

# NICHEPURSUITS.COM

## How Niche Pursuits Cracked The Code For Their Various Product Launches

An interview between  
Ross Simmonds and  
Perrin Carrell



## **The Company:**

Niche Pursuits is ran by Spencer Haws, an entrepreneur who has built multiple businesses in a variety of different niches and generate more than six figures from many of them. The blog itself was originally created to share the various business ideas he was trying out but since then it's transformed to a leading site highlighting how to create and manage successful businesses in a variety of different niches and the art and science of buying & selling websites.

## **Who will benefit from this Interview:**

Since his growth with Niche Profits, Spencer Haws has brought on a Reddit superstar, Perrin Carrell who works full time as his website portfolio manager. In this interview, you will learn some of the key insights around how Perrin has been able to leverage Reddit to drive meaningful results for the business.

*"It comes down to trust built on transparency. I've learned that it's better to admit a mistake publicly rather than waiting for users to make posts about the issue." - Nathan*

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**Hey man - Thanks for taking the time out of your day to chat about Reddit and how you guys have used it to drive results. For those who are unfamiliar with you and your work, give me a bit of background on yourself and what you're up to these days!**

Well, I'm a blogger, software entrepreneur, and father of 4. However, I also employ a guy named Perrin that is my in-house Reddit expert. As a result, I will be turning all these Reddit questions over to him to answer. Take it away Perrin!

**Awesome! Alright, let's dive into the juicy stuff. About a year ago you guys did something pretty impressive on Reddit when launching a new product, tell me about it..**

It was super simple and relatively unimpressive compared to what we've done since. Honestly, I didn't know much about Reddit at the time--just that (1) the League of Legends community was massive there, and (2) there was a deep pain point that I could solve (no good voice chat solution for them). Our first post was more or less just a good, honest post presenting the idea to them.

**That original post has 1128 comments and 1933 upvotes. Impressive in many ways! What do you think made this post so successful?**

A few things:

1. It was highly specific to the subreddit
2. It attacked a very deep pain point for them with a real solution
3. It's a massive, massive subreddit that is also incredibly active

## **The account that made the post: /u/Soupertramp seems to have disappeared? What happened?**

One of my posts asked people to upvote.

That's against the ToS. It's a really small thing, in my opinion, but Reddit is a very ban-happy platform.

## **Do you still actively participate on Reddit for marketing purposes? How so?**

Yep; I don't really like the traffic there. It converts really poorly.

However, it's amazing for a few other things we do: (1) linkbuilding and (2) launching eBooks. You can read about the first in a really detailed post we published here.

## **What subreddits do you frequent most often?**

I (Perrin) am an avid Redditor. I love the site.

I'm a big fan of most major subreddits, and I really enjoy r/TitanFall, r/Fitness, r/PersonalFinance, r/Futurology, r/Books, r/Television and a bunch of others.

## **If you could go back into time and tell yourself one thing about Reddit marketing - What would it be?**

Don't spend so much time on traffic generation--at least in these markets. It doesn't convert, and you'll make a lot more money elsewhere. And I'd give myself a bunch of the best subreddits for book launches and link building :)