



Butterfly Boardroom:

The Home of the Leadership Notes Boost

Every Tuesday & Thursday starting at 7:30 AM EST for
Leadership & Personal Growth Writers

What is a Notes Boost? You paste a link to one of your Notes in the group chat. Then the group likes, comments on, and restacks each other's Notes, boosting exposure and the chance of gaining new followers and subscribers. **Best of all, you build real relationships** with like-minded writers who become lasting connections.

Four Things No One Else Offers for Free

Leadership & personal growth only

Every writer in the Boost shares your niche, so comments are relevant and new subscribers stay.

Engagement is always free

Others gate their chat behind paid subscriptions. Here, every Boost, the subscriber chat, and every reply are free.

2-minute Substack training videos

24 short videos plus Notes and Article Boost guides. Learn one skill at a time, anytime.

Web apps that optimize your work

Comment Compass, Article Analyzer, and Profile Optimizer sharpen your comments, articles, and profile.

How the Week Works

MON	TUE	WED	THU	FRI
Training Day	Boost Day	Training Day	Boost Day	Wins Day
New video	Starting at 7:30 AM EST	New video	Starting at 7:30 AM EST	Video + wins

Who the Boosts Are For

- ✓ You write about leadership or personal growth on Substack
- ✓ You want relevant readers who open, reply, and come back, not just a bigger number
- ✓ You read first, comment in your own words, and never pressure anyone to follow or subscribe

How Do Participants Join

- 1 Join the Butterfly Boardroom free subscriber chat and meet the coaches
- 2 Watch Video #1 to get familiar with how the Boosts work
- 3 Show up for your first Boost on Tuesday and Thursday starting at 7:30 AM EST when you can

For Coaches

Coaches support the whole Boost group, keep members encouraged, and point them to the video library.

What you do	What you do not do...
Welcome new members personally	Promise subscriber numbers or growth
Show up on Tuesday and Thursday; participate in the boosts as much as possible	Hand out comments or restack wording
Consider reaching out to your own subscribers if they stop participating	Sell your own paid products inside the group (that comes privately thru direct messaging)
Share one SMALL member win on Fridays that encourages one of your subscribers	Handle conflicts or platform problems alone

Raise a flag early.

Member upset, platform warning, or unsure? Message Derek in the coach chat. He responds the same day.

What coaches get

Your free content kit

Use the videos, guides, and apps with your own subscribers anytime outside the Notes Boost chat, as a Butterfly Boardroom coach.

Your public spotlight

A coach feature on the Butterfly Boardroom Substack and the Leadership Notes Boost website to increase exposure to your Substack.

Recruiting Messages to Share

- 1. Personal invitation:** I'm part of Leadership Notes Boost, a free group where leadership and personal growth writers help each other grow their Substacks. Our next cohort starts the week of November 2. Would you like to join the group chat?
- 2. Branded public announcement:** Butterfly Boardroom is home to Leadership Notes Boost: A free group connecting leadership and personal growth writers to help each other grow their Substacks. Our next cohort starts the week of November 2. Let me know if you are interested.
- 3. Connection-first:** You don't have to grow your Substack alone. I am part of a Leadership Notes Boost group. The next cohort starts the week of November 2. Always free. Message me if you would like to join.
- 4. Personal outreach:** I thought of you for Leadership Notes Boost: A free group of leadership and personal growth writers supporting each other's Substack growth. Our next cohort starts the week of November 2, and I'd love to have you join us. Would you be interested?

Is Coaching Role Right for You?

- You completed the first Get Your First 100 group, or show similar commitment
- You enjoy encouraging your own followers and subscribers in the chat and in direct messages
- You enjoy participating in Notes Boosts with like-minded Substackers
- You enjoy helping other Substackers and assist in answering questions
- You desire to build deeper relationships to lay a foundation for your future paid subscriptions

SAMPLE WEEK

Participant's Daily Plan

Coaches do not run any of this. Derek handles it:

1. Posts the training videos on Mondays, Wednesdays, and Fridays
2. Sends out the Notes Boost request at 7:30 AM EST every Tuesday and Thursday
3. Sends the daily engagement goals to participants in the request (e.g. 3 comments, 1 restack)
4. Opens the Friday wins thread in the subscriber chat

Your part as a coach: encourage members and celebrate their wins.

Monday: Training Day (about 15 min.)

- Watch the new training video
- Draft the Note you will post in Tuesday's Boost
- Try to meet the daily engagement goals

Tuesday: Boost Day (about 20 min.)

- Post 1 Note in the Boost thread
- Leave 3 thoughtful comments on Notes by writers you actually read
- Reply to every comment you receive

Wednesday: Training Day (about 15 min.)

- Watch the new training video
- Draft the Note you will post in Thursday's Boost
- Try to meet the daily engagement goals

Thursday: Boost Day (about 20 min.)

- Post 1 Note in the Boost thread
- Leave 3 thoughtful comments on Notes by writers you actually read
- Reply to every comment you receive

Friday: Wins Day (about 15 min.)

- Watch the new training video
- Share a win from your week in the subscriber chat and encourage someone else
- Try to meet the daily engagement goals