TOP SECRET

MWM ENTERPRISES PRESENTS...

A Mark Mattey Production

Craigslist
PowerPosting

mARKET LIKE A mADMAN

THE E-BOOK

TOP SECRET

Disclaimer & Legal Rights

TABLE OF CONTENTS

Chapter 1 – What is Craigslist?

Craigslist is a centralized network of communities that was founded in San Francisco in 1999. The site was designed as a simple free "bulletin" board where people could find job postings, post personals, and seek out / sell goods.

Today, Craigslist has expanded, and now reaches out to virtually every major city in the US. Currently Craigslist is existent in 450 cities worldwide, with the bulk of its usage comes from the major cities of the U.S. Craigslist has expanded to be the 8th most visited site in the US. The site currently brings in over 10 million visits a day and 5 billion page views a month.

Craigslist keeps its financial information confidential, but it is known that its main source of revenue comes from paid job ads that are posted in a few of the major cities (San Francisco, New York, LA, San Diego, Boston, Seattle and Washington DC).

Beyond that, the site is absolutely **free**. And because it is free, Craigslist (CL) makes a magnificent marketing tool.

If you have not yet visited Craigslist, I recommend that you familiarize yourself with it.

1.) Go to craigslist.org. The default city will be San Francisco.
2.) Look at the list to the right – find your nearest city or country. Click on it.
3.) You will now be in your "local" area of Craigslist.
4.) Explore the sections. The bulk of Craigslist is made up of Personals, Jobs, For Sale, Housing, Services and Gigs. Take a look around and get used to it. It is rather simple to use (and quite fun to browse!).

If you are not familiar with Craigslist or are away from a computer (or Internet connection), please review the screenshot on the following page. The site is simple, clean, and straightforward. Its not particularly pretty.
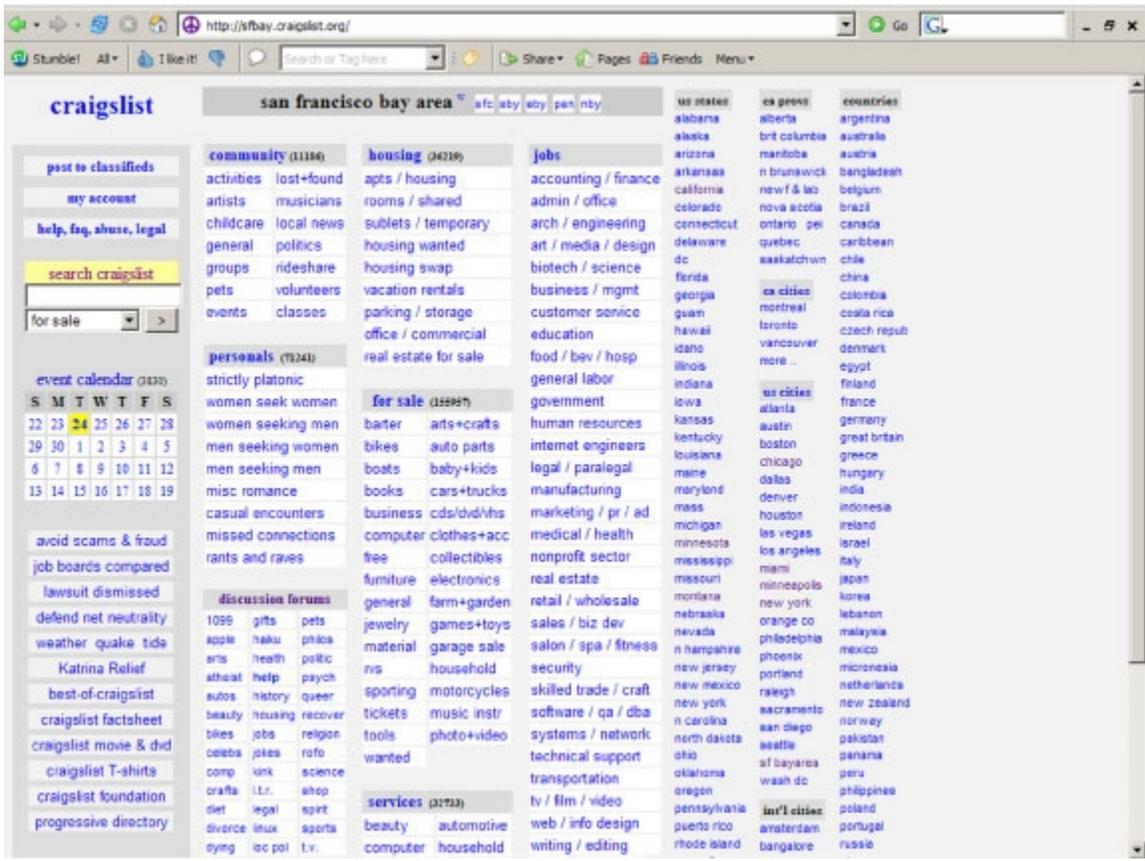
Above is a screenshot of Craigslist. Notice the various cities to the right, the "services" at the bottom center, and the "for sale" section in the middle. Study the place. Know it well. It will serve you great rewards!

Chapter 2 – Selling Your Product / Service on Craigslist

So, what can I sell in Craigslist?

The possibilities are endless.

In a nutshell, the goal is to first familiarize yourself with Craigslist. Look around in the wanted sections, explore the "services" and "for sale" sections. Would your product / service fit into any of these realms?

If you do not have a product, check out Clickbank, or Commission Junction. These sites are affiliate networking Sites. What they do is allow you (the seller) to network with producers of products. For each lead that you create for them (that results in a sale) you receive a percentage of the sale.

To learn the very basics on affiliate marketing, purchase the classic e-book that inspired me. It is called

The Rich Jerk. It is quite entertaining and inspiring. It is now virtually free. You can check it out here.

To learn more about Internet marketing in general, please check out the Warrior Forum. The Warrior Forum is a continuous treasure-trove of marketing information. It is quite active with smart and kindhearted people. You can check out the warrior forum by clicking here.

From my personal experience, I find that a *service* sells best on Craigslist. If you do not want to do the work yourself, you can easily outsource your service. You can do this via www.elance.com or www.getafreelancer.com. I've worked with getafreelancer.com. Simply pay the cash to create a quality work request. Ask for samples of work. Pick the person who presents the best talents.

If you want to sell a product, I recommend selling information. Selling a digital products is ideal because they involve virtually no risk, they can be sent instantaneously, they never run out of stock and they provides the consumer with instant gratification.

Lastly, once you harness power of the processes mentioned in this ebook, you could create a Craigslist posting service. This has become a very sought after business.

Enough with the small talk!

Likely you already *know* quite a bit about affiliate and Internet marketing. And if you do, you can likely glance at Craigslist and instantly see that there is money to be made.

I will be honest - from my personal experience, I've not sold many products on Craigslist (besides a few of my ebooks), but I have sold a *service* on Craigslist and it has worked quite well. It has cost me nothing and has generated me thousands of dollars.

This ebook primarily focuses on *posting* on Craigslist. If you are interested in learning the ins and outs of Craigslist marketing, please check out Trent Browning's *Craigslist Profits*. His ebook goes a bit more into depth on how to sell on Craigslist. The book is rather cheap and is well worth it. You can purchase a copy by clicking here.

Can you tell me anything more?

As I said, I have had great success selling a service on Craigslist. I do not wish to disclose which *type* of service it is (because it might then be copied), but it has worked out very well. I simply post ads in several cities and I get so much work that I cannot keep up (after posting for a few days in a row). I post in about eighteen cities for three consecutive days, every other week. Yes - that is right - many weeks I do not post **at all** because I am backed up with work. Your posting schedule will likely vary from this.

If I just glance at Craigslist, I can tell you what is commonly sold and what could **be** sold. Now, I am just brainstorming here and am writing this list quickly. If you are unfamiliar with Craigslist, perhaps this list will help you grasp what Craigslist is. Here is a list of the services, for example. I think it is

possible to sell products within **Services** and services within the **For Sale** section... as long as you write your ad/copy correctly.

Services:

Beauty – Here you could provide marketing services for tanning, skincare, and massage parlors. You could sell hair extensions, beauty tip e-books, weight loss e-books, affiliate beauty products, colon cleansers, etc.

Computer – Here you could outsource website design, computer support, freelance programming, computer repair, etc.

Erotic – C'mon, you can figure this one out yourself. :) I recommend **not** being a pimp. But the adult business is very lucrative and is very common on Craigslist.

Financial – Here you could market for koan consulting, "Get Rich" e-books / programs, insurance sales, stockbroker services, tax services, loans.

Event – Here you could market for Photographer, wedding planners, bartenders, caterers, etc.

Legal – Legal advice (Perhaps not a ton of potential in this area, unless you're a freelance lawyer or marketing for a firm)

Lessons – A great place to sell a "how-to" ebook on *anything*. Find one with resale rights or write your own. Enough said.

Automotive – This one is difficult because you usually have to be in the area to assist with cars. And how many of us marketing types are also car mechanics? The best suggestion here is to possibly market for auto shop. Maybe an e-book on *Do It Yourself Fiberglass Body Work?* Ok - I don't want to give you all of my ideas. :)

Household – Like automotive, this may be a bit too area-specific. However, be creative. I am sure you can think of something. Sell home products. Start a local cleaning service. Maybe a autoresponder / mailing list that states daily home-repair tips (loaded with affiliate links ?)

Get the picture? There are MANY more categories but I do not want to waste your time listing them. And to be honest, I do not want to give away all of my ideas. You can do it. I know you can.

Chapter 3 – Duplicate Ads 101

After you have explored Craigslist a bit, you probably have realized that it seems like an excellent way to market your business, product or service. It is indeed... if it is done correctly, effectively and efficiently.

Craigslist does not like excessive ads. They also do not like ads to appear in multiple cities at the same time. If you do try to post the same ad twice, CL will usually not allow you to post that ad. In fact, they usually catch it *instantly* – and they will notify you of this. If the ad *is* successfully posted, they (their computers) will likely find it and take the ad down. This usually usually happens within a few hours. If the CL staff/computers do not find your duplicate ad, sometimes the *users* of Craigslist find it. They will flag it and have it removed.

However, to market well it is important that sometimes savvier measures need to be taken. The goal of this report (and the PowerPosting process) is to inform you on how to post responsible, multiple ads in many cities. The ads will run simultaneously. Each ad will virtually look the same, but to Craigslist's computers they (the ads) will appear to be unique - therefore they will NOT get staff deleted. Sound good? I thought so.

From this point onward, I will explain the many tricks of duplicate ad posting. I will then mention how it can be done using my technique (the PowerPosting Process). At the very end of the ebook I will sum up the PowerPosting Process.

Duplicate Ads – How to Make Them Work:

For duplicate ad to be on Craigslist, it is important that it looks unique to Craigslist's computers. As mentioned above, Craigslist does not like multiple ads, so they have staff and automated "bots" that constantly look for similarities between ads. For the most part it seems that it is a *computer* that looks for the similarities between the ads (in fact, I don't know if they have a staff that looks for duplicates at all). Therefore, to be able to post in multiple cities, you need to learn to bypass the Craigslist computers filtering process.

You make your ads unique in these areas:

> **1.) The Title** - A unique title for each ad is very important. Before posting, I recommend you make a list of titles for each day's worth of advertising. The trick to this is to make a long list in a word-processor document and create variation. The best solution? Change the adjectives (the description words). Need an example? Here are some for the generic topic of Web Design (on the following page):
>
> **(Warning: These are very bland – you will likely be able to come up with something more alluring!)**

Affordable Website Design - Check us out today!
Powerful Website Design – Take a look!
Impacting Web Sites – Visit Our Site Now!
Great Web Design - Quick, Affordable, Professional!

Just remember to constantly create variation. If their computers see that two titles look similar, it will not allow you to post (and you will be instantly notified of this... although in some cases your posts may not display live.. at all). Remember – their computers can see similar words, but I do not believe that they are smart enough to look for synonyms, etc. So change the adjectives (descriptive words) and you will likely be in safe water.

Get the picture? Good. Now, Sometimes it helps to add some *PIZAZ* to the titles. Another technique is to make your titles stand out by adding something *around* them.

Here are some examples with a little flavor added:

> ******* Affordable Website Design – Check us out Today! ********
> **::::: POWERFUL WEBSITE DESIGN – TAKE A LOOK ::::**
> **////////// IMPACTING WEBSITES – VISIT OUR SITE NOW **
> **....::::: Great Web Design - Quick, Affordable, Professional! :::....**

Lastly, you can also try using ASCII code in your titles. This will help grab attention and also help create uniqueness in your titles. Very few advertisers are using this trick, and it can help increase sales dramatically. To use ASCII, go to *insert -> special character* in your word processing program. Create your list of titles and then paste them into Craigslist when posting. Here are a few I've used. Notice the framing effect and how it will allow these titles to stand out from the rest:

> ○○○ Learn to Advertise on Craigslist with Ease ○○○
> ◄■■ CRAIGSLIST POWER POSTING ■■►
> ▓ **MaRkeT LikE a MaDmaN on Craigslist** ▓
> ●● **Watch your BIZ Expand with Craigslist Powerposting** ●●

WARNING: Although a bold, catchy title/subject line does draw more attention from readers, it can also hurt you as they are commonly flagged by the people of Craigslist (they can look a bit "Spammy"). So experiment with it. Sometimes there is one individual in a city that will flag your ad because they do not like how it is titled. It is sad that these people have nothing better to do. Sad but true...

2.) The Ad Body – A unique ad "body" is very important.. probably the most important thing you'll read in this eBook. If you are keeping your ad purely text based, your text must not be a duplication of text that you have posted elsewhere (another city). It does not sound hard to create unique text, but believe me, once you've posted in a few cities it becomes quite a

headache to create unique content for EVERY ad you post. That is why you need the bulk of your ads to be hosted images (see below).

PowerPosting Secret: A large part of the PowerPosting process is the utilization of **hosted images as the main bodies of your ads.** I highly suggest using a low-key image hosting company (Google search "image hosting" and you'll get dozens). My technique is to host the **ENTIRE** part of the ad that you wish to duplicate. You can either make you ad a text based image by taking a "picture" of your screen *(on PC's hit PRINTSCREEN and then PASTE the image into an image editor)*, or create a catchy graphic ad with your favorite graphics program (or Powerpoint). I recommend the graphic ad. It will stand out and likely improve your customer response.

PowerPosting Ad Body Necessity #2: Add Extra Content (Update For This Version)

At one time it was possible to market (in multiple cities) on Craigslist by simply using hosted images as your ad (as described above). As long as the links (to the hosted images) were unique, Craigslist would not notice that they were displaying the same VISUAL image. However, since about July of 2007, this has become a more difficult issue. Craigslist allows you to *post* using this technique, but often the ads will NOT show up (besides the first ad). This has likely happened as a result of many people around the world using the PowerPosting technique from previous versions of this eBook.

How they are knowing that you're posting duplicate looking ads? I do not know. Perhaps there is software that can see that - when loaded - the image-based ads look identical.

The Solution? Add more content. When adding additional content, you can still get by.

Adding additional content has been a trick that multiple ad posters have been doing since the beginning. I miss the days when the PowerPosting technique was so slick that adding additional content was not needed, but.. it finally is.

To add additional material, you simply cut and paste it into the ad body.

One suggestion I have is to add unique quotes to your postings. Throw something in after your image that says something related to your business. If you are advertising graphic design, throw in an art quote. If you're advertising in the financial section, throw in a money related quote. Make sense? Just make sure that the quotes are long – perhaps a paragraph. If they're not long, add two quotes!

You can get thousands of quotes by going to http://www.brainyquote.com/

Once you've chosen your quote, you can simply paste it after your image.

Another option is to cut and paste junk content after your image, and HIDE it via using white text. This way it will appear unique to the computers, but to the human eye it will not appear (unless it is highlighted with the mouse).

Below are a few tricks for hiding text:

Warning – Using repetitive HTML can result in Craigslist noticing patterns. Creating patterns will cause their system to notice repetitive posting. I encourage you to use variation in your HTML code. Below are a few examples of white text. For your convenience, I've preprogrammed these into the PowerPosting PhraseExpress file that was included with this eBook. The file is labled "PowerPosting".

This creates a small font:

 Place your quotation here.

These codes create a white font:

 Place your text here.

<font face="Arial Narrow" size="1" color="#CCFFFF"> Place your text here.

There are many other ways to create white fonts. I recommend browsing the Financial sections of Craigslist and highlighting (with your mouse) the postings. You will often see hidden text. When you see this, go to FILE > View Source and you can examine the HTML. Then simply steal the code and type it or program it into PhraseExpress.

A Final Warning on Text: I do not know this for certain, but when using something such as white text, you are possibly setting off red flags. For example, if Craigslist sees a poster posting 20 ads that all have tiny "ivory" text, it may trigger something that will cause your ads to not show.

3.) The Email Address – The email address is crucial. If you plan to place the same ad in multiple places, you need unique emails (However, if you're using the PowerPosting process you only need 3-4 email addresses total). This is probably the most important thing that I can suggest to you. For every ad, have a unique body (which is simply just a link to a remotely hosted image + content (hidden or quote)), title and email address.

You can get multiple email addresses via Google's Gmail. You can then set the accounts to forward to one central account.

A Brief Word on Catch-Alls

You can also use a "catch-all" account. A catch-all is where you own a domain set up so any

emails that go to your domain will be readable by you, the domain owner. So, if your domain was titled "rubberflamingos.com", a catchall would allow anything sent to rubberflamingos.com to be viewed by you.

If that doesn't make sense to you, perhaps this will: If your domain is rubberflamingos.com, for example someone could send an email to booger@rubberflamingos.com, napolean@rubberflamingos.com, or ksjdndfu324@rubberflamingos.com even if these accounts have never been created... and they would all come to you. Pretty neat, eh?

One technique is to create "accounts" that will allow you to track your ads. Lets say you posted an ad in Detroit. You could put "detroit@rubberflamingos.com" as your email address. This way when someone responds to your ad, you will know which ad they've responded to.

Catchalls do not follow my "PowerPosting" technique. But I wanted to mention them to you, as they are a very powerful tool in Craigslist Marketing that have been used by many marketers.

One flaw with catchalls? After some time Craigslist can blacklist them (after seeing tons of links to your domain), deleting all ads that are linked to your domain. Then your campaign is destroyed. Remember, you must avoid patterns to bulk-post successfully.

The PowerPosting Secret? Create a Craigslist Account! You will read more on this in the following chapters.

A Quick Note: Ads Get Deleted – It's A Fact.

Whenever you get greedy and over post, you will pay consequences. CL is a sophisticated site, organized by smart people. If you overdo anything, you will likely get your posts deleted. If you get crazy with it, you will get banned (30+ posts a day). And, as mentioned earlier, the **users** of Craigslist can delete your ads.

Example:

If your ad is posted numerous times in one day and in one section, it will likely be noticed by the users of Craigslist. The people of CL have the ability to flag your ads. After x amount of people flag your ad, it will be taken down.

If you plan on overdoing your postings, I will not like you either. Craigslist is a great place, and I, as the author of this article, am not advocating that you spam Craigslist at all. What really is spam though? That is for you to determine. To me, spam is bombarding something with unwanted Junk. Its invasive. So do not do that. Draw the line somewhere. Post ads.. but be nice about it. Do not post in one city twice a day. That is just downright rude... and is considered spam. Also, make sure that your ads are posted in the correct areas.

Some areas are more flexible than others. I personally believe that a lot of the adult and job areas could be being watched by craigslist staff, which makes them more difficult to be successful in.

Chapter 4 – Why Do Images Work?

Ever seen those tacky ads that get stuck in your spam folder, advertising Viagra, Xanax, etc.? Notice how they (throughout the last few years) have moved to become *images*? If not, take a look at the images below. The people that make spam are now doing this so spam filters cannot "read" your emails to see if they are SPAM or not. Most of the time, they get filtered (because of many reasons). But *sometimes* they work and get through to your inbox. Why do they work? Because they are image-based – and a computer cannot "look" at a digital file (jpeg, bmp, etc.) and read it's text.

Well, a large part of the PowerPosting technique is to create an ad and save it as an image. The ad can either be text / graphical, or both (as mentioned in the previous chapter). But the final product (that is bulk posted) is simply an image / text with additional text added to it (quote or hidden white text).

These images, above, are image-based spam that I found in my inbox. Quite amusing.

How do I create an image-based ad?

Easy.

Take an image editing program (or Powerpoint) and create an eye-catching ad. Include information about your product / service (to read more about creating good ad copy, click here). Add a graphic. Spice it up. Be creative. Make sure the ad does not go beyond 10 inches in width. Save it as a JPEG. Craigslist is a bland, text-based place. I believe that anything colorful and visual adds to your marketing power.

After you've made the ad, you need to host it. I do not want to recommend an image hosting site as it may direct too many people to the site. I recommend you scour the internet and find one in the depths of the search engines. If too many people use it, Craigslist can ban it from working on Craigslist. Try to find a company that seems to be medium sized.

For a long while I recommended creating an account at image hosting sites. I no longer do. I recommend you use free sites, and use *many* if you want to ensure your ads will stick. If Craigslist sees one user posting dozens of hosted ads under the same link, they will likely notice a pattern. Hosting your images at several different sites will minimize the pattern.

Hosting it yourself you wonder? I do not like this idea as it will route back to your site – which may be easier for them to ban *(for example it would be much easier to ban yoursitenamehere.com (a small site) than imageshack.us - a larger site)*.

So, how do I prepare my images?

Log into one or a variety of image hosting sites and do the following.

1.) After creating your image based ad (jpeg, bmp, etc), save it to your Desktop.

2.) Click on upload / browse.

3.) When your Windows desktop is displayed, click the image file (jpeg, bmp, etc.). The file will upload.

4.) Once uploaded, look (on the image hosting site) for the DIRECT LINK TO IMAGE field and CUT the link and PASTE it into a word processing program.

5.) If you prefer, paste the image link within the quotation marks on the following code. You may want to cut and paste the code below before hand, and then paste your fresh links in between the quotation marks. There is also a pre-made list included with this eBook.

   <img src="">.

6.) It should now look like this:

   <img src="yourimagehostingcompany/directory/imagenamehere.jpg">

   (Please realize that the red text above is fictional – its simply an example of a link to your file on your image hosting company's server)

7.) After you've completed this, you've done one link. Repeat from step #3, only rename the file (by clicking once, not double clicking) prior to each uploading. This will make it harder for Craigslist to track. Rename the file something random, do not waste time. Random letters work fine.

Please know this procedure, as it is crucial for my PowerPosting technique. Please read the rest of this ebook to gain a better understanding of the process.

Chapter 5 – Outbound Links

This has been a tricky chapter throughout my revisions of this ebook. So, for this version (2.2) I am re-writing it from scratch.

I do not like outbound links in my campaigns. They are tricky. I do not recommend playing with outbound links until you've streamlined your process and see that your ads are showing. After that, you can experiment with them.

The reason I do not like outbound links is that they can be so easily seen via Craigslist. Craigslist can look at all of your ads in your Craigslist account (see next chapter) and see that you're posting many with the same outbound link.

However, if you include enough hidden content text and other material, perhaps its not a major issue. Experiment. You may have different results than I have had.

To post an outbound link, use the following code:

insert visible text here

To create a clickable image, use the following code:

<img src="place hosted image link here">

Both of these HTML codes are pre-programmed for you in the PhraseExpress file that I've included with this ebook. Please read the newinstrictions.pdf file to learn more about PhraseExpress. I highly recommend it.

At one time I recommended using link cloakers to make your ads appear to all have unique OUTBOUND links. This is the same concept as hosting images.

Cloakers do indeed work, however, many quickly get banned. Many Craigslist marketers want to use affiliate links which are a very tricky issue with Craigslist. If you want to sell affiliate products, I'd recommend setting up an intriguing ad with an autoresponder. I mention more of this in Chapter 8.

Of all the things I recommend in this eBook, the last would be link cloaking. Its tricky, but you can experiment with it. Just make sure that all of your outbound links are unique. You also might have to test which link cloakers have not yet been banned by Craigslist. You can do this by posting single ads to test.
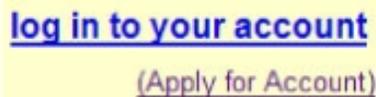
Chapter 6 – The Advantages of a Craigslist Account

So, you're wondering, what is...

The BIGGEST little SECRET of This eBook?

There is another way to post than traditional posting. It is called a **Craigslist Account.**

The Craigslist account is a very very underused tool that allows a user to manage multiple ads. How convenient this tool really is. The only requirement is that you provide CL with an email address. This eliminates the need to have the email verifications for the postings. The feature is also meant to allow you to "log in" to *manage* your postings. Perfect.

So get a Craigslist account. You can sign up for a Craigslist account by clicking on *Apply For An Account* in the upper right after you've chosen to *Create a Posting*.

log in to your account
(Apply for Account)

Look for this yellow box, and sign up for that account!

Below I will highlight the advantages to having a CL account:

The advantages of using a CL Account (or multiple Craigslist accounts):

- The CL Account doesn't require you to confirm each posting (via confirmation emails). This is a very large advantage. With traditional postings, CL will always send a verification email to confirm your posting. Without the posting, *you* save a lot of time. This almost makes *manually* posting *faster* than using any automation program I have used.

- You *can* post duplicate ad titles and bodies, as long as they are under different Craigslist accounts.

- You can easily manage your postings. This alone is a massive advantage as you can see which ads are posted, when they were posted, and where they were posted.

- You can **REPOST!** Yes, Craigslist allows you to repost the **SAME** ad after 48 hours. But what if you want the same ad every 24 hours? Its easy. Create a 2nd account and post that same ad. I recommend having at least 3 accounts that you can alternate each day. That gives you 72 hours

to do something that requires at least a 48 hour timespan.

WARNING: Although I do believe it is possible to have the same TITLE and BODY (with different accounts), I do not recommend it. If you do, I believe CL will have bots that will detect this, and connect your two accounts and make them invalid. Also, it is very important that if you choose to create image based LINK to your site, watch out for your postings. To avoid CL from blacklisting your site, you should include your link *within* your image-based ad (as part of the image).

Chapter 7 – Autoposting Programs Reviewed

Lets go a bit off-topic here and briefly describe Autoposters.

There are many Craigslist "autoposters" out on the market. If you are following my technique exactly, you will soon learn that an Autoposter is not a necessity at all. In many ways, it can potentially cause more harm than good.

Nevertheless, perhaps this ebook will inspire some ingenuity of your own.. Perhaps you will learn how to effectively merge man with machine and effectively utilize an autoposter.

If you purchased this ebook and it says "Version 2.2" at the bottom, you have a version that includes a PhraseExpress phase file called "PowerPosting". This little file can be loaded into PhraseExpress (phraseexpress.com) and used to automate the HTML that you've seen in the above chapters. This will save a great amount of time and make your process a perfect blend of automation. To learn more about the whole PhraseExpress process, please view the newinstructions.pdf file included with the ebook.

You can find autoposters by searching for "Craigslist Autoposter" via your search engine. Below I will outline the advantages and disadvantages of a few.

1.) **Adbomber** – Adbomber is basically a script that a guy named George has written. It works via a macro program called Macroexpress. George's script mimics a persons keystrokes / mouse movements - basically turning your computer into an automatic posting machine. The machine, however, sometimes acts like an out of control robot.

   Pros:

   - The script is customizable. You can tweak it to fit your needs. Once you learn how the script works, you can constantly change it. So if Craigslist changes, you can also adapt. You can also use MacroExpress to automate other repetitive tasks.
   - George says he will send you updates for life.

   Cons:

   - You have to register MacroExpress after one month of use. (Although there are some tricks

around this.. :))
- You have to customize George's script to work with your monitor and your postings. This can be quite tedious.
- This program is not particularly user friendly.
- You have to debug your little programs. Sometimes if you step away and return, you will see that your postings have "crashed".

The Bottom Line: If you're into tweaking your stuff, this may work out for you. If you don't have the time to mess around with it, do not bother.

1. **Craygo** – Craygo is a nifty little program that is much more professionally "put together" than Adbomber. Its around the same price $60, and seems to get the job done. Unlike AdBomber, it is a program in itself – it is not a script that plugs into another program.

   Here are a few pros and cons of *Craygo*:

   Pros:

   - Has an automatic update feature. This baby will re-update itself when you tell it to. So if Craigslist changes its ways, these guys will keep up with it.
   - It is a separate program, not a plug in script that requires an additional program to run it.
   - It can auto-rotate your ads, titles, everything.
   - It works well with the use of a catch-all.

   Cons:

   - At one time this program would generate and enter hidden white text at the bottom of each ad. This would allow each ad to appear unique. They have disabled this feature as it goes against Craigslist's rules. This was a key point to this program.
   - The customer service is a bit lacking.
   - This program has crashed on me in the past.
   - By using a catchall with this program, my site eventually became blacklisted.

The Bottom Line: This is a good product. Some bash it, but it has worked well for me. Nevertheless, it has not proven to work as well as Craigslist PowerPosting.

So -- Craigslist autoposters are nice, but at the end of the day it seems that doing it by hand is the best way to market on Craigslist. What makes autoposters inconvenient is that you have to verify every posting via email because autoposters utilize the traditional posting method. Autoposters also use patterns. And Craigslist's computers are looking for patterns.

Chapter 8 – Additional Marketing Strategies

Who are the people who use Craigslist?

This may be a stereotype, but Craigslist clients seem to primarily be computer savvy liberal-minded people who are looking for a bargain. Always consider who you are selling to. Craigslist is a very well known site, but is primarily used by people who are quite resourceful.

Also realize that Craigslist is primarily meant to be a connection to local goods. The techniques mentioned in this book allow you to post outside of your area. So create or sell an honest product/service that shows that you are not an overseas scam-artist.

Where do I post? Which places seem to get the best response?

Marketing to a large city is key. This way your product / service is exposed to a massive amount of people.

One way to investigate the size of the exposure is to look at the numbers that you see near cities. It is not rocket science – the larger the number, the better. For example, if you click on New York state from the menu, you will see the numbers by each city:

long island (60496)

new york city (392927)

plattsburgh-adirondacks (1004) new

rochester (33472)

Sometimes it seems that the large cities can be over-saturated with ads. So, check it out. Sometimes it also works to advertise in the smaller cities. Remember, however, that people in smaller cities may not be as used to Craigslist.. therefore may be less tech savvy and less trusting of doing business online, etc. Perhaps that too is a stereotype. Test it out and see how it goes.

Posting everywhere can be overdoing it. Whenever you abuse a system, it will usually backfire on you. So, watch your back.

When do I post? When is the best time?

You will realize that if you post early in the mornings, your ads will soon be buried beneath newer posts. When your posts that are near the top they get the most attention. But, of course, the ads at the top to not stay there for long. This is because the most recent postings appear at the top. I personally recommend posting mid-day. That way your ad will be high on the list at mid-day and near the middle

at nighttime.

You will realize that after several days of posting in several areas, you will inevitably get some attention. Many users scroll back a few days to explore the ads.

Are there other sites like Craigslist that I can also advertise on?

Yes, there are. I have not had any experience with them, but I thought I'd share them with you.

www.kijiji.com
www.kaboo.org
www.citynews.com
www.livedeal.com
www.usnetads.com
www.usfreeads.com
www.classifieds.zoozads.com
www.thefreeadforum.com
www.inetgiant.com
www.backpage.com
www.gumtree.com

How can I create a great ad copy?

Many Internet-based marketers are using long sales pages to sell their products. Psychologically this has proven itself to have a powerful impact on buyers, thus leading to higher sales conversions. However I feel that the best ads on a classified ad site should be short, catchy and clever. Once they grab the readers attention, they then can link to a website with a longer sales page.

Another option is to use an autoresponder to send a sales letter to the person if they send an email in response to the ad. An autoresponder works as a great way to establish a trusting relationship with your target audience. Fill your autoresponder emails with personal, interesting and informative content. After several emails, selling your product will become much easier.

Here are two great autoresponders that I encourage you to check out:

www.getresponse.com
www.aweber.com

As far as your Craigslist ads, I recommend that they follow the standard *AIDA* format:

Attention – State something that grabs the readers attention, inspiring them to read further.

Interest – Interest the reader in something that is very appealing to them. Communicate why your

productg or service will benefit them.

Desire – Interest the consumer further by making the offer irresistible. Tap into their emotions. Make them feel that if they do not buy your product, they are missing out on something.

Action – Get the consumer to take immediate action. Perhaps mention that the offer will end soon. Mention a sale. Make the buying process convenient and easy.

If you want to get a bit harsher, you may also want to utilize these following options. They are not exactly my style, but they can work if you use them moderately.

Act Neutral – Do not act as if you are sided. Act like a knowledgble "neutral" party

Create Fear – Make the customer realize how they are missing out if they do not accept your offer.

Produce a Sense of Hope / Anticipation / Desire – Try to present the customer with soemthing they've never had before. A solution to their problems. This is what everyone wants.

Be Wacky – Be off the beaten path. Create a headline that is downright strange. It will get attention.

Create a Sense of Urgency / Rush – Mention that your offer will expire soon... or that your supply is limited. You do not have to lie to make this work.

Always Come off as an Authority – Show off your knowledge on the topic. Do not act is if you are simply selling a product for someone else. Show why **you** would be the only one to know what works and what does not work.

Want other strategies? Check out the free ebooks that were included with this eBook.

Chapter 9 - The PowerPosting Method – My (Secret) Recipe

Now that you know virtually everything about Craigslist posting, I will sum up my entire PowerPosting strategy:

1. Choose a product or service. Please review this ebook to learn more about choosing a product or a service to sell on Craigslist.

2. Find your areas (cities) of Craigslist to post in. Search for large cities that seem to have high numbers of users. You can see how popular they are by going to states and looking at their populations. Make a list of cities to post in. Case out the cities and their Craigslist popularity by clicking on their states and then take notice at the numbers beside their names. (as seen here)

3. Create several (3+) email accounts, and set them to forward to one central account. This way

when a person emails to your ad (if you choose to have that option available when you post. If you turn it off you can "force" them to visit your site), it will be routed to your main account. Make a list of these accounts in a word processor, and save the file. If you're using the PowerPosting technique, you will only need about 3-4 email addresses.

4. Create a colorful, image-based ad with an image editing program/ Powerpoint. Or perhaps type it in a word processing program, do a PRINTSCREEN (by pressing the printscreen button on the PC), then paste and crop the image in an image editing program. Save the image to your desktop. Then upload it to an image hosting company.

    Remember to include all of the contact info within the ad, as this will be the entire thing

    Upload the image many times (for as many ads as you want to produce). Remember to rename the file (on your computer) before uploading every time. Simply type in jumbled text. The goal is to make the file name different every time so it will look different on the hosting company's computer.

    Cut and paste the DIRECT LINKs into a word processing document.

5. In a different section of the same document, make a large list of this code:

    <img src="">

    If you're using the PhraseExpress program, you do not need to type this code. You simply can use the hotkey to type the HTML and then paste the image links between the quotations.

6. In a separate word-processor file, create a long list of ad titles. Make them all say similar things, but create variation in the ads by using a thesaurus to find adjectives. Also, spice them up with some attention-grabbing text such as *'s, :::::'s, etc. Your ad title list should, of course, be as long as your ad body (hosted image links) list.

7. Create a Craigslist account. Take note of which day it is. Write down that that account corresponds with that day. Perhaps Tuesdays you could make the account name start with a *Tue*.

8. Log into your Craigslist account and find the cities that you wish to post in. Find the sections that you wish to post in.

9. Post your ads! Paste one title, one ad body (hosted image link) and one quote/hidden white content into each ad. Post in some major cities with large populations.

10. Once you have posted your ads, sit back and take a breather.

11. In 25 minutes, check the cities to see if the ads have posted. Some cities take longer than others. If some never show, you likely did not create enough variation.

12. The following day, do a second round. First delete your cookies. Then create a 2nd Craigslist account under a different email. Post in the same cities (or different cities if you wish – but the same may allow you to gain better control / understanding of your market). Use different image-links, ad titles and quotes/white content.

13. The next day, do a third round. Clear your cookies. Use a third email address, Craigslist account and quotes/white content. Again, use different image links and ad titles.

14. On the third or fourth day you can go back to the first account you've used, since the required 48 hours has elapsed. It should be around 72-96 hours by now. You now can go back, delete your ads, press the BACK button, and press the REPOST button with each ad.

    I highly recommend refreshing your HIDDEN CONTENT/QUOTES, your image links, or IDEALLY *both*.

15. The next day do this (repost) with your second account, and so forth. Create a schedule that fits your needs.

Below is a simplified diagram of the reposting process.

The Reposting PowerPosting Process

First Hour | 24 Hours | 48 Hours

Campaign #1
12:00 PM - Monday (Example)

Campaign #2
12:00 PM - Tuesday (Example)

2nd Craigslist Account, 2nd email account & ALL unique links.

Campaign #1 (Reposted)
12:00 PM - Wednesday (Example)

The red indicates when a campaign is "hot" or very active and powerful. During the first hours, your ads will appear at the TOP of their sections on Craigslist, therefore making it the most responsive.

The blue indicates the loss of power of the campaign. After 24 hours, your campaign is pretty much useless (blue) because it will be off the page by the following day. It will be virtually powerless until it is "reposted" 48 hours after the first posting.

NOTE: As you can see, this part of PowerPosting can be done with only TWO Craigslist accounts. But with three or even FOUR craigslist accounts, you will have more freedom of when to post. Just remember to keep things organized!

So that is the PowerPosting cycle. At this point, the bulk of the work is done. Now it is your job to simply repost your postings each day. It will take a few minutes of your time, and will be quite rewarding.

Chapter 10 – Sell this eBook!

This ebook has been a great success for me. It has been very valuable to many people. I hope it has been for you too.

I recommend you re-sell it. It will sell quite well, if you target the audience correctly.

This ebook is a great product to sell for a number of reasons:

1. It helps people make <u>money</u> (a ***highly*** desired theme in the information product realm)
2. It requires ***NO*** money to start up (besides the investment of this ebook)
3. It is rather easy to do.
4. Its ***very*** affordable.
5. It is information. It can be downloaded instantaneously.

You can sell this ebook by joining <u>PayDotCom</u>. You can join them by clicking <u>here</u>. It is free.

Once you join <u>PayDotCom</u>, you can search for Craigslist and find my product. Join my program and you can have 75***%*** of the commission of this product.

Chapter 11 – The Video + Blog

Now that you've read the report, its time to sit back and watch the movie. Excuse the filmmaking here. This video was made by my friend's cousin, who was completely new to Camtasia's on-screen capture process. But I've included it because I think it will make the entire process clearer.

So grab some popcorn, kick back and watch the movie <u>here</u>. The video is streaming and may come off a bit blurry. Look to the side to see that you have the option to download it if you wish. Go ahead and do that if need be.

Note: The video is rather old. I will try to post something new in the future (on the blog). The video shows what worked on Craigslist in early 2007. It shows the PowerPosting Process v.2.0. What was missing? The insertion of the hidden content / quotes. These are new and are crucial towards making postings "stick".

Nevertheless, the goal of the video is to get you acquainted with the process and it should still help you.

Please do not share this process with anyone. Keep it between us. Sharing this video with your friends will eventually lead to someone flagging it.

There is also a blog available for any information that I've updated since this report. You can access the blog at http://craigslistpowerposting.blogspot.com. Please check the blog often. I will try to keep updated tricks and techniques on it.

Chapter 12 – FAQ

Below is a little FAQ that I set up. I will post more questions and answerss on the blog when they arise.

-

Q: I tried posting and I got an error that says that the same thing has been posted in another city? Whats wrong?

A: Your title or a large portion of your content is very very similar to something you've already posted. Double check it.

> *Q: I get an error that says blocked posting. Why?*

A: You've used some similar HTML in a few different cities and Craigslist caught onto it.

> *Q: I've been posting and my ads are not physically showing up.*

A: Your ads need to be more unique. Try to add more white content or longer quotes. Also, make sure all of your hosted images are unique. You may need to refresh them.

> *Q: My IP has been blocked.*

A: Wait it out or get a dial up modem. With dial up, you get a new IP every time. And perhaps you are posting too much. There are also a variety of sites that let you surf anonymously. See if you can sneak in by taking this route.

> *Q: I see that all of my ads in my CL account have been suddenly deleted.*

A: I dont see this as much anymore, but the reason for this is their computers caught on to a pattern you created and had a reason to delete all of your ads. Look them over and make sure that they adhere to my techniques listed in this eBook.

Q: My ads keep getting flagged. Why?

A: Your ads get flagged because they do not match the category, appear too "junky", or seem to saleslike. Observe other peoples ads around Craigslist to get a feel of how people are doing it. Long sales pages on Craigslist do not work. Create short, concise ads that prompt an email or bring the user to type in your domain. Please realize that posting in the adult area and in the Jobs area are also quote tricky. You must use caution in those areas as they are closely monitored.

--

Please post with care. I - by no means - meant for this product to be a tool to abuse Craigslist. Lets keep this wonderful service alive. Best of luck to you and your business ventures.... - MWM

Please view the included documentation titled newinstructions.pdf after you've finished reading this eBook.