



Substack Coach

How to Share Your Content on Substack Notes

Remember: Notes are for visibility, discoverability and relationship building. They are not designed for viral engagement.

Method #1: Share a Post

How:

- Go to your post on your publication homepage

Click Share → Share to Notes

Or

- Go to your posts on your Dashboard

Click the 3-dot menu → Click Share → Click share as a note

What to Write

Avoid: “Check out my new post!”

Instead include:

- Who it's for
- What problem it addresses
- Clear topic keywords

Substack categorizes your Note based on the words in the Note, not just the link.

Method #2: Share a Quote from Your Post

How:

- Highlight a paragraph
- Click Restack
- Add commentary above the quote

This creates a preview card linking to that section.

Best Practice

Add context:

- Why this matters
- Who it helps
- Clear descriptive words

Avoid vague or “inside joke” captions.

Method #2: Write a Note From Scratch

Often the most powerful option.

Use for:

- Short insights
- Questions
- Observations
- Conversation starters
- Behind-the-scenes thoughts

This builds familiarity and visibility.

Go to the Substack Home page → Click the “Whats on Your Mind” Box

How Notes Are Categorized

Substack sorts Notes using:

- Keywords
- Topic clarity
- Semantic meaning

It does not understand:

- Obscure metaphors
- Vague phrases
- Clever but unclear wording

Use clear language.

Suggested Weekly Rhythm

Day 1 – Share new post

Day 2 – Share quote from post

Day 3 – Write original short thought

Day 4 – Resurface older post

Day 5 – Engagement day (comment + connect)

Consistency > intensity.