

A FREE PLAYBOOK

The LLM Mention Playbook.

How to get **ChatGPT**, **Claude**, **Perplexity** and **Google's AI** to name your brand. The honest way, that most of your competitors won't bother with.

r/smallbusiness

· a moment ago

"what's the **best help desk software** for a team of five that isn't a nightmare to set up?"

START HERE

The uncomfortable, freeing truth.

More and more buying decisions now start with a question to a chatbot. "Best CRM for a small agency?" "What do people actually use for cold email?" "Alternatives to [big tool]?" The answer comes back with a shortlist of names. If yours is on it, you win business you never had to chase. If it isn't, you never knew the conversation happened.

Here is the part nobody selling you a "get mentioned by AI" service wants to say plainly: **you cannot buy your way onto that shortlist, and no tool can guarantee you a spot.** There is no submission form, no ranking to pay into, no dashboard where you set your position.

That is the uncomfortable bit. Here is the freeing bit: the shortlist is mostly a reflection of what real people say about you in public, and one place shapes it more than almost any other. **Reddit.** You can earn your way in, slowly and honestly, and most of your competitors will not bother to. This guide is how.

THIS IS NOT A GROWTH HACK

It is doing the honest thing, consistently, in public, where the models everyone now asks happen to read. That is the whole method. It works precisely because it cannot be faked at scale.

subding

Keyword alerts for

Reddit. Watch every post and comment for your keywords and get pinged in Slack, Discord or email the moment one lands. **Start free at subding.com**

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Why the models lean on Reddit.

Large language models answer "what should I use for X" in two ways, and Reddit feeds both.

They learned from it.

Reddit threads were part of the enormous slice of the public web that models trained on. Years of real people saying "we tried X, moved to Y, here's why" is exactly the candid, comparison-rich text a model soaks up as "what people think".

They read it live.

Modern assistants also retrieve fresh web results while they answer. Reddit is one of the most-cited sources in AI answers, and Reddit's 2024 content-licensing deals with Google and OpenAI wired its threads directly into the systems that produce recommendations. So a thread from last month can shape an answer someone gets today.

The mechanism is the same across the assistants people actually ask. **ChatGPT, Claude, Perplexity and Google's AI** all lean on the same open web, and Reddit is a big, unusually honest chunk of it. Win a mention in the right thread and you tend to win it across all of them at once.

The threads that actually matter.

You do not need to be everywhere. You need to be in the handful of conversations where your category gets decided. Those are the **recommendation threads**:

- ◆ "Best [tool] for [situation]?"
- ◆ "Anyone recommend a [category]?"
- ◆ "Alternatives to [big name]?"
- ◆ "What do you all actually use for [job]?"

These are the moments a real, useful answer with your product in it can become the thing an assistant quotes later. Everything else is noise. **The catch is timing:** a thread gets its answers in the first day, then settles and gets indexed. Find it a week later and the recommendations are already written, and one of them is not yours.

r/smallbusiness

· a moment ago

"picking a tool this week and could use a steer. what's the **best help desk software** for a team of five that isn't a nightmare to set up? torn between a couple."

→ A real, disclosed, genuinely helpful reply here is worth more than a month of ads.

subding

This is the bit subding does for you. Add your

category, brand and competitors as keywords. subding watches Reddit and pings you the moment a thread appears, so you can join it while it still matters. It never posts for you. **Start free at subding.com**

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The method, in five moves.

1 Map the conversations

Find the subreddits and the recurring questions where people ask for a tool like yours. Search your category plus intent words: "best", "recommend", "alternative to". Keep it to the five or ten communities that genuinely matter.

2 Catch the threads early

A recommendation thread is only worth joining while the replies are still landing. Watch your category, your brand and your competitors so you hear about a new thread within minutes, not a week later when it is buried. Set an alert; do not rely on remembering to check.

3 Show up with real help, not a pitch

Answer the actual question properly. Mention your product only where it genuinely fits, and be honest about what it does not do. A useful comment earns its place. An advert gets scrolled past, or removed.

4 Disclose who you are

Say you work on the thing you are recommending. Reddit expects it, and readers trust a founder who is upfront far more than a suspiciously keen stranger. Hiding it is what turns a fair mention into a rule break.

5 Earn it over time

One comment will not move ChatGPT. A steady, genuinely helpful presence across the right threads, over months, is what slowly builds your name into the consensus an assistant reads back to people. This is a compounding asset, not a campaign.

What a good reply looks like.

A reply that earns a mention, and that a model is happy to quote, tends to do four things:

- ◆ **Answer the question first.** Give a genuinely useful steer even if it does not involve you at all.
- ◆ **Disclose.** "Full disclosure, I work on [X]" in the first line or two. Readers trust it, and it keeps you on the right side of the rules.
- ◆ **Be specific and fair.** Name where your product fits and where it does not. Mention a rival honestly if it is the better call for their situation. It reads as trustworthy, and trustworthy is what gets quoted.
- ◆ **Sound like a person.** No marketing voice. No feature dump. One human helping another.

AND WHAT BACKFIRES

The exact opposite of the above: no disclosure, a copy-paste pitch, five links, and nothing that actually answers what was asked. It gets scrolled past at best, and removed at worst.

All of this works against you.

Reddit communities are unusually good at spotting manufactured praise, and getting caught does not just waste the effort, it torches the reputation you were trying to build. It also breaks Reddit's rules.

- ◆ **No spam.** The same pitch dropped into every thread reads as spam because it is.
- ◆ **No astroturfing.** Faking grassroots enthusiasm for your own product fools nobody for long.
- ◆ **No fake accounts or sockpuppets.** Several accounts you control praising you is bannable, and communities actively hunt for it.
- ◆ **No bots or auto-replies.** Automating participation is exactly the behaviour that got reply-automation tools chased off Reddit.
- ◆ **No undisclosed self-promotion.** If you are recommending your own product, say so.
- ◆ **No bought upvotes or reviews.** A purchased consensus is hollow and collapses publicly the moment it is noticed.

Every shortcut here is a fast way to lose the very thing you are trying to build.

STEAL THIS

Your keyword shortlist.

You do not need a long list. Track a small, sharp set and you will catch almost everything that matters:

1

Your category + intent

"best [category]", "recommend [category]", "[category] alternative". These are the phrases that sit under a live recommendation thread.

2

Your own brand name

And its common misspellings, so you never miss someone who is already talking about you.

3

Your main competitors' names

So you can be in the threads where people are weighing them up, honestly and helpfully.

Keywords can be a whole phrase, so match **"best CRM for a small agency"**, not just "CRM". Precise phrases mean fewer alerts, and the ones you get are the ones worth turning up for.

Questions, without the spin.

Can you guarantee my brand gets mentioned in ChatGPT?

No, and be wary of anyone who says they can. LLM answers shift constantly and nobody controls them. What you can do is make a mention likely: be genuinely and consistently helpful in the Reddit threads these assistants read.

Does ChatGPT really read Reddit?

Yes. Reddit is one of the most-cited sources in AI answers, and Reddit's content deals with Google and OpenAI put its threads directly into the pipeline that shapes recommendations.

How long does it take?

Think months, not days. A single comment rarely changes what an assistant says. Consistent, useful participation is what compounds.

Isn't it against the rules to recommend my own product?

Not if you are open about it and genuinely helpful. Disclosing that you work there and answering the actual question is welcome in most communities. Undisclosed promotion, fake accounts and bought upvotes are what break the rules.

Do I need to be on every subreddit?

No. You need the handful where your category actually gets discussed. A focused presence in five relevant threads beats a thin one spread across fifty.

IN ONE PAGE

What subding does (and doesn't).

It does

Watch every post and comment across Reddit for your keywords, and ping you in Slack, Discord, email or a webhook the moment one comes up, so you can join the thread while it is live. Posts and comments, checked every few minutes.

It doesn't

Post, reply, upvote, DM, or automate anything on Reddit. It is an awareness layer. The genuine, human reply is always yours to write. And it will never claim to guarantee you an AI mention.

subding catches the moment. **You earn the mention.**

sub **ding**

Never miss the thread again.

Set your keywords in minutes and let subding watch Reddit for you. Read-and-notify only, so every reply stays honestly yours. **Start free at subding.com**

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