

LIGHTS, CAMERA, LIVE

Social Media Audit

Scott M. Curran

Author of *Better Good* (Simon Acumen, 2026) · Founder and CEO, Beyond Advisers · Social impact thought leader

Prepared by Lights, Camera, Live

October 2026 · Findings verified as of October 15, 2026

Channels audited: Website · LinkedIn · Instagram · YouTube · TikTok · Substack

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One presence, *everywhere it counts*

This audit looks at one subject only: Scott M. Curran and the online presence behind *Better Good*. It reads that presence three ways.

Buzz

How Scott is perceived online. What a prospective reader, event planner, or podcast booker concludes about him in the first minutes on his website and profiles, and whether the authority he's got in the room survives the trip to the screen.

Platform

How he's using each channel: his website, LinkedIn, Instagram, YouTube, TikTok, and Substack. Each platform is audited in the same five-part format: 1.0 Setup, 2.0 Design, 3.0 Content, 4.0 Engagement, and 5.0 Integration, measured against his two commercial goals, book sales and speaking bookings.

Opportunity

Where the gaps are, and how each gap converts into an initiative. The recurring pattern in this audit isn't missing content. It's missing connection between the content that already exists and the actions Scott wants a visitor to take.

A note on evidence

Every finding in this audit carries a Source line pointing to the page it came from. Where a platform won't let us see much without logging in, the finding says so. It's framed as a check for onboarding, not as a conclusion. All figures are as of October 15, 2026.

The expertise is there. *The momentum needs an owner.*

01

The content's rich. *The distribution isn't.*

The engine's already running on every channel. A book with endorsements from national figures, a biweekly podcast, about 99 newsletter issues, 342 Instagram posts, and a live speaking calendar all exist today. What doesn't exist is the connective tissue that moves an audience from one asset to the next, so each channel's only delivering a fraction of the value the content's already earned.

Source: <https://www.scottmcurran.com/>

02

Nothing's measured. *Nothing can be proven.*

The website's page source contains no Google Analytics tag and no Meta Pixel. Squarespace's built-in statistics can count visitors, but nothing's tracking the conversions the business runs on: lead magnet downloads, speaking inquiries, or book clicks. Until that layer's in place, you can't attribute results on any channel, and you can't prove the good work either.

Source: <https://www.scottmcurran.com/>

03

Great content, *wrong next steps*

Each channel points somewhere, but it's rarely the right next step. The Instagram link in bio goes straight to Amazon, skipping list capture entirely. Two finished lead magnets sit on the website with no modal, banner, or campaign driving anyone to them. YouTube Shorts aren't linked back to the full episodes they were clipped from. Attention's being earned, then handed off to a dead end.

Source: <https://www.instagram.com/scottmcurran/>

The proof? It's in *his own numbers*

04

Packaging works. *There's no system for it.*

Twice, Scott's own catalog has shown what good packaging can do. The team's curiosity-first retitles of older podcast episodes produced lifts in the range of 20 to 30 times the original performance. A single repurposed Short, "How to Do More Good - Better" from February 2026, holds 4,938 views against recent long-form videos at 100 to 2,600 views. Both wins were one-offs. Neither one became a standard you'd apply to every upload.

Source: https://www.youtube.com/channel/UC4nt4Sup_E6U7gWh-E4K0xQ

05

Proof most authors can't buy, *sitting in a drawer*

The raw material most authors couldn't buy is sitting in a drawer. Praise for the book, including an endorsement from Bill Clinton, lives as plain text on one website page. Famous podcast guests appear in posts without a formal collaboration structure. Press logos aren't working on LinkedIn, Instagram, or the site, and the LinkedIn profile carries no recommendations at all. The proof's real. It's just not placed where buyers actually look for it.

Source: <https://www.scottmcurran.com/praise>

The audit at a glance

Channel	State of play	Headline gap
Website	Working speaker page	No analytics or pixel; lead magnets unmerchandised
LinkedIn	Primary channel	No recommendations; wins and booking CTA not featured
Instagram	989 followers, daily cadence	Bio link goes to Amazon; no DM funnels
YouTube	Biweekly podcast, Shorts as clips	No playlists; packaging unsystematized
TikTok	9 followers, 24 videos	Greenfield; needs a relaunch, not repairs
Substack	About 99 issues, free only	Slowing cadence; disconnected from site and podcast

Warm. Credible. *Never boastful.*

Scott's voice is the asset every channel decision should protect. It's also why heavy-handed growth tactics would do real damage here: his audience trusts him because he doesn't oversell.

Warm

The writing and the on-camera presence lead with generosity. The premise of *Better Good* is an invitation, not an argument: ordinary people and institutions can do more good, and do it better. Content that keeps that posture, offering a useful idea before it asks for anything, fits the voice. Content that manufactures urgency doesn't.

Credible

His authority is institutional, and it's earned: founder and CEO of Beyond Advisers, social impact lawyer, professor, and adviser. He cites rooms, results, and people, not just opinions. Every channel should make that credibility visible without making Scott recite it himself.

Authoritative, never boastful

This is the balance we keep coming back to in this audit. His accomplishments are significant, and the presentation stays understated, and that's exactly why third-party proof matters so much for this brand. Endorsements, recommendations, organizer testimonials, and press marks let other voices say what Scott won't say about himself.

Story-driven

His strongest content follows the same shape as the book: a person, a decision, a result. Named guests, direct questions, and milestone moments outperform generic promotion on Instagram, and curiosity-first titles outperform descriptive ones on YouTube. The voice travels when the story leads and the credential follows.

The voice test for every post

Would this sound right if Scott read it aloud to a room of peers? If it needs hype, pressure, or self-congratulation to work, it's failing the voice, even if it'd lift the metric.

Website

scottmcurran.com, built on Squarespace, is the speaker page. It's got the right rooms in the house. The weaknesses are in the conversion layer, not the structure.

1.0 Setup

1.1 No analytics. No pixel. *No proof.*

A look at the page source found no Google Analytics tag and no Meta Pixel. Visitor counts are available through Squarespace's built-in statistics, but no event tracking exists for lead magnet downloads, speaking inquiries, or outbound book clicks, and no pixel is building a retargeting audience from site traffic.

Source: <https://www.scottmcurran.com/>

1.2 His page titles could belong to *anyone*.

Search-facing titles don't carry the specific language a planner or producer searches with, such as the talk topics and the book title. The site competes for Scott's name and little else.

Source: <https://www.scottmcurran.com/>

1.3 His newsletter lives *nowhere* on his own site.

The newsletter's a separate island. A site visitor hasn't got a path to *Better Good* on Substack, and a Substack reader gets no structured path back. The two owned audiences never meet.

Source: <https://www.scottmcurran.com/>

2.0 Design

2.1 It reads like a document, *not a stage*.

Pages read like documents rather than a speaker's showcase. There aren't any parallax or modern scrolling features, and the visual rhythm belongs to an earlier era of author websites. For a speaker, the room is the product, and he's barely showing the rooms.

Source: <https://www.scottmcurran.com/>

2.2 The rooms sell him. *They're barely shown.*

Book signings, stages, and the high-profile people Scott appears with are the strongest visual proof he owns, and they're largely absent. Event photography exists from recent appearances and isn't carried into the page design.

Source: <https://www.scottmcurran.com/speaking>

2.3 Two lead magnets. *Zero invitations.*

Nothing interrupts, politely or otherwise, to offer the two lead magnets the site already hosts. Every visit that ends without an email address is an audience the book launch can't reach again.

Source: <https://www.scottmcurran.com/>

The assets are there. *Nobody's merchandising them.*

3.0 Content

3.1 The speaking page is *genuinely built*.

/speaking presents three signature talks with formats labeled, the audiences they serve, and a "Book Scott for Your Event" call to action. It still needs a keynote sizzle reel above the fold, plus the organizer proof in 4.2.

Source: <https://www.scottmcurran.com/speaking>

3.2 Presidential praise, *stranded as plain text*.

/praise carries endorsements for the book, including one from Bill Clinton, presented as a wall of quotations. Set those as designed quote cards, with faces and names, and the same material would work on every channel. As plain text, it doesn't work on any of them.

Source: <https://www.scottmcurran.com/praise>

3.3 Finished lead magnets, *merchandised nowhere*.

The free first chapter at /first-chapter and the Better Good Action Plan (individual and organizational versions) at /actionplan are finished products. No capture system's pointing at them. That's a promotion task, not a production task.

Source: <https://www.scottmcurran.com/first-chapter> and <https://www.scottmcurran.com/actionplan>

4.0 Engagement

4.1 The inquiry form asks planners *almost nothing*.

/contact is a generic form with no fields for event date, venue, audience size, or budget. A serious planner either bounces, or sends an inquiry the team has to qualify by hand. A dedicated planner form lets buyers qualify themselves.

Source: <https://www.scottmcurran.com/contact>

4.2 Everybody praises the book. *Nobody praises the keynote*.

Every endorsement on the site praises the book. Not one of them praises the keynote. For the person actually booking, the missing quote is "he held our room." Collecting three to five of those from recent hosts is a short round of outreach, not a campaign.

Source: <https://www.scottmcurran.com/praise>

5.0 Integration

5.1 The calendar's live. *Keep it that way*.

/events shows a current, dated appearance calendar, which tells planners he's actively booked. Its value fades the month it goes stale, so it belongs on a monthly update rhythm.

Source: <https://www.scottmcurran.com/events>

5.2 Three list efforts. *None of them connected*.

/newsletter exists, but there's no capture mechanism and no link to Substack, so the site's running three partial list efforts instead of one connected one.

Source: <https://www.scottmcurran.com/newsletter>

LinkedIn

Scott's primary channel, and the one his buyers actually use. Right now it's maintained like a resume. His peers' best profiles work like landing pages: big wins featured up top and a clear call to action to book or buy.

1.0 Setup

1.1 The headline leads with the book. *Keep it that way.*

LinkedIn walls its profiles off from outside viewing, so the exact headline and follower count couldn't be verified directly. The Concordia University Chicago directory listing, which mirrors his positioning, leads author-first. That ordering's right for a book year. Confirm it at onboarding, don't change it.

Source: <https://www.linkedin.com/in/scottmcurran>

1.2 Zero recommendations, *on his diligence channel.*

This is the clearest gap on the channel, by far. A man carrying an endorsement from a former president and praise from foundation and nonprofit leaders has zero peer recommendations in the place event planners and producers do their diligence. A targeted request sprint to past hosts, colleagues, and collaborators is a week-one task.

Source: <https://www.linkedin.com/in/scottmcurran>

1.3 A newsletter everywhere *except LinkedIn.*

Scott publishes a newsletter on Substack but runs no LinkedIn edition, so he's leaving LinkedIn's built-in subscriber notifications unused, on the very platform where his professional audience already sits.

Source: <https://www.linkedin.com/in/scottmcurran>

2.0 Design

2.1 His biggest wins are *buried.*

The profile doesn't lead with its strongest assets: the book, the marquee endorsements, the stages. The Featured section should carry the book, the sizzle reel, and the speaking page before a visitor reaches the work history.

Source: <https://www.linkedin.com/in/scottmcurran>

2.2 No "book him." No "buy the book." *No ask at all.*

Nothing on the profile asks for the two outcomes the channel's there to produce. A planner who lands here today finds a career summary, not a "book him on stage" or "buy the book" path.

Source: <https://www.linkedin.com/in/scottmcurran>

Built for diligence. *Not built to close.*

3.0 Content

3.1 Feed posts fade. *Articles compound.*

Google's indexing of LinkedIn feed posts is inconsistent: in Google and Bing searches run on October 19, 2026, none of Scott's feed posts surfaced, which matches wider reporting that feed posts rarely get indexed. LinkedIn Articles, published through Pulse, work differently: each one gets its own URL and Google indexes it reliably, so it keeps turning up long after the feed's moved on.

AI answers cite LinkedIn heavily now. A Semrush study of 325,000 prompts from January and February 2026 found LinkedIn cited in about 11 percent of AI answers on average, across ChatGPT Search, Google AI Mode, and Perplexity. Articles take most of that value, 50 to 72 percent of LinkedIn citations, and a Spotlight count found over 15,000 Pulse articles among 19,202 cited LinkedIn sources. Cited feed posts are mostly original and educational, at 50 to 299 words.

The play is format-specific. Publish one LinkedIn Article a month, 500 to 2,000 words, original and educational, as the citable permanent home for an idea from the book or podcast. Keep feed posts substantive and teaching-led. They'll build reach even when they don't compound. Substack and the website remain the canonical homes for the same ideas. And confirm his public visibility's switched on. If it's off, crawlers can't see any of it.

Sources: <https://compleadly.com/blog/generative-engine-optimization> · <https://www.socialmediatoday.com/news/linkedin-articles-are-getting-more-citations-in-ai-responses/809563/> · <https://authoredup.com/blog/linkedin-articles-vs-posts>

3.2 One newsletter. *Two names.*

The property appears as "Better Good" in some places and "Do (More) Good (Better) Newsletter" in others. That inconsistency costs him recognition every time someone mentions, links, or recommends the newsletter, and it's a one-decision fix.

Source: <https://bettergood.substack.com/>

4.0 Engagement

4.1 Recommendations aren't vanity. *They're conversations.*

Asking organizers and senior collaborators for recommendations starts conversations with exactly the people who book speakers. Run the sprint in 1.2 as a relationship effort, with named targets and follow-through, not as a profile chore.

Source: <https://www.linkedin.com/in/scottmcurran>

5.0 Integration

5.1 All that traffic, *nowhere to go.*

With no featured book link, no speaking link, and no newsletter edition, LinkedIn traffic hasn't got anywhere deliberate to go. Rebuild it as a landing page and the profile becomes the top of the same funnel the website fixes create: watch the reel, read the praise, book the talk, join the list.

Source: <https://www.linkedin.com/in/scottmcurran>

5.2 Behind the login wall: *verify in week one.*

Exact headline text, follower count, current banner and Featured contents, post cadence, and the public visibility setting in 3.1 can't be confirmed from outside LinkedIn's login wall. They're first-week checks, done with Scott's own access, and they're listed here so nobody mistakes anything in this section for a confirmed figure.

Source: <https://www.linkedin.com/in/scottmcurran>

Instagram

@scottmcurran is the hardest-working small account in this audit: near-daily posting, and engagement most accounts his size would happily take. Its problems are funnel problems.

989

FOLLOWERS

342

POSTS

549

FOLLOWING

3-4%ENGAGEMENT VS.
FOLLOWERS

1.0 Setup

1.1 The credentials are right. *The next step is missing.*

Best-selling author, social impact lawyer, professor, and adviser, plus podcast host. The identity stack's complete and credible. Nothing in the bio, though, tells a new visitor what to do next.

Source: <https://www.instagram.com/scottmcurran/>

1.2 One link, straight to Amazon. *It captures nothing.*

That single link sends visitors to a retailer and captures nothing: no email address, no lead magnet, no speaking path. Swap it for a link hub that leads with the first chapter or Action Plan, then the book, then speaking, and those same clicks start building an owned audience.

Source: <https://www.instagram.com/scottmcurran/>

1.3 Pins and highlights: *check them first.*

Instagram doesn't expose pin status or highlight names to logged-out viewers, so we're not claiming the current pins are wrong. The onboarding check is simple: if the three pins don't already cover the book, speaking, and the podcast, set them deliberately.

Source: <https://www.instagram.com/scottmcurran/>

2.0 Design

2.1 His audience is *split in two.*

The podcast runs a separate profile, @bettergoodpodcast, with 88 followers against the main account's 989. Every podcast post he publishes there reaches about a tenth of the audience it'd reach on the main account. Consolidating podcast content onto @scottmcurran ends the split.

Source: <https://www.instagram.com/bettergoodpodcast/>

The cadence works. *The conversion doesn't.*

3.0 Content

3.1 About a post a day. *Every day.*

Twenty-nine posts in the last 30 days: 13 Reels, 11 carousels, and 5 single images. It's a healthy mix, and carousels suit the photo-rich storytelling he underuses elsewhere: events, signings, and the people in the room.

Source: <https://www.instagram.com/scottmcurran/>

3.2 His winners share a pattern. *Write it down.*

The strongest posts share three ingredients: a named guest, a direct question, or one of the moments that matter. That pattern should become the content brief, so performance doesn't depend on which posts happen to include a famous name.

Source: <https://www.instagram.com/scottmcurran/>

4.0 Engagement

4.1 Three to four percent. *That's a real audience.*

For an account under 1,000 followers that posts daily, that's a real audience, not a vanity one. Reach and routing are the constraint here, not resonance.

Source: <https://www.instagram.com/scottmcurran/>

4.2 Great posts. *No bridge to the inbox.*

Across 65 captions reviewed, no keyword-triggered auto-DM appears. A comment-to-DM flow that offers the first chapter or Action Plan is the standard bridge from a good post to an email subscriber, and it's entirely absent here.

Source: <https://www.instagram.com/scottmcurran/>

5.0 Integration

5.1 Collabs are live. *Just on the smaller page.*

He's already tagging collaborators on @bettergoodpodcast, the podcast's Instagram page, and that's the right instinct. Two moves build on it. First, confirm whether those are true Instagram Collab posts, the co-authored format that publishes to both audiences at once, or simple tags. That still can't be verified from outside the account. Second, extend the practice to @scottmcurran, where the audience is roughly ten times larger, 989 followers against 88, and the guests are the same caliber.

Source: <https://www.instagram.com/bettergoodpodcast/>

5.2 His warmest channel *feeds the list nothing.*

Between the Amazon-only bio link and the missing DM funnels, the channel with his warmest daily audience isn't contributing anything measurable to email growth, and that's the asset his book and speaking funnels depend on.

Source: <https://www.instagram.com/scottmcurran/>

YouTube

The channel doesn't need launching. It needs systematizing: the podcast engine's already running, and his own catalog's already shown which levers move it.

~8K

SUBSCRIBERS (TEAM
FIGURE)

2.7

LONG-FORM VIDEOS
/ MONTH

4,938

VIEWS ON ONE
VERIFIED SHORT

100-2.6K

RECENT LONG-FORM
VIEWS

1.0 Setup

1.1 Eight thousand subscribers, *as reported*.

The team reports about 8,000 subscribers. We couldn't verify that independently without the channel's analytics, so we're carrying it here as reported, not confirmed.

Source: https://www.youtube.com/channel/UC4nt4Sup_E6U7gWh-E4K0xQ

1.2 No playlists. *Visitors have to dig*.

No playlists were found on the channel. A planner or new subscriber who wants the talks, the podcast, or the Shorts as a body of work has to dig through the uploads tab video by video. Playlists are also how the website's missing sizzle reel gets a permanent home: the channel trailer slot.

Source: https://www.youtube.com/channel/UC4nt4Sup_E6U7gWh-E4K0xQ

1.3 Steady publishing. *No subscribe ask*.

Across everything we reviewed, there's no consistent subscribe ask in the descriptions or packaging. For a channel publishing this steadily, that's the cheapest growth mechanic he's got, and he's not using it.

Source: https://www.youtube.com/channel/UC4nt4Sup_E6U7gWh-E4K0xQ

2.0 Design

2.1 The channel home stages *neither product*.

Someone arriving from a stage or a podcast mention should meet the book and the speaking offer right away. Without playlists, a trailer, or a staged home layout, the channel reads as an archive, not a storefront.

Source: https://www.youtube.com/channel/UC4nt4Sup_E6U7gWh-E4K0xQ

Short-form wins. *There's no system behind it.*

3.0 Content

3.1 The podcast is the engine. *It's the only engine.*

The biweekly podcast is the channel's production engine, and there's no dedicated long-form video made for YouTube itself. Solo videos of Scott teaching one idea from the framework would give the channel a second engine, and give Shorts an original source to clip from.

Source: https://www.youtube.com/channel/UC4nt4Sup_E6U7gWh-E4K0xQ

3.2 One verified Short: 4,938 views. *It's a clip.*

One Short was independently verified: "How to Do More Good - Better," published around February 2026, at 4,938 views. That single clip's outperformed nearly every recent long-form upload. Short-form's already his highest-return format for the effort involved, and it's the least systematized thing he publishes. The full Shorts catalog should be inventoried in YouTube Studio in week one.

Source: https://www.youtube.com/channel/UC4nt4Sup_E6U7gWh-E4K0xQ

3.3 Four outliers. *Verify them before you cite them.*

Four videos sit at 61,000 to 78,000 views, well above the channel's usual range, and they may be ad-inflated. Check their traffic sources in YouTube Studio before anyone cites them as proof of anything.

Source: https://www.youtube.com/channel/UC4nt4Sup_E6U7gWh-E4K0xQ

4.0 Engagement

4.1 Packaging moved the numbers 20 to 30 times.

When the team retitled older episodes with curiosity-first titles, performance jumped roughly 20 to 30 times. Titles and thumbnails, not more content, are where this channel's next growth is. Apply the retitle standard to every upload and, over time, to the back catalog.

Source: https://www.youtube.com/channel/UC4nt4Sup_E6U7gWh-E4K0xQ

4.2 The Community tab's empty. *Free reach, left unused.*

He's not using YouTube Community posts at all, and the tab sat empty in the October 2026 channel review. With episodes dropping roughly every two weeks, the channel goes quiet in between. Polls, announcements, and text takeaways are the free way to keep the audience warm between uploads.

There's a search angle, too. Video gives AI answer engines almost nothing quotable, but Community posts are crawlable text on youtube.com tied to his entity, so a short takeaway per episode becomes citable material in the format they need. Google's July 2026 Search Console rollout now tracks YouTube content as search assets, so it's measurable, too. Post one per episode, announcement plus link, and one poll or takeaway between uploads.

Sources: https://www.youtube.com/channel/UC4nt4Sup_E6U7gWh-E4K0xQ · <https://www.seoforsmallbusiness.com.au/blog/google-just-added-your-instagram-tiktok-x-and-youtube-to-search-console-heres-what-it-actually-means-for-your-small-business/>

5.0 Integration

5.1 Good chapters. *Leaky descriptions.*

His descriptions include chapters, which is good craft. Book links aren't consistent, and not one description links to Substack. A fixed template that puts the book, a lead magnet, and the newsletter in every upload closes that leak at no extra cost.

Source: https://www.youtube.com/channel/UC4nt4Sup_E6U7gWh-E4K0xQ

5.2 His best reach points to *nothing next*.

No related-video links connect the Shorts to the full episodes they came from, and there's no Shorts playlist collecting them. So the format that reaches the most new viewers is handing those viewers nothing to watch next.

Source: https://www.youtube.com/channel/UC4nt4Sup_E6U7gWh-E4K0xQ

TikTok

@thedogoodguy is a greenfield. The real question is whether it earns a relaunch.

9

FOLLOWERS

24

VIDEOS

84

LIFETIME LIKES

1.0 Setup

1.1 A memorable handle you *can't search*.

"The Do Good Guy" is memorable positioning, but you can't search it as Scott Curran. If he relaunches, keep the handle and put his full name and book title in the profile name field, where search actually reads it.

Source: <https://www.tiktok.com/@thedogoodguy>

1.2 The routing's right. *Nobody's watching*.

The routing instinct's right: TikTok for discovery, YouTube for depth, the book as the product. It just isn't routing anyone yet, because almost nobody's watching.

Source: <https://www.tiktok.com/@thedogoodguy>

2.0 Design

2.1 No entry point. *Three pins would fix it*.

Design polish isn't the constraint here. At relaunch, three pinned videos (book, framework, podcast) would give a first-time visitor the whole story in about a minute.

Source: <https://www.tiktok.com/@thedogoodguy>

3.0 Content

3.1 Twenty-four videos. *Eighty-four likes*.

It's an experiment that never got distribution. If he keeps TikTok, it should restart as a deliberate format, fed by the same clips engine as YouTube Shorts and Instagram Reels, at no extra production cost.

Source: <https://www.tiktok.com/@thedogoodguy>

4.0 Engagement

4.1 Nine followers. *That's a placeholder*.

Nine followers is a placeholder, not a community. Engagement tactics can wait until a relaunch tests the material.

Source: <https://www.tiktok.com/@thedogoodguy>

5.0 Integration

5.1 Don't fix it. *Relaunch it, or park it*.

Either TikTok joins the short-form system as a third outlet for clips he's already making, or he parks it formally. A profile that just looks dormant is the worst option.

Source: <https://www.tiktok.com/@thedogoodguy>

Substack

Better Good on Substack is the owned-audience asset, and he's running it at half its capacity: a long archive, no monetization layer, and no connection to the rest of the ecosystem.

~99

ISSUES PUBLISHED

Free

ONLY TIER OFFERED

3

POSTS IN LAST 60 DAYS

1.0 Setup

1.1 Ninety-nine issues. *Free is the only option.*

The publication doesn't offer a paid subscription. Whether paid is right for a book-and-speaking strategy is a positioning call, but right now the option doesn't exist, not even as a supporter tier, and the archive of about 99 issues hasn't got a premium layer at all.

Source: <https://bettergood.substack.com/>

1.2 His list asset, on *someone else's* address.

The publication's still on the default Substack address, not a branded domain. For an author building a list that's meant to last, the domain is part of the asset.

Source: <https://bettergood.substack.com/>

1.3 Not ready to subscribe? *There's no smaller step.*

A visitor who isn't ready to subscribe doesn't get a smaller step to take. The first chapter and Action Plan already exist on the website; neither one's offered here, where the readers most likely to want them actually show up.

Source: <https://bettergood.substack.com/>

2.0 Design

2.1 No doors in from *his own website*.

As the website audit notes, Substack appears nowhere on [scottmcurran.com](https://www.scottmcurran.com). No amount of design can make up for having no doors in from his highest-intent property.

Source: <https://www.scottmcurran.com/>

3.0 Content

3.1 A numbered series sets a rhythm. *His has slipped.*

The archive hit "Newsletter #99" on October 14, 2026. That's a real body of work. He's published about three posts in the last 60 days, including a gap in September. A numbered series sets its own expectation of rhythm, and that rhythm's slipped.

Source: <https://bettergood.substack.com/>

His best asset, *connected to nothing*

4.0 Engagement

4.1 Free discovery, *sitting unused*.

There's no visible use of the recommendations network, which puts publications in front of each other's subscribers, or of Notes, Substack's social layer. On a platform where discovery's built in and free, he's relying entirely on readers he finds somewhere else.

Source: <https://bettergood.substack.com/>

5.0 Integration

5.1 His podcast lives *somewhere else*.

He publishes the podcast on YouTube, not Substack, so his two long-form properties never reinforce each other. Substack's own podcast and video distribution would land episodes right in subscribers' inboxes. Today, an issue and an episode reach separate audiences, through separate effort.

Source: <https://bettergood.substack.com/>

5.2 Two names again. *Pick one*.

As flagged in the LinkedIn audit, the newsletter's name varies between "Better Good" and "Do (More) Good (Better) Newsletter." He needs one name, used on the site, on LinkedIn, in YouTube descriptions, and on the publication itself, before any cross-promotion can compound.

Source: <https://bettergood.substack.com/>

Every funnel fix ends here

Every funnel fix in this audit ends at the email list, and Substack's where that list lives. Connect it to the website's lead magnets, LinkedIn, and his YouTube descriptions, and it turns rented reach on five platforms into an audience Scott owns outright.

Make Scott *impossible to miss*

The findings sequence themselves. Measure first, because you can't prove anything else without it. Funnels second, because they monetize the audience he's already got. Packaging third, once the first two are in place. That's how Scott becomes the first call for social impact, not just another name on a planner's list.

Phase 1 - Measure

- Install Google Analytics 4 with conversion events for lead magnet downloads, speaking inquiries, and book clicks.
- Install the Meta Pixel so website traffic becomes a retargeting audience.
- Run the week-one verification pass: YouTube Studio inventory of Shorts and outlier traffic sources, LinkedIn profile details and public visibility setting behind the login wall, Instagram pins, highlights, and Collab usage.

Phase 2 - Connect the funnels

- Merchandise the existing lead magnets: a site-wide capture modal, a link hub replacing the Amazon-only Instagram bio link, and offers on the Substack subscribe page.
- Rebuild the LinkedIn profile as a landing page, with featured wins, a booking and book call to action, and a recommendations sprint to named targets, and start one LinkedIn Article per month as the citable, permanent home for his best ideas.
- Standardize YouTube descriptions and link every Short to its full episode.
- Deploy the social proof: designed praise cards, organizer testimonials, and one consistent newsletter name across every channel.

Phase 3 - Systematize what already works

- Make curiosity-first packaging the standing standard for every upload, with playlists and a channel trailer organizing the catalog.
- Add dedicated solo long-form videos beside the podcast, so short-form has original material as well as clips.
- Restore Substack cadence, activate its recommendations network and Notes, and decide the TikTok relaunch.

Make him the *first call*

Scott doesn't have a content problem, and he doesn't have a credibility problem. He's got a connection problem, and connection problems are the cheapest kind to fix. The book, the proof, the podcast, and the audience are all already there. This audit's work is getting them to point at each other.

Findings verified as of October 15, 2026.

From unknown *to unforgettable.*



THIS AUDIT WAS PREPARED BY STEPHANIE GARCIA

Stephanie Garcia is the founder of Lights, Camera, Live, and a social media strategist for brands and entrepreneurs who want to go from unknown to unforgettable. With 15 years in paid search, social strategy, and ad-agency leadership, including Director of Social Strategy at a leading San Diego ad agency, she's created campaigns for Fortune 500 companies and thousands of clients.

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Questions about these findings? *Let's talk.*

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