



Going paid checklist

What you read matters and great writing is valuable.

Step 1: Update your marketing

Revisit and update the following elements of your publication via the Settings page in your writer dashboard.

- ❑ **One-line description**

The one-line description appears on your welcome page (yourpublication.substack.com/welcome). For readers visiting your publication for the first time, this is the first thing they will most often see. Your description should convey the unique value of subscribing to your newsletter. [Learn more.](#)
- ❑ **About page**

The about page's goal is to establish credibility with your readers while showing off your writing voice and style. Of all the key Substack surfaces (posts, welcome emails, and about pages) our data shows that about pages convert viewers to free subscribers at the highest rate, so it's worth revisiting from time to time to update. [Learn more.](#)
- ❑ **Welcome emails**

In the welcome note to free readers, tell them why they should consider paying. In the paid note, communicate their new benefits, and ask them to help spread the news (don't forget to include the appropriate "share" buttons). [Learn more.](#)
- ❑ **Email banner, header, and footer section**

Edit the email header and footer from your Settings page to encourage your current free readers to subscribe. [Learn more.](#)
- ❑ **Design & branding**

Effective, evocative design elements can level up how you visually communicate your publication's value. [Learn more.](#)

Step 2: Prepare for payments

How much you charge for your newsletter depends on what you write about and who your readers are.

- ❑ **Connect a Stripe account**

Stripe is Substack's payments processor, and it's how the money from subscriptions will go directly to your bank account. Once it's set up, you'll see new options on your Settings page for setting the price, customizing language about your subscription, and more. [Learn more.](#)

- ❑ **Draft a free/paid post strategy**

Writers have found success with a variety of approaches, including offering everything for free and putting everything behind a paywall. Take a first stab at mapping out your paid benefits, then iterate as you go. [Learn more.](#)

- ❑ **Customize pricing for monthly, yearly, and founding members**

This can be done on your Settings page. A standard offering is \$5/month, \$50/year, and \$250 for founding members, but you should make this decision based on your field, your offering, and your goals. Note: You're likely to convert between 3-10% of your total free list to paying subscribers. [Learn more.](#)

Step 3: Announce the news

The best launches are not just one moment or one day, but a series of efforts that drive a wave of excitement, attention, and subscriptions to your work.

- ❑ **Prepare a series of 3-7 launch posts**
Post and promote daily for the week after launch. Use this as a chance to preview the kind of content that you'll be putting behind the paywall. Learn about post types on Substack and free previews.
- ❑ **Publish an announcement post**
The post you publish on launch day should read as a manifesto on what you're going to write about, why this matters to you, and at what frequency readers should expect to receive your newsletter. Add multiple "Subscribe" buttons to make it easy for readers to sign up and subscribe. Learn more.
- ❑ **Promote your publication everywhere. Learn more.**
 - ❑ *Connect your Twitter account to Substack so your Twitter followers can find your new publication. Learn more.*
 - ❑ *Add your Substack link prominently to your website, social media bios, and email signatures.*
 - ❑ *Link to your announcement post (and all future posts) on your social media.*
 - ❑ *Ask friends and professional contacts to support you by recommending your new publication.*
- ❑ **Relaunch to existing subscribers**
In your subscriber dashboard, you have the tools to send targeted emails to engaged readers on your free list pitching them to subscribe—with teasers, unlocked posts, or limited-time discounts.



“Nothing I have ever done in media has had as big an impact on my profile and my bank account.”

—Alicia Kennedy, Desk of Alicia Kennedy

Switching to Substack takes less than 5 minutes.

Import your writing and mailing lists from WordPress, Revue, Medium, Tumblr, MailChimp, TinyLetter, Ghost, SeekingAlpha, and even some custom web pages [here](#).