

## Twitter Thread by Pat Walls



**Pat Walls**  
[@thepatwalls](#)



**How I auto-share ~120 blog posts to Reddit every month, reached 35k karma, and gotten millions of views.**

**And why I love building automation so much!**

**A thread!**



u/youngrichtasteless

**Karma**

 35,315

**Cake day**

 July 27, 2014










































































**Followers**

 699

I have hit the top of Reddit hundreds of times.

Through all of the love and hate that I get on the platform, I think I've found that it's here to stay.

After years of posting on Reddit, I've slowly built an automated system that is now 100% hands off.

976	 		<b>\$1.1M/month selling beer coolers [profit included]</b> r/Entrepreneur · Posted by u/youngrichtasteless 1 year ago  	 145 Comments  Share  Edit Post  Save  Hide ...
938	 		<b>\$300k/year selling framed tweets.</b> r/Entrepreneur · Posted by u/youngrichtasteless 4 months ago	 348 Comments  Share  Edit Post  Save  Hide ...
888	 		<b>\$600K in 8 months selling eucalyptus sheets.</b> r/Entrepreneur · Posted by u/youngrichtasteless 7 months ago  	 240 Comments  Share  Edit Post  Save  Hide ...
824	 		<b>\$25k/mo selling chocolate dicks.</b> r/Entrepreneur · Posted by u/youngrichtasteless 1 year ago 	 198 Comments  Share  Edit Post  Save  Hide ...
784	 		<b>\$34k/mo making memes for air traffic controllers.</b> Case Study r/Entrepreneur · Posted by u/youngrichtasteless 1 year ago 	 132 Comments  Share  Edit Post  Save  Hide ...
755	 		<b>\$2.5M/month selling silicone rings.</b> r/Entrepreneur · Posted by u/youngrichtasteless 10 months ago 	 188 Comments  Share  Edit Post  Save  Hide ...
712	 		<b>\$30k/mo selling prank greeting cards.</b> r/Entrepreneur · Posted by u/youngrichtasteless 1 year ago 	 140 Comments  Share  Edit Post  Save  Hide ...
538	 		<b>\$250k/month selling wooden sunglasses [1 employee]</b> r/Entrepreneur · Posted by u/youngrichtasteless 6 months ago 	 125 Comments  Share  Edit Post  Save  Hide ...
			<b>\$250k/mo selling flea traps</b>	

This is my Starter Story backend, where I save the content of my stories in a markdown format.

This is great for Reddit because Reddit is also in a markdown format!

Starter Story
Find Stuff

Paper Saver

Story
All Stories

Body

### Hello! Who are you and what business did you start?

The Paper Saver started in Melbourne, Australia, in 2015 with the simple goal to reduce paper waste. Designed by my co-founder and partner Jon Yong, he and I are now also parents with the desire for our two young children to grow up in a sustainable world. Driven by this, the Paper Saver aims to promote environmental awareness and sustainable living.

The Paper Saver utilizes your used paper as pages of its notebook, reducing paper waste and helping the environment. Encasing a functionally designed spring steel binder inside, your discarded paper is inserted and folded so you can conveniently write on the back blank sides - no more unnecessary new notebooks as you will have an endless supply of used paper as pages of your Paper Saver! It is currently available in two versions - the Classic Paper Saver (made of faux leather) and the Leather Paper Saver (made of genuine leather).

Since launching in 2015, we have grown YOY on an average of 20%, and are now on a mission to spread the word further with a project on Kickstarter, aimed at creating awareness that anyone from kids to adults can reduce waste and live more sustainably with the Sparkle Paper Saver.

![how-we-invented-and-launched-a-notebook-that-saves-paper](/s3.amazonaws.com/www.starterstory.com/story\_images/images/000/001/725/original/open-uri20190530-4-16tuqga?1559216881)

### What's your backstory and how did you come up with the idea?

The Paper Saver was created and designed by Jon Yong, who worked as an architect.

Update Story

While I edit and publish starter stories, I set the "reddit title" in advance.

This is so I don't really ever have to think about it again. Once that's set, the system knows it should post this one to reddit, and that should be the title.

Starter Story Find Stuff 📌 ▼

## How I Started A \$60K/Month Online Business From Malaysia

[Google Doc](#)  
[User Edit](#)  
[Live Post](#)  
Interview Title

How I Started A \$60K/Month Online Business From Malaysia

Published at

08/15/2019

Content type

story

Meta/Background Photo Choose File No file chosen

Reddit title

\$60k/month selling vape juice.

☒ Live

When I publish the story (weeks in advance) I set it's "reddit title"

I also create a "Reddit intro" and "outro"

Although the content of the blog post is stored in my database, I still should introduce myself in the Reddit post.

I use other variables in my database to construct this.

```
def reddit_intro_text(story)
  "Hey - Pat from [StarterStory.com](https://www.starterstory.com) here with another interview.

  Today's interview is with #{story.starter.name}#{story.starter.reddit_username.present? ? " (/u/#{story.starter.reddit_username})" : ""}

  **Some stats:**

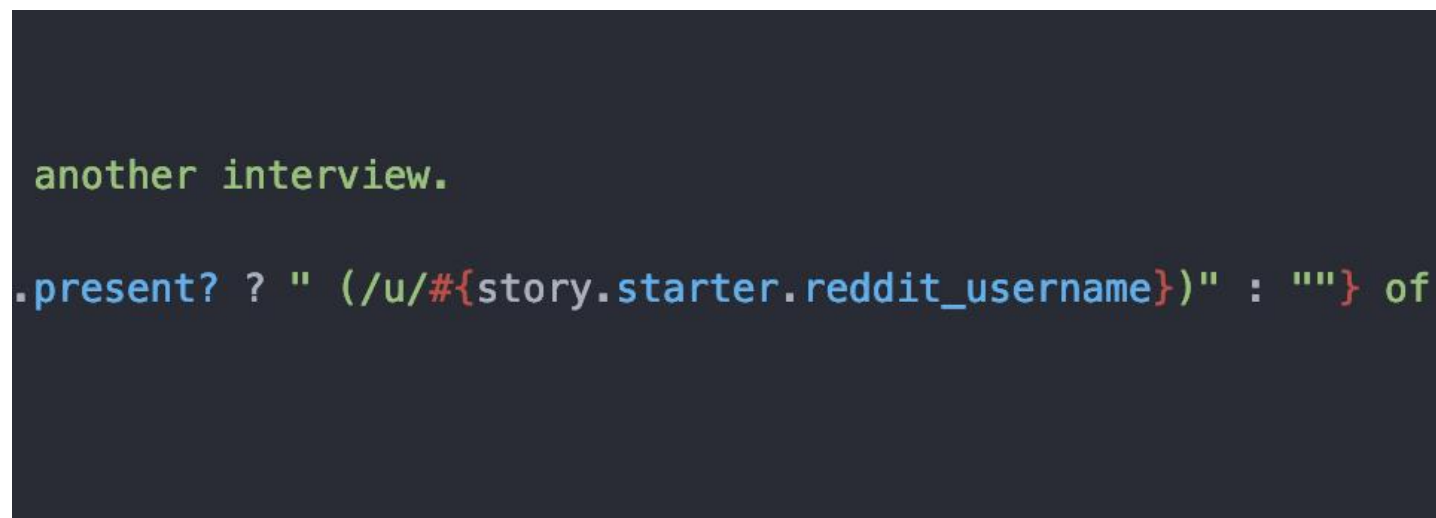
  * Product: #{story.business.description}
  * #{story.business.measurement&.capitalize}: #{number_to_currency(story.business.revenue, precision: 0)}
  * Started: #{story.business.business_started_at&.strftime("%B %Y")}
  * Location: #{story.business.location}
  * Founders: #{story.business.num_founders}
  * Employees: #{story.business.num_employees}\n\n"
end

def reddit_outro_text(story)
  "\n\n---

  Liked this text interview? Check out the [full interview with photos](#{story_url_with_deprecated(story)})."
end
```

I even tag the Reddit user (just recently starting tracking this data in my database) as they will get a notification when their post goes up.

This (and other data) is filled out when the interviewee is plugging all their info.



Here's another fun thing.

Reddit has an algorithm that will "shadow ban" (google it) your posts if you have certain links.

I have a list of links that I will strip from the markdown automatically:

(this list has been built from trial and error mostly)

```
class Reddit < ApplicationRecord
  BLACKLISTED_DOMAINS = [
    "shopify.com",
    "apps.shopify.com",
    "amazon.com",
    "starterstory.com",
    "squarespace.com",
    "mailchimp.com",
    "shipstation.com",
    "google.com",
    "klaviyo.com",
    "etsy.com",
    "intuit.com",
    "rechargepayments.com",
    "basecamp.com",
    "goldmansachs.com",
    "gimletmedia.com",
    "slack.com",
    "streak.com",
    "lastpass.com",
    "judge.me",
    "boldcommerce.com",
    "audible.com",
    "evernote.com",
    "wordpress.com",
    "woocommerce.com",
    "codecanyon.net",
    "woowaitlist.com",
    "tawk.to",
    "activecampaign.com",
    "magento.com",
    "canva.com",
    "mixpanel.com"
```

I also need to make sure we only post one story per day to Reddit. Maybe one day I will increase this.

This is our content calendar.



When you see a ■■ that means it will be automatically posted to Reddit.

This content calendar allows us to schedule WEEKS in advance with stories.

Starter Story Find Stuff

## Publish Schedule

[Previous](#) August 2019 [Next](#)

Sun	Mon	Tue	Wed	Thu	Fri	Sat
2019-07-28 Add story ★ Hagan Ski interview Star == it will be posted to reddit	2019-07-29 Add story Goya interview	2019-07-30 Add story ★ Southern Cigar Co interview	2019-07-31 Add story Dr. Farouk Shami starter feature ★ Life and Limb Printing interview	2019-08-01 Add story ★ Deskmate interview	2019-08-02 Add story Joah Love interview Koby Conrad starter feature	2019-08-03 Add story Exercise Simple interview
2019-08-04 Add story ★ Rebel Book Club interview Louis Nicholls blog post	2019-08-05 Add story ★ Rocket PPC interview	2019-08-06 Add story Marvin Strauss blog post ★ Brine Brothers interview	2019-08-07 Add story ★ Palco4 interview Alexander Leichter starter feature	2019-08-08 Add story ★ Forged Axe Throwing interview Upvoty interview	2019-08-09 Add story Crowd Work News interview Maurici Badia starter feature	2019-08-10 Add story Alex French starter feature Front Desk USA interview
2019-08-11 Add story Dina Meier starter feature ★ SkyAlliance interview	2019-08-12 Add story ★ Findlay Food Group interview Ryan Gaines blog post	2019-08-13 Add story SanityCheck interview ★ Final Co. interview	2019-08-14 Add story ★ Resource Guru interview Anton Kraly starter feature	2019-08-15 Add story ★ Vape Club interview Above 8000 Creative interview	2019-08-16 Add story ★ GloFX interview Jakt interview	2019-08-17 Add story ★ Mountain Fire Woodworks interview

Then, once a day, a worker runs that will post that story to 4 different subreddits (you can see which ones in screenshot)

I run these at 15 minute intervals to avoid tripping any spam things.

Here's the code. Just a few lines.

```
def perform
  return unless Rails.env.production?

  ["entrepreneur", "EntrepreneurRideAlong", "business_ideas", "starter_story"].each_with_index do |subreddit, idx|
    stories_published_today.each do |story|
      next if story.reddit_title.blank? && subreddit != "starter_story"

      title = story.reddit_title.present? ? story.reddit_title : generate_reddit_title(story)
      text = reddit_full_text(story)

      RedditWorker.perform_at((Time.now + (idx * 15).minutes), subreddit, title, text)
    end
  end
end
```

I also started my own subreddit!

<https://t.co/wkIMCyNfw3>

I post ALL stories there, and we just passed 600 members. Small, but growing a little every day :)

reddit S r/starter\_story Search r/starter\_story

## S r/starter\_story

Posts

VIEW SORT **HOT**

↑ 2 ↓	<b>\$1,000/month selling recruiter directories.</b> Posted by u/youngrichtasteless 8 hours ago	0	✓	🗑️	📄	🛡️	⋮
↑ 1 ↓	<b>\$7.5k/month selling Army teddy bears.</b> Posted by u/youngrichtasteless 8 hours ago	0	✓	🗑️	📄	🛡️	⋮
↑ 5 ↓	<b>\$15k/mo selling a cupholder for airplanes.</b> Posted by u/youngrichtasteless 1 day ago	1	✓	🗑️	📄	🛡️	⋮
↑ 2 ↓	<b>\$2,500/month selling graphic design services.</b> Posted by u/youngrichtasteless 1 day ago	2	✓	🗑️	📄	🛡️	⋮
↑ 4 ↓	<b>\$5.5k/month selling supplement brand</b> Posted by u/youngrichtasteless 2 days ago	0	✓	🗑️	📄	🛡️	⋮
↑ 4 ↓	<b>\$800/month selling design services.</b> Posted by u/youngrichtasteless 2 days ago	2	✓	🗑️	📄	🛡️	⋮
↑ 1 ↓	<b>What's the most useful software/tool you use for your business?</b> Posted by u/youngrichtasteless 2 days ago	1	✓	🗑️	📄	🛡️	⋮
↑ 3 ↓	<b>\$280,000/month selling hair salons.</b> Posted by u/youngrichtasteless 3 days ago	0	✓	🗑️	📄	🛡️	⋮
↑ 1 ↓	<b>\$2k/month side hustle selling portable chargers.</b> Posted by u/youngrichtasteless 3 days ago ✓	0	✓	🗑️	📄	🛡️	⋮

COMMUNITY DETAILS MOD TOOLS

S r/starter\_story

603 Members 7 Online

0 Coins

Learn how to start a successful business!

JOINED

CREATE POST

COMMUNITY OPTIONS

MODERATORS

In addition to stripping blacklisted links for the reddit post, I also do a few other things:

- strip out affiliate link params
- remove blockquotes
- add links for the images

This gives the post a "less bloggy" feel IMO.

To be honest, I did not know what I wanted to do after graduating from the bootcamp. I had been vaping for about 3 years (this was in 2015) and the vaping industry was just going through an explosive phase of growth. So I thought, why not?

I managed to validate the subscription box idea for about 50USD. All I did was build a two step landing page using a free tool like [Unbounce](#) that "sells" the subscription box product. When visitors click buy now, they get sent to an opt in page saying that we've "sold out" due to "overwhelming demand". To get in front of the imaginary queue that I've created, they'd have to share the links with 5 friends. This campaign was a success as we've achieved more than 30% conversion rates. Here's a screenshot of the 2-step landing page.

Here's the landing page that "sells" the product.

[image](#)

Upon clicking on the "Sign Up" button, we lead them to this page to collect their contact information.

[image](#)

The reason behind this is because I didn't have an ad budget for validating the service and I had to get creative. There were a few vape expos happening at that time and we got in touch with the organizers offering them a swap, where I provide web development services for their event in exchange for emails of the attendees. That's how we got our initial leads. ;)

The automation timeline!

This has all been a process:

1. at first I manually posted and found what works
2. then i set reminders to do it
3. then i built the code that writes the intro (copy/paste)
4. then i configured the API
5. then i made it so i could just click "post to reddit"
6. then i created the worker

This is high level, but I slowly did this and tweaked over the last year. Many bumps in the road.

Automating things is an iterative process!!!!

The benefits of automating?

Other than the obvious benefits (save time/money) the biggest benefit is that I'm not constantly checking Reddit anymore, seeing how upvotes are going, seeing the latest hater comments, etc.

I'll often check the site and find my post hitting the front page and I had no idea!

Anyways, that's it. Hope you found something interesting out my fun little automation.



Even though it's simple, I'm proud of it!

Happy to answer any questions. What do you think of this?