [...] I’ve been impressed with the simplicity of their interface, their smart tech support, and the momentum created by Substack’s recommendation system.”*

*—Heather Havrilesky, over 71,000 subscribers*

[Switch to Substack](#)