



YOUR ARTICLE BOOST PLAYBOOK

Your Launch Day, Start to Finish

20 Emerging Leadership Writers Worth Discovering.

One Note. Twenty replies. Everything you need is on this page.

5

ACTIONS

15

MINUTES TOTAL

1

DAY

On launch day I publish one Substack Note. You post your article as a reply underneath it, and the replies become the reading list. **The Note is the front door** — when you restack, point people to the whole thread, not just to your own piece. That is what puts your writing in front of strangers.

DO THESE FIVE THINGS

1		Open the Original Note and Like It Derek will provide the link to the Note in the chat.	1 min
2	FIRST 2 HOURS	Post Your Article Reply in a Comment to the Original Note Replies provided in the Article Briefing PDF. See examples below*.	2 min
3	FIRST 12 HOURS	Comment on Two Assigned Article Replies Summaries provided in the Article Briefing PDF. Name one idea in each comment.	5 min
4	FIRST 24 HOURS	Restack the Original Note With a Comment Once, with your restack comment. See examples below**.	2 min
5	FIRST 24 HOURS	Like and Comment on Two Other Comments in the Thread Follow any writer you are interested in reading.	5 min

YOU PREPARE NOTHING FROM SCRATCH

The Article Briefing PDF gives you:

- **Your two reading assignments**, so no article gets skipped
- **Your reply, already drafted** in the four-line format above
- **A one-paragraph summary of all 20 articles**, so you can comment without reading them all

YOUR REPLY* — FOUR LINES, UNDER 60 WORDS

Never post a bare link.

A link alone gets scrolled past.

- 1 **NAME / PUBLICATION** Jane Doe — The Quiet Manager
- 2 **ARTICLE** “The 1:1 Is Not a Status Update” (linked)
- 3 **FOCUS** Coaching and one-to-one conversations
- 4 **WHY READ IT** Status updates crowd out the one conversation only a manager can have.

Fifteen minutes, once. That is the entire ask.

Twenty of us showing up on the same morning turns a Note into a doorway. The reader who finds you there was never going to find you otherwise.

YOUR RESTACK COMMENT** — WRITE YOUR OWN

Twenty identical comments read as an internal ad and our followers scroll past. Pick one line, reword it in your own voice, and post it.

1. One of 20 emerging leadership writers here. Worth a scroll.
2. My piece is on [topic]. The other nineteen cover ground I do not.
3. The best reading list I have seen for front-line managers.
4. Twenty writers, one article each, no filler.
5. If your feed has gone stale, here are twenty new voices.
6. New managers, start here. The parts nobody trains you for.
7. I found three writers here I will now read every week.
8. All human side of leading. No frameworks for their own sake.
9. Save this one. A month of good reading in a single thread.
10. Trust, feedback, hard conversations. Twenty takes in the replies.
11. I contributed on [topic]. The range here surprised me.
12. Honest rather than tidy. Worth ten minutes if you lead people.
13. Twenty emerging leadership writers. Mine is in here somewhere.
14. Leadership writing without the LinkedIn voice.
15. Need a new Substack to follow? Twenty candidates, one thread.
16. The replies here beat most leadership newsletters.
17. Twenty writers who are early, hungry, and worth finding now.
18. One thread, twenty angles on leading people well.
19. Bookmark this if you manage anyone.
20. Twenty short reads for anyone learning to lead.



The Small Things That Make It Work

Useful, but not required reading. Page one is the job.

PLEASE DO NOT

Four things that quietly cost us reach

- ✗ **Comment “Great post!”** or reply with only emojis. Name one idea from the article instead.
- ✗ **Restack all 19 other articles.** A restack tells your readers this is worth their time. Keep it honest and selective.
- ✗ **Pile in all at the same minute.** Spread your reply across the two-hour window — that is what makes the thread look alive for hours instead of one burst.
- ✗ **Post and disappear.** Stay reachable while the thread is active so you can answer anyone who responds to you.

HOW TO LEAVE A COMMENT THAT COUNTS

Name the idea, not the effort

The Article Briefing PDF gives you a one-paragraph summary of every article, so you can comment well without reading all twenty. Point at one sentence, one claim, or one moment — then add what it made you think about in your own work.

SKIP THIS

“Love this — so true. Following!”

DO THIS

“The line about rewarding confidence instead of accuracy is the one. I have run forecast meetings exactly that way and called it rigor. What would you replace the confidence signal with?”

QUESTIONS

Ask before launch day

Reply to my email with anything that is unclear — the five-line format, your drafted reply, the Article Briefing PDF, any of it. I would much rather answer it this week than in the middle of launch day.

Twenty writers, each pointing their readers to the same door.

That is the whole engine — early signal, given and received.