



## Substack Coach

# Finding Your Audience on Substack

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**Why This Matters:** Before you rely on Notes for growth, you need to know: Is your audience already on Substack? How are they categorized? What language are they using? How active is your niche? Notes work best when your audience already exists on the platform.

### Method #1: Using Substack Search

#### 1. Go to Substack.com

Use the main search bar in the top right corner

#### 2. Search Your Core Topic

Press Enter/Return to see full results.

#### Evaluate What You See

##### → Volume

- How many publications appear?
- Are multiple people writing consistently?

If only 1-2 → niche may be small.

If many → strong ecosystem.

##### → Engagement

Look for:

- Likes
- Comments
- Restacks

On Substack, even 5-20 interactions can be meaningful. You're looking for consistency, not virality.

##### → Language & Keywords

Notice:

- What words appear repeatedly?
- How are people describing the topic?
- Are they using broad or niche phrasing?

Your Notes should reflect similar language.

### Method #2: Use Content Preferences

This helps you:

- See what your ideal reader sees
- Understand category structure
- Train your own Notes feed

#### 1. Go to Profile → Settings

#### 2. Click Content Preferences

#### 3. Select "Manage Interests"

Thumbs up:

- Relevant categories
- Relevant subcategories

#### 4. Use the Explore Tab

Browse categories you selected.

##### → Observe:

- What kind of Notes show up?
- What tone is common?
- What keywords are repeated?
- How active is this space?

##### → Ask yourself:

- Is my audience here?
- Is this niche active?
- What words does Substack recognize?
- Where would my Notes likely be categorized?

### If Your Audience Is Small

If you see very few writers and very little engagement, it may mean that your audience isn't on Substack yet and Notes won't drive growth immediately. In that case, focus more on external marketing to drive traffic to your Substack publication.