

12:31:31 From Sarah Fay : What do you think about your Substack?  
My Substack is \_\_\_\_\_.  
My Substack isn't \_\_\_\_\_.  
12:31:58 From Holly Starley : My Substack is  
12:32:07 From bethlemanach : It's just another "Convert Kit" Email I haven't done anymore with it sadly!  
12:32:19 From Kat Albrecht-Thiessen : My Substack is FUN! My Substack isn't followed by many....YET!  
12:32:20 From Deb Sinness : a work in progress  
12:32:32 From Sarah Fay : What do you think about your Substack?  
My Substack is \_\_\_\_\_.  
My Substack isn't \_\_\_\_\_.  
12:33:11 From Teri Leigh : My Substack is the most organized I've ever been with my writing...

My Substack isn't creating any engagement...YET.

12:33:12 From Tim Lott : My substack is stuck in one place, subscription wise  
12:33:13 From Krista Steele : My Substack is a work in progress, a place to test ideas. A super fun internet neighborhood. My Substack isn't perfectly polished, "finished"  
12:33:22 From Nigel Peacock (UK) : Our Substack is a business Our Substack isn't the only thing we do  
12:33:25 From lynnhill : My substack is a replacement for blogging. My substack isn't as stressful as blogging.  
12:33:28 From Holly Starley : My Substack is evolving, ever welcoming more connection, more ways of engaging and showing how we can and do show up for each other!  
12:33:28 From Renee Nicholson : My substack is a place to try out essays and subjects I'm interested in. My substack is not yet a platform.  
12:33:29 From Sarah's OtterPilot : Hi, I'm an AI assistant helping Sarah Fay take notes for this meeting. Follow along the transcript here: [https://otter.ai/u/q1zL7bzMzVtK7PbYFcR9I8fdWqI?utm\\_source=va\\_chat\\_link\\_1](https://otter.ai/u/q1zL7bzMzVtK7PbYFcR9I8fdWqI?utm_source=va_chat_link_1)

You'll also be able to see screenshots of key moments, add highlights, comments, or action items to anything being said, and get an automatic summary after the meeting.

12:33:29 From Tim Lott : my substack isnt making me enough money  
12:33:30 From Fernando C. Gaspar : My Substack is a lot of fun (for me, at least)  
My Substack isn't too focused.  
12:33:32 From Nancy : My Substack is a pleasure as it's a break from all the years I had to write to someone else's specs. My Substack is NOT a bore!  
12:33:45 From carlynmontesdeoca : My substack is\_\_brand new

and evolving

My substack isn't \_\_\_\_\_ ?

12:33:47 From Holly Starley : My Substack isn't static.

12:33:58 From Chris Stanton : My Substack is an amazing outlet for me

My Substack isn't growing as quickly as I would like

12:34:00 From Paulette Bodeman : A work in progress. Not quite where I hope it to be. It's ever evolving.

12:34:21 From Shelley Karpaty : My substack is consistent yet it feels like an echo chamber. My substack isn't expanding community communication.

12:34:26 From Mike Lovell : My substack is an experiment

12:34:34 From clairevenus : Reacted to "It's just another

"C..." with ❤️

12:34:40 From Beth Spencer : My Substack is inspiring

My Substack isn't for everyone.

12:34:42 From Emma Simpson : My Substack is a place for others to know they are not alone

My Substack isn't particularly planned or coherent!!

12:34:42 From Mike Lovell : My substack isn

12:34:42 From mariadaversa : My Substack is a work in progress my substack isn't consistently producing really worthwhile posts yet

12:34:54 From Julie Fontes : My substack is for advertising my writing and entertaining my readers. My substack isn't for hard news or telling people how to be or live

12:34:55 From Michael Scott : My Substacks Great Books, Great Minds and Black Books, Black Minds is an amazing group for fostering community, connection, and conversation, one book at a time.

12:35:16 From Jeanine Kitchel : It's picking up where my blog left off and it's 100 % better for me! I feel so connected here.

12:35:24 From Mike Lovell : My substack isn't flourishing

12:35:45 From clairevenus : My Substack is a creative space for joyful, congruent growth. My Substack isn't for everyone.

12:35:54 From Julia : My Substack is a place where I want write the things I've dreamed about writing. My Substack isn't my dream yet. (it's floundering, drifting)

12:36:00 From clairevenus : Reacted to "My Substack is a

pla..." with ❤️

12:36:11 From Gary Gruber : Can't turn on video for whatever god tech reason

12:36:27 From Michelle Arpin Begina : My (future) Substack is an extension of my book. My Substack isn't in the world yet.

12:36:37 From Colleen Gonzalez : Replying to "My Substack is a cre..."

I LOVE your Substack Claire! It's so fun and joyful.

12:36:41 From Holly Starley : Reacted to "My Substack is a

pla..." with ❤️

12:36:47 From Holly Starley : Reacted to "My Substack is

inspi..." with ❤️

12:36:53 From Tara Penry : My Substack is a place where I experiment with voices and genres that I want to try, thinking about what readers would enjoy, too.

12:37:28 From Holly Starley : Reacted to "It's picking up wher..." with ❤️

12:38:06 From Holly Starley : Reacted to "My (future)

Substack..." with ❤️

12:38:07 From Tara Penry : Reacted to "My Substack is a

pla..." with ❤️

12:38:11 From Colleen Gonzalez : My Substack currently offers movie reviews. I'm hoping to expand to a writing podcast and possibly serializing my novel in progress.

12:38:18 From Holly Starley : Reacted to "My Substack is a

cre..." with ❤️

12:38:48 From Jen Baxter : Replying to "My Substack is a cre..."

Hi Claire! Good to see you here. Love your Substack too. ❤️

12:39:12 From Shelley Karpaty : Reacted to "My Substack is a

cre..." with ❤️

12:39:39 From lynnhill : Replying to "My Substack is a cre..."

Hi Claire, Lynn Hill here. Good to see you here.

12:40:03 From Tanya Mozias Slavin : My Substack is a place for me to show up as myself, write in my own voice and connect directly with my readers. It is also a place for me to show up as three different parts of myself: a writer, a linguist and a person.

12:40:10 From Claire Venus – Sparkle on Substack : Replying to "My Substack is a cre..."

@Colleen Gonzalez thanks so much – I need more Substack colleagues – I love these sessions!!

12:40:14 From Claire Venus – Sparkle on Substack : Reacted to

"Hi Claire, Lynn Hill..." with ❤️

12:40:17 From Claire Venus – Sparkle on Substack : Reacted to

"Hi Claire! Good to s..." with ❤️

12:40:21 From Claire Venus – Sparkle on Substack : Replying to "My Substack is a cre..."

@Jen Baxter hi lovely.

12:40:31 From Claire Venus – Sparkle on Substack : Replying to "My Substack is a cre..."

@lynnhill hey Lynn!!! X

12:40:33 From Sri : Reacted to "My Substack is a pla..." with



12:40:53 From Tara Penry : Reacted to "My Substack is a pla..." with ❤️  
12:41:10 From Emma Simpson : Replying to "My Substack is a cre..."  
  
Hello!! xx  
12:41:24 From Sri : Hello, I write Readable Moments and it's all about helping parents and caregivers find the perfect kid's books for important, teachable moments so they can bond and learn together. I'd love to expand my offerings to this core audience.  
12:41:27 From Kat Albrecht-Thiessen : Sarah, do you EVER sleep?  
12:41:38 From Julia Reibelt : Reacted to "Sarah, do you EVER s..." with 😊  
12:41:40 From Claire Venus – Sparkle on Substack : Reacted to "Sarah, do you EVER s..." with ❤️  
12:41:44 From Claire Venus – Sparkle on Substack : Reacted to "Hello, I write Reada..." with ❤️  
12:41:45 From Gary Gruber : Substack newbie muddling through attempting to msnange and control...did the naming exercise and wrote about it  
12:41:45 From Julia : Reacted to "Sarah, do you EVER s..." with ❤️  
12:41:53 From Kevin Ferguson : Reacted to "Hello, I write Reada..." with ❤️  
12:41:54 From Claire Venus – Sparkle on Substack : Reacted to "Hello!! xx" with ❤️  
12:42:01 From Shelley Karpaty : Reacted to "Hello, I write Reada..." with ❤️  
12:42:03 From Claire Venus – Sparkle on Substack : Replying to "My Substack is a cre..."  
  
@Emma Simpson hi love xx  
12:42:05 From Mia Birk : Hello. I write Fabulous Female Founders, an advice column. Substack newbie...bumbling along.  
12:42:08 From Isha Jain : My Substack is primarily fiction set in India. But it also has speculative fiction that is dark and magical. However, it feels like I am not reaching many people who may be interested in it.  
12:42:22 From Claire Venus – Sparkle on Substack : Reacted to "My Substack is a pla..." with ❤️  
12:42:30 From Emma Simpson : Reacted to "@Emma Simpson hi lov..." with ❤️  
12:42:43 From Sarah Fay : <https://forms.gle/d47JoeCJoDYdLR9H9>  
12:43:15 From Jeanine Kitchel : Replying to "My Substack is a c..."

Hi Colleen Gonzalez!

12:43:46 From Colleen Gonzalez : Replying to "My Substack is a cre..."

Hi Jeanine! Happy Saturday!

12:43:50 From Mia Birk : My Substack is Fabulous Female Founders: an exuberant, experienced-based advice column supporting female founders as they create, lead, grow and exit their businesses

12:44:17 From Ami Rose : My substack is serialized fiction. I'm very new at this, very green.

12:45:05 From Jen Baxter : Reacted to "@Jen Baxter hi level..." with 👍

12:45:13 From Claire Venus - Sparkle on Substack : Reacted to "My substack is seria..." with ❤️

12:45:14 From Kat Albrecht-Thiessen : Replying to "My Substack is Fabul..."

Hi Mia! I remarked on your post in another thread. DM me as I'm interested in chatting with you about your topic!

12:45:15 From Jen Baxter : Reacted to "@Jen Baxter hi level..." with ✨

12:45:18 From Claire Venus - Sparkle on Substack : Reacted to "My Substack is Fabul..." with ❤️

12:45:33 From Holly Starley : Replying to "My Substack is a cre..."

Hi, Jeanine and Colleen!

12:45:42 From Holly Starley : Reacted to "Hi Mia! I remarked o..." with ❤️

12:46:19 From Jeanine Kitchel : Hi Holly!!!!!!

12:46:52 From Holly Starley : Reacted to "Hi Holly!!!!!!" with ❤️

12:47:00 From Claire Venus - Sparkle on Substack : 3 million people pay for substacks

12:47:01 From Holly Starley : Replying to "Hi Holly!!!!!!"

Hi! So glad you're here!

12:47:13 From Alyssa Polizzi : I shared this screenshot from my subscriber count in Sarah's note. I experienced a very noticeable slow down in February compared to the 3 months before. However, I had a rebound in March.

12:47:27 From Holly Starley : Reacted to "3 million people pay..." with ❤️

12:48:18 From Gary Gruber : Sounds like converting a lead (follower) to a subscriber (customer)

12:48:36 From Claire Venus - Sparkle on Substack : Reacted to "Sounds like converti..." with ❤️

12:48:40 From Tara Penry : Reacted to "Sounds like  
converti..." with 👍  
12:48:44 From Yvonne : What is Notes used for?  
12:48:54 From Shelley Karpaty : Reacted to "Sounds like  
converti..." with 👍  
12:49:17 From Rick McClelland : Just happened to me for the  
first time too the other day and I was a bit annoyed  
12:49:23 From Nigel Peacock (UK) : The recommendations feature  
has made a significant difference to our new paid subs. We can  
pinpoint the day.  
12:49:25 From Holly Starley : Reacted to "Sarah, do you EVER  
s..." with 😂  
12:49:40 From Emma Simpson : Reacted to "3 million people  
pay..." with ❤️  
12:50:04 From Emma Simpson : Reacted to  
"638476c9-078b-4f27-9a29-29dd52bb83a5\_2134x912.jpg" with ❤️  
12:50:09 From Julia : Automatic subscriptions don't produce  
"good" subscribers for any publication. They're not invested.  
12:50:20 From Colleen Gonzalez : I wish "recommend" would come  
up maybe a week later. It asks if you want to recommend before you  
even read the Substack!  
12:50:22 From Claire Venus - Sparkle on Substack : Replying to  
"Automatic subscripti..."

agree

12:50:34 From Tara Penry : Reacted to "I wish "recommend"  
w..." with 👍  
12:50:34 From Julia : Reacted to "I wish "recommend" w..."  
with 👍  
12:50:36 From Lis(Lisa) art from opposites : Reacted to "I  
wish "recommend" w..." with 👍  
12:50:37 From Holly Starley : @Seth Lorinczi , glad you made  
it!  
12:50:46 From Claire Venus - Sparkle on Substack : Reacted to  
"I wish "recommend" w..." with ❤️  
12:50:53 From Emma Simpson : Reacted to "Automatic  
subscripti..." with 👍  
12:50:55 From Sri : Reacted to "I wish "recommend" w..." with  
👍  
12:51:40 From Rob Roseman : My Substack is just getting  
started!  
12:52:07 From Tara Penry : Replying to "My Substack is  
just ..."

Welcome. :-)

12:52:58 From Steve Goldberg : People who unsubscribe are

almost always people who subscribe without knowing what they subscribed to. It's a waste of time to try and cater to them.

12:57:26 From Shelley Karpaty : I just changed mine to this: Essays, interviews and offerings on motherhood, mental health, spirituality, mindfulness, and identity.

12:57:54 From Alyssa Polizzi : Maybe similar to The Editing Spectrum?

12:58:30 From Julia : Sometimes I've made the mistake of thinking short descriptions need to list all the things I do. Instead, I think it would be better if I just try to capture my ideal reader's attention.

12:59:34 From Emma Simpson : I find it challenging in terms of finding similar others as I struggle with categorising my Substack in the first place!!

12:59:44 From Julia : Reacted to "I find it challengin..." with ❤️

13:00:00 From Lexie Bykova : Reacted to "Sometimes I've made ..." with 👍

13:00:44 From Tara Penry : Reacted to "Sometimes I've made ..." with 👍

13:00:51 From Tara Penry : Reacted to "I find it challengin..." with 👍

13:01:36 From Kevin Ferguson : I publish "Rain on the Monte Bello Ridge". It's partly a centenarian playbook. It's about how Grandma Kay made it to 100, while breaking the rules.

13:01:42 From Beth Spencer : Less of More and More is wonderful!

13:01:43 From Claire Venus – Sparkle on Substack To Sarah Fay(privately) : 🧐💕

13:01:50 From Lis(Lisa) art from opposites : Reacted to "Less of More and Mor..." with 👍

13:01:58 From Kevin Ferguson : Reacted to "Less of More and Mor..." with ❤️

13:02:17 From Tara Penry : Reacted to "Less of More and Mor..." with 👍

13:02:50 From Julia : QUESTION: I know who my people are in my offline world. How do I translate that to finding them on Substack?

13:03:50 From Ashley Neese (she/her) : Reacted to "Less of More and Mor..." with ❤️

13:04:05 From Jenna Rebecca Francesca : I write JUST essays– if I understand your question correctly.

13:04:29 From Emma Simpson : Reacted to "Sometimes I've made ..." with 👍

13:04:49 From Emma Simpson : Reacted to "QUESTION: I know who..." with 👍

13:05:11 From Mike Lovell : @tara– fresh insights

13:05:19 From Julia : TARA: How did you find people in the beginning?  
13:06:09 From Emma Simpson : Thinking perhaps about using the comments from my paid subs when they subscribe (which sit somewhere on my Substack?!?) to see what my subscribers get from me, which maybe leads into what they 'need' from me? To help keep me on track and them with me?  
13:07:23 From Jenni Gwiazdowski : I think I could create regular quarterly reminders of what readers should check on their bike – It could save them money (and headaches!)  
13:07:23 From Kristin Tweedale : Reacted to "Thinking perhaps abo..." with ❤️  
13:07:26 From Holly Starley : @Tara Penry, you did a great job convincing me with the new way of thinking about things. Just subscribed! But yeah, the feel smarter without anything needing to be added to your to-be-read list is GREAT!  
13:08:31 From Julia : @Tara Penry Thank you. That was so helpful. You helped me to be brave to offer something "vague" but still useful. How did you find people who wanted to follow you when you were just starting?  
13:08:57 From Tara Penry : Reacted to "@Tara Penry Thank yo..." with ❤️  
13:09:00 From Mary Thoma : Late to the party today but listening in!  
13:10:15 From Tara Penry : Replying to "@Tara Penry Thank yo..."

Thank you, Julia. ❤️ When I started, I was a voracious Substack reader, browsing for new people who had interests like mine. I commented on other people's posts and built a community over time.  
13:10:37 From Tara Penry : Reacted to "@Tara Penry, you did..." with ❤️

13:11:10 From Tara Penry : Replying to "@Tara Penry, you did..."

Thank you, Holly! It's helpful feedback to hear that those words sound appealing. It's funny how we don't know for ourselves. :-)

13:11:33 From Emma Simpson : Reacted to "Thank you, Holly!

It..." with ❤️

13:11:53 From Tara Penry : Replying to "I think I could crea..."

That would be amazing for someone like me who rides a bike but knows nothing about maintaining it.

13:12:21 From Holly Starley : Reacted to "I think I could crea..." with ❤️

13:12:22 From Beth Spencer : Reacted to "I think I could

crea..." with ❤️



13:13:18 From Jeanine Kitchel : What doe sit mean to personalize it??  
13:13:22 From Holly Starley : @Sarah Fay, thank you! Such great feedback you can dish out S000 quickly.  
13:13:22 From Jenni Gwiazdowski : Replying to "I think I could crea..."

Well I think I'll definitely do it now! 😊

13:13:32 From Jenni Gwiazdowski : Reacted to "That would be amazin..." with 🙏  
13:13:37 From Tatyana Sussex : What do you think about having a Welcome, start here page vs not?  
13:14:14 From Julia : Reacted to "Thank you, Julia. ❤️..." with ❤️  
13:14:48 From Holly Starley : I L000000VE when people read their posts soooo much!  
13:14:55 From Julia : Replying to "@Tara Penry Thank yo..."

Thank you. You have me totally inspired. I can't wait to check out your Substack (I don't want to do it now because I don't want to miss anything Sarah says!)

13:15:00 From Sarah in Taos : I'm so glad you are talking about this part—what is the difference between VoiceOver and making a substack podcast?  
13:15:01 From Holly Starley : Reacted to "What doe sit mean to..." with ❤️  
13:15:26 From Tara Penry : Replying to "What do you think ab..."

She has recommended a "Start here" post at other times. Sarah's home pages are good examples.

13:15:53 From Tatyana Sussex : Replying to "What do you think ab..."

Thanks, I have one but sometimes I wonder about it 😊.

13:15:56 From Steve Goldberg : Such a small percentage of my readers use the app, so the audio vo would be rarely utilized. Also, I finish my writing so late, that doing an audio recording before publishing I rarely have energy for. But I love the idea in theory.  
13:16:27 From Chris Stanton : I just started doing VO's for a few posts. I've had some decent feedback, but not a LOT of feedback  
13:16:31 From Julie Fontes : I started recording my posts for my grandma who is visually impaired, and it improved my posts because my editing eye comes to the readings and I can catch typos last minute  
13:16:46 From Lexie Bykova : Replying to "Such a small percent..."

the voiceover also opens and plays in browser. I do it on my substack

and don't use the app.

13:16:48 From Shelley Karpaty : Reacted to "I started recording ..." with ❤️

13:16:53 From Kristin Tweedale : Reacted to "the voiceover also o..." with ❤️

13:16:55 From Shelley Karpaty : Replying to "I started recording ..."

Great idea!

13:17:04 From Claire Venus – Sparkle on Substack : Reacted to "I started recording ..." with ❤️

13:17:15 From Jenna Rebecca Francesca : How do you set that up?

13:17:26 From Kristin Tweedale : That's super interesting.

13:17:30 From Jenna Rebecca Francesca : The paywall at the bottom with the audio?

13:17:45 From Steve Goldberg : Reacted to "the voiceover also o..." with ❤️

13:18:11 From Steve Goldberg : Replying to "Such a small percent..."

Cool – it just opens in another tab? Thx.

13:18:13 From Holly Starley : Replying to "What doe sit mean to..."

You mean your Substack? I think part of how yours is personalized is how much you love Mexico and the sweetness of that, and how that comes through on your stack.

13:18:20 From Maureen : Suggestions for what media to use to record the voice overs?

13:18:23 From Louisa Wah : When we do a voice over embedded in the post, will it be automatically submitted to Apple podcast etc. like the stand-alone podcast would?

13:19:07 From Kristin Tweedale : Replying to "Suggestions for what..."

Adobe Audition, GarageBand

13:19:14 From Holly Starley : Replying to "When we do a voice o..."

I think no.

13:19:21 From Lexie Bykova : Replying to "When we do a voice o..."

No, in the embed, you just upload your own mp3 file into the post.

13:19:21 From Holly Starley : Replying to "When we do a voice o..."

But I wish it would

13:19:24 From Julia : Could you make a forum thread so we could mastermind later, after we've had time to think about this?  
13:19:46 From Louisa Wah : Replying to "When we do a voice o..."

Thank you!

13:21:58 From Kristin Tweedale : there was no one in my breakout room :/  
13:25:52 From Jenna Rebecca Francesca : Can anyone describe how to add the voice over at the bottom after a paywall?  
13:29:04 From Jenny Blake : Hi Sarah! Sorry for joining late, I must've gotten the time wrong 😊  
13:31:52 From Jenna Rebecca Francesca : <https://jennafrancesca.substack.com/>

Where Wild Grass Grows

My short description:

The art and soul of true connection with self, others and the natural world via living, loving and leading naturally.

13:34:18 From Sarah Fay : For women who want culture and creativity to be a part of their lives (maybe even daily)  
13:37:30 From Jenna Rebecca Francesca : A Wild Woman's journal for high achievers who are wanting to get out of their heads and embody their lives naturally  
13:38:02 From carlynmontesdeoca To Sarah Fay(privately) : Aren't we supposed to be on another call Sarah?  
13:39:19 From Sarah Fay : For high achievers who want more body awareness and connection to nature  
13:41:59 From Kristin Tweedale : Same. That's a great change.  
13:43:59 From Kristin Tweedale : Agreed  
13:46:31 From Jenna Rebecca Francesca : How about this?

Feel more grounded and connected to yourself, others and the natural world.

13:47:06 From Martha Nichols : Great breakout chat! But need to zip out now...  
13:47:17 From carlynmontesdeoca To Sarah Fay(privately) : Are we supposed to be on the monthly call @1:30 CT?  
13:47:18 From Jen Baxter : Reacted to "Great breakout chat!..." with 👍  
13:48:35 From Tara Penry : In praise of vagueness: My description has been vague while I give myself time to experiment and find out the best thing I can offer to readers. Newcomers especially could give themselves permission to be vague for awhile. :-)  
13:48:36 From Kristin Tweedale : Love that Beth.  
13:48:44 From Holly Starley : Reacted to "In praise of vaguene..." with ❤️  
13:48:47 From Kristin Tweedale : Reacted to "In praise of

vaguene..." with ❤️  
13:48:47 From Shelley Karpaty : Reacted to "In praise of  
vaguene..." with 👍  
13:48:49 From Julia : Reacted to "In praise of vaguene..."  
with ❤️  
13:48:59 From Louisa Wah : Reacted to "In praise of  
vaguene..." with ❤️  
13:49:43 From Mary Thoma : " I love turtles. Let's start to  
draw them first"  
13:49:57 From Sarah Fay : Come out of your shell and learn to  
draw at your own pace (maybe even a turtle's)  
13:50:08 From Mary Thoma : yes  
13:50:10 From Julia : Has there been Q&A for a long time? We  
were waiting for the breakout rooms to be ended.  
13:50:18 From Tanya Mozias Slavin : Or maybe "Learn to draw  
WITHOUT coming out of your shell!"  
13:50:27 From Tanya Mozias Slavin : If it's for introverts 😊  
13:50:35 From Louisa Wah : Reacted to "Or maybe "Learn to  
d..." with 👍  
13:50:38 From Deb Sinness : Reacted to "Or maybe "Learn to  
d..." with ❤️  
13:50:40 From Tara Penry : Reacted to "If it's for  
introver..." with ❤️  
13:50:41 From Mary Thoma : Reacted to "Or maybe "Learn to  
d..." with ❤️  
13:50:42 From Holly Starley : @Beth Spencer Love "Shell or no,  
learn to draw at your own (a turtle's?) pace"  
13:50:47 From Beth Spencer : Replying to "If it's for  
introver..."  
  
Aaaah brilliant! Thank you!  
13:50:57 From Holly Starley : Reacted to "Or maybe "Learn to  
d..." with ❤️  
13:50:59 From Tatyana Sussex : this has been great, thank you  
everyone!  
13:51:08 From Beth Spencer : Reacted to "@Beth Spencer Love  
..." with ❤️  
13:51:16 From Kat Albrecht-Thiessen : What do you mean by  
having a parenthetical?  
13:51:29 From Julia : In the future, should we leave the  
breakouts ourselves?  
13:51:39 From Beth Spencer : I always leave your workshops  
with so much excitement and inspiration! Thank you!  
13:51:57 From Holly Starley : Me too!  
13:52:04 From Rob Roseman : This is my first go at substack  
and it has been so helpful.

13:52:10 From Sarah Fay : XXX (yyy)  
13:52:24 From Gary Gruber : Thanks for all the good  
suggestions for consideration.  
13:52:28 From Tanya Mozias Slavin : Reacted to "Aaaah  
brilliant! Tha..." with ❤️  
13:53:07 From Kristin Tweedale : That's a much better mindset  
shift for me.  
13:53:17 From Beth Spencer : Reacted to "Love that Beth." with  
❤️  
13:53:39 From Deb Sinness : Replying to "That's a much  
better..."

Same here!

13:53:43 From Tatyana Sussex : value feels salesy too. I love  
the friendliness and camaraderie of being part of someone's life!  
13:53:45 From Kristin Tweedale : Reacted to "Same here!" with  
❤️  
13:53:52 From Kristin Tweedale : Reacted to "value feels  
salesy t..." with 👍  
13:53:54 From Tara Penry : Reacted to "value feels salesy  
t..." with 👍  
13:53:55 From Gary Gruber : Reacted to "value feels salesy  
t..." with 👍  
13:53:57 From Gary Gruber : Removed a 👍 reaction from "value  
feels salesy t..."  
13:53:59 From Gary Gruber : Reacted to "value feels salesy  
t..." with 👍  
13:54:08 From Beth Spencer : Reacted to "value feels salesy  
t..." with ❤️  
13:54:10 From Holly Starley : The expert guide to Substacks  
(and growing together + cats)  
13:54:21 From Sarah in Taos : This was great, thank you  
13:54:21 From Mary Thoma : Thank you so much! We've needed  
something like this for a long time  
13:54:28 From Beth Spencer : Replying to "Thank you so much!  
W..."

Agreed!


13:54:34 From Teri Leigh : we were waiting for you to call us  
back from the breakout rooms.  
13:54:37 From Renee Nicholson : Loved the breakout.  
13:54:37 From Gary Gruber : Adios, amigos! Hasta luego!  
13:54:48 From Teri Leigh : how many people are in the cohort  
as a whole?  
13:54:50 From Kristin Tweedale : I'm definitely up for the  
slightly longer sessions with good length breakout rooms.  
13:54:50 From Michael Scott : Community and Connection is the

Gold Standard


13:54:57 From Tara Penry : Thank you!  
13:55:05 From Ami Rose : This was great! So beneficial!! Thank you Sarah  
13:55:18 From Rick McClelland : I have a question: How do you get your welcome page to look like this? I don't see it in settings, wondering if it's something that's exclusive to large publications.  
13:55:20 From Jai Haissman : Appreciate this!  
13:55:25 From MaryAnn Rollano : Experienced and newbies combined?  
13:55:29 From Holly Starley : I'm up for the longer sessions.  
13:55:32 From Jenni Gwiazdowski : Can the post for this workshop also become a discussion forum afterwards?  
13:55:42 From Beth Spencer : Replying to "Screenshot 2024-04-06 at 2.54.38 PM.png"

OMG I have harassed the substack chat bot about that for weeks!  
13:55:56 From Holly Starley : Replying to "Can the post for thi..."

You know about the cohort forum, right? Do you mean in addition to that?

13:56:03 From Lexie Bykova : Reacted to "Can the post for thi..." with   
13:56:04 From Sarah in Taos : The breakout session idea is so helpful  
13:56:08 From Kristin Tweedale To Sarah Fay(private) : Hey Can you mute Jenna?  
13:56:08 From Rick McClelland : Replying to "Screenshot 2024-04-06 at 2.54.38 PM.png"

Hah, I'm assuming they gave you no answer?  
13:56:13 From Beth Spencer : Replying to "Screenshot 2024-04-06 at 2.54.38 PM.png"

Correct.  
13:56:26 From Ed Paulson : Agreed. The breakout was helpful.  
13:56:27 From Julia : Reacted to "Can the post for thi..." with   
13:56:28 From lynnhill : I have enjoyed my first live session. And being able to connection with others.  
13:56:31 From Beth Spencer : Replying to "Screenshot 2024-04-06 at 2.54.38 PM.png"

I think they're testing it or something.  
13:56:48 From Lexie Bykova : Replying to "Can the post for thi..."

@Holly Starley I don't. is it the one thread that went out recently?  
13:56:49 From Jenni Gwiazdowski : Replying to "Can the post

for thi..."

Yeah, in addition to that - I think the forum is pretty big atm?  
13:57:02 From Rick McClelland : Replying to "Screenshot  
2024-04-06 at 2.54.38 PM.png"

I hope so cause it looks great and I'd love to do something similar  
13:57:12 From Mike Lovell To Sarah Fay(privately) :  
Breakouts were great  
13:57:13 From Tanya Mozias Slavin : Replying to "Screenshot  
2024-04-06 at 2.54.38 PM.png"

I also want to know! And I didn't know there is a substack chatbot to  
harass  
13:57:37 From Michael Scott : yessss!  
13:57:47 From Jenni Gwiazdowski : Replying to "Screenshot  
2024-04-06 at 2.54.38 PM.png"

I think it's something they're rolling out as mine just started  
looking like that  
13:57:55 From Lexie Bykova : it would help to have a specific  
framework for breakout rooms questions.  
13:58:29 From Rick McClelland : Reacted to "I think it's  
somethi..." with 👍  
13:58:43 From Beth Spencer : Reacted to "I think it's  
somethi..." with ❤️  
13:58:52 From Kristin Tweedale : That works well I think --  
having those small groups after the exercises really helps you  
actually do the stuff <3  
13:58:55 From Mike Lovell : Replying to "it would help to  
hav..."

Agree- goo idea  
13:59:02 From Kristin Tweedale : Reacted to "it would help to  
hav..." with 👍  
13:59:11 From MaryAnn Rollano : Replying to "it would help to  
hav..."

agreed  
13:59:37 From Holly Starley : I support the changes! Evolve!

😂  
14:00:49 From lynnhill : This has been a great session.  
Looking forward to the next one. Bye for now.  
14:01:11 From MaryAnn Rollano : yes great idea to topic the  
forums  
14:02:10 From Kristin Tweedale : 90 minutes with a 15-20  
minute breakout room.  
14:02:12 From Michael Scott : 6 hours. But thats just me  
14:02:14 From carlynmontesdeoca To Sarah Fay(privately) : 90

mins max

14:02:16 From Kat Albrecht-Thiessen : 90 minutes to 2 hours  
14:02:18 From Rick McClelland : I feel like 90 minutes is good  
14:02:18 From Rob Roseman : 1 - 1.5 hours  
14:02:20 From Mary Thoma : 1.5 hrs with. A 30 min breakout?  
14:02:20 From Lexie Bykova : Reacted to "90 minutes to 2

hour..." with 🤔

14:02:30 From Colleen Gonzalez : 1 hour to 1.5  
14:02:31 From Lexie Bykova : 65-90 min sounds good  
14:02:34 From Ami Rose : 60-90 minutes with the breakout rooms  
14:02:43 From Rick McClelland : With maybe 2 short breakouts  
(10 minutes a piece) to meet more people  
14:02:58 From Ami Rose : Love the format of teaching with time  
respond to exercises. Then breakout rooms.  
14:03:06 From Kelsey Abbott : 60-90 minutes. Oh I like Rick's  
idea with 2 short breakouts  
14:03:49 From Ami Rose : Love the hot seat q&a. Can be so  
helpful  
14:03:56 From Lexie Bykova : 2 short breakouts with specific  
questions to sort out sounds good. I'm all for the hot seat!! Couldn't  
find the button fast enough to get it...  
14:04:14 From Mary Thoma : How do I get in the main room with  
you sometime? :)  
14:04:16 From Julia : That would be great!!!  
14:04:50 From Lexie Bykova : with only 3 people in the  
breakout room it would be too awkward to leave.  
14:04:56 From Julia : I took a french language class where the  
teacher would join the breakouts to give tips.  
14:05:06 From Lis(Lisa) art from opposites : Reacted to "I  
took a french lang..." with 👍  
14:05:17 From MaryAnn Rollano : what is the main room?  
14:05:18 From Michael Scott : You're on to something. This  
will all unfold naturally  
14:05:26 From Jenni Gwiazdowski : Reacted to "You're on to  
somethi..." with 👍  
14:05:29 From Tanya Mozias Slavin : Reacted to "with only 3  
people i..." with 👍  
14:05:35 From Kristin Tweedale : Replying to "what is the main  
roo..."

the one you come to before you're put into the breakout rooms

14:06:12 From Julia : I would struggle to stay present in my  
breakout if I knew the hot seat was taking place in the main room. I  
would want to see what you're doing, Sarah.

14:06:25 From Mike Lovell To Sarah Fay(private) : 60-90  
mins sounds great;

Give a structure for the breakout discussion

Don't do main room + Breakouts—do one or the other

Flipping back & forth will be too confusing;



I love the idea of you popping in and out of the B/r rooms

14:06:25 From MaryAnn Rollano : I would love your critique on my substance – how does that work?

14:06:27 From Lexie Bykova : Reacted to "I would love your cr..." with 👍

14:06:28 From Ed Paulson : I need to drop off. Bye all. Great being here with you all. @edpaulson The BizDoctor's Gazebo.

14:06:34 From Kat Albrecht-Thiessen : Julia, I agree with that!

14:06:38 From Lexie Bykova : Reacted to "I would struggle to ..." with 👍

14:06:44 From Lexie Bykova : Removed a 👍 reaction from "I would love your cr..."

14:06:52 From Kristin Tweedale : This has been awesome.

14:07:12 From Michael Scott : Kudos Sarah

14:07:16 From Kristin Tweedale : So excited.

14:07:19 From Holly Starley : Thank you, Sarah. This has been truly phenomenal.

14:07:24 From Mary Thoma : You're the best, Sarah!

14:07:32 From Jenni Gwiazdowski : This was great! Thank you, I've got some fun things to try out...

14:07:52 From Kristin Tweedale : I need that lol.

14:07:58 From Colleen Gonzalez : Thank you Sarah and everyone. I'm super jazzed to get this thing started!!!

14:08:00 From Holly Starley : Sarah! Your short description should be "The Substack whisperer"

14:08:09 From Mary Thoma : Reacted to "Sarah! Your short de..." with ❤️

14:08:10 From Kelsey Abbott : Reacted to "Sarah! Your short de..." with ❤️

14:08:18 From Paulette Bodeman : Thank you Sarah and to my two new friends from breakout.

14:08:36 From Jenni Gwiazdowski : Reacted to "Sarah! Your short de..." with 😂

14:08:47 From Julia : So the breakout that you did in the main room will be in the recording? So I should watch the recording even if I attended live?

14:09:26 From Kristin Tweedale : Reacted to "So the breakout that..." with ❤️

14:09:53 From Kelsey Abbott : Kristi Keller is a substack VA. I don't know if she does all the tech stuff

14:10:12 From Holly Starley : @Colleen Gonzalez, I just sent you a direct message on how to change your layout. Let me know if it doesn't make sense. I think it'll make a big difference for you. 😊

14:10:23 From Louisa Wah : This is a fantastic session. Thank you Sarah! Nice meeting you, Julie Fontes and MaryAnn Rollano in the breakout room.

14:10:33

From Julia : Thank you!