

Ideas for Making Money on
Craigslist

MAKING MONEY ON
CRAIGSLIST



Contents

1. What is Craigslist?	3
The History of Craigslist	3
Craigslist Today	5
2. How Do I Use Craigslist?	7
Getting Started.....	7
Searching for Ads	12
Posting your Ads.....	12
Tips on Ad Writing.....	14
General Writing Tips & Using Copy for Advertising	15
Keywords are Killer!	18
Organize Your Listing	20
3. Sell Your Junk!.....	22
What you can and cannot sell	22
How to Market Your Items.....	24
Using Advertising Language to Market	24
Combos, Bonuses and Best Offers, Oh My!	25
To Sell, or to Toss? That is the Question.	25
Obsolete & Out of Sight	26
Family Treasures	27
Is it Seasonal? Timing is Key	27
Safety Tips for In-Person Exchanges	28
4. Selling Digital Content.....	29
Ideas for Products.....	29
Methods of Distribution	29
Copyright Info and Things to Watch Out For	30
5. Sell Your Services	32
What You Can and Cannot Offer	32
Popular Areas of Service	32
How to Market Yourself	34
6. To Conclude	35

1. What is Craigslist?

The History of Craigslist

The popular website, Craigslist.com, was created by Craig Newmark in 1995 as an email distribution list of friends, featuring local events in the San Francisco Bay Area, before becoming a web-based service in 1996. It was incorporated as a private, for-profit company in 1999 and has been expanding to cover more and more different cities since then.

Craigslist founder Craig Newmark observed people helping one another in friendly, social and trusting communal ways on the Internet via the WELL, MindVox and Usenet, and felt isolated as a relative newcomer to San Francisco. He decided to create something similar for local events.

The first emailed San Francisco event listings debuted in early 1995. The initial technology encountered some limits, so by June 1995 new software was installed to handle the expanding website better and the mailing list "Craigslist" resumed operations. Newmark submitted most of the early posting himself and they were notices of social events of interest to software and Internet developers living and working in the San Francisco Bay area.

Soon, word-of-mouth led to rapid growth. The number of subscribers and postings grew rapidly. There was no moderation and Newmark was surprised when people started using the mailing list for non-event postings. People trying to get technical positions filled found that the list was a good way to reach people with the skills they were looking for.

This led to the addition of a category for jobs. User demand for more categories resulted in the list of categories growing and expanding.

Community members started asking for a web interface. Newmark enlisted the help of volunteers and contractors to create a website user interface for the different mailing list categories.

In need of a domain name for this, Craig registered Craigslist.org (as well as Craigslist.com later on, to prevent the name from being used for other purposes). Around the time of these events, Newmark realized that the site was growing so fast that he could stop working as a software engineer and work full time running Craigslist. By April 2000, there were nine employees working out of Newmark's apartment on Cole Street in San Francisco.

Newmark says that Craigslist works because it gives people a voice, a sense of community trust and even intimacy. Other factors he cites are consistency of down-to-earth values, customer service and simplicity. Newmark was approached with an offer for running banner ads on Craigslist, but he decided to decline. In 2002, Craigslist staff posted mock-banner ads throughout the site as an April Fools joke.

In 2001, the company started the Craigslist Foundation, a section 501(c) nonprofit organization that connects people to the resources they need to strengthen communities and neighborhoods. It offers free and low-cost events and online resources to promote community building at all levels. It accepts charitable donations and, rather than directly funding organizations, it produces "Face-to-face events and offers online resources to help grassroots organizations get off the ground and contribute real value to the community."

Since 2004, the Craigslist Foundation has hosted an annual conference called Boot Camp, an in-person event that focuses on skills for connecting, motivating and inspiring greater community involvement and impact. Boot

Camp has drawn more than 10,000 passionate people since its inception. The next Boot Camp event will be held on Saturday, August 14, 2010.

The Craigslist Foundation is also the fiscal sponsor for Our Good Works, the organization that manages AllforGood.org, an application that distributes volunteer opportunities across the web and helps people get involved in their communities.

Craigslist Today

As of 2009 Craigslist.com has a staff of 28 people and makes most of its money from paid job ads in cities like San Francisco, New York City, Los Angeles, San Diego, Boston, Seattle, Washington D.C., Chicago, Philadelphia and Portland, Oregon – and paid broker apartment listings in New York City.

The site serves over twenty billion page views per month, putting it in 33rd place overall among web sites worldwide and 7th place overall among web sites in the United States, with over 49.4 million unique monthly visitors in the United States alone .

With over eighty million new classified advertisements each month, Craigslist is the leading classifieds service in any medium. The site receives over two million new job listings each month, making it one of the top job boards in the world. The classified advertisements range from traditional buy/sell ads and community announcements to personal ads and erotic ads.

One of the most notable things about Craigslist.com is that it has gone through very little aesthetic changes since 1996 and even for that time it's extremely simple and basic.

Today there are a plethora of options for users to choose from as far as which types of listings can be searched though or posted. Craigslist has comprehensive for-sale listings with everything from cars to household appliances. The website also has an extensive jobs/services section as well as a classifieds section for social interaction.

You can sell just about anything on Craigslist. People post ads for everyday items, brand new items sold in bulk or used collectables. Craigslist is renowned for being one of the primary online sources of local, affordable merchandise.

Selling digital content is also possible on Craigslist, usually with the help of a third-party website service for processing funds and delivering content. In this respect Craigslist works as an excellent advertising system wherein every poster gets at least a few minutes at the "top of the list" sweet spot.

Lastly there are untold profits to be made by seeking jobs on Craigslist or offering services. Craigslist has both employer-seeking ads as well as employee-seeking ads. You can provide service to local people and get paid per-job like a contractor, you can find local full-time and part-time jobs or you can look for someone to do the work for you.

As you can see there are nearly limitless opportunities to make profit from Craigslist.com. It's one of the most diverse websites for buying/selling goods and services and it's completely free! All you need to do to start profiting from Craigslist is figure out what you want to do (Sell junk, offer your services or provide digital content) and figure out how to use the website!

If you want to learn a proven system of affiliate marketing that can work worldwide Click on this link <http://bitly.ws/t4a2> and take the free training

2. How Do I Use Craigslist?

Getting Started

Using Craigslist is easy, and navigating the site is fairly straight-forward. The first thing you'll want to do is create an account. Start by finding your local Craigslist page. Each major city (and sometimes county or area) has its own page on which listings are specific to that respective metro area. You can choose from the list of major cities on the Craigslist homepage, or click into your state and your local market from there.

From there just look at the panel on the left-hand side of the screen. Select "Login" or "My Account" and you'll be directed to the sign-in page. Directly under the yellow box where a preexisting user would sign in there's a link that says "Sign up for an account." Signing up is not mandatory but if you're serious about using Craigslist for making money then you're going to want to create an account.

I recommend using a secondary e-mail as your Craigslist e-mail. It's not uncommon to receive spam e-mails or unwanted e-mails mixed in with legitimate e-mails on Craigslist, especially if your postings become popular or contain main mainstream key-words. It's best to get a free e-mail account with a reputable e-mail website like www.yahoo.com or www.gmail.com and have that account be only for your Craigslist-related e-mail traffic.

Another great option for Yahoo! E-mail users is to create a folder especially for Craigslist posting e-mails. First you have to create a new folder by selecting "Add" which is located right above all your extra e-mail folders. After you've created the folder you then go to your Options and select Filters. In the filter you can just make a simple filter that redirects all e-mail with "Craigslist" in the sender's email address directly to that folder. This is

convenient because it allows you to keep your Yahoo! E-mail address without having to worry about any clutter or disorganization from receiving lots of Craigslist-related e-mails.

If you like you can even create a Craigslist-related account and have it forwarded to your Yahoo! E-mail account. This is a great option because it allows you to have all of your e-mails saved on two different e-mail accounts for back up purposes. G-mail is the best option for this.

You can forward your G-mail e-mail to your Yahoo! E-mail inbox and then have those e-mails filtered so that they go into your Craigslist folder. You can further add functionality to this set up by linking your G-mail account with your Yahoo! Account so that you can send e-mails from your Yahoo! Account "as" your G-mail account (e.g. Your Yahoo! Account is bizznissman@yahoo.com and your G-mail account is bizznizz_Craigslist@G-mail.com. You can send e-mails from bizznizz_Craigslist@gmail.com while on your Yahoo! E-mail account.) Yahoo's free e-mail service allows you to link 1 other e-mail account in this way (The paid version allows more).

Forwarding your G-mail:

Click Settings at the top of any Gmail page, and open the Forwarding and POP/IMAP tab.

1. From the first drop-down menu in the Forwarding section, select 'Add new email address.'
2. Enter the email address to which you'd like your messages forwarded.
3. For your security, we'll send verification to that email address.
4. Open your forwarding email account, and find the confirmation message from the Gmail team.
5. Click the verification link in that email.

6. Back in your Gmail account, select the 'Forward a copy of incoming mail to...' option and select your forwarding address from the drop-down menu.
7. Select the action you'd like your messages to take from the drop-down menu. You can choose to keep Gmail's copy of the message in your inbox, or you can send it automatically to All Mail or Trash.
8. Click Save Changes.

Linking Yahoo! and G-mail accounts:

1. Sign in to the Yahoo! Mail account into which you want to access the external account.
2. In the upper-right corner of the Mail page, click the Options link, then select Mail Options from the menu. Click the Options link, then select Mail Options.
3. Click the Accounts link on the left. Click the Accounts link.
4. To set up the account to send email from Yahoo! Mail:
 - 1) In the Sending Mail section of the page, enter a name for the new account (for example, Work or School). Type a name for the new account.
 - 2) Next enter a "From" name and the email address of the non-Yahoo! email account. Specify a From name and the email address for the external account.
 - 3) When someone replies to a message that you send from the non-Yahoo! account, the reply automatically goes back to the email address associated with the account. If you want, you can specify a different default reply-to address, such as your Yahoo! Mail address, for responses to be sent to.
 - 4) Click the Change reply-to address link next to the Email address.
 - 5) Click the Change reply-to address link.
 - 6) A Reply-to address box opens

- 7) Enter the reply-to address you want to use instead of the account's email address.
- 8) Enter a reply-to address.
- 9) 4. If you plan to use Yahoo! Mail only to send messages from this account , you're done. Click the Save Changes button to finish adding the new account. Click Save Changes
- 10) The Verify Email Address window opens. You must verify that you are the owner of the non-Yahoo! account before you can send email from it. See below for more on how to verify the account.

If you want to learn a proven system of affiliate marketing that can work worldwide Click on this link <http://bitly.ws/t4a2> and take the free training

After you've got your e-mails and your Craigslist account set up you're free to start posting ads or searching for them. Here's a brief explanation of each category and subcategory in Craigslist:

1) Community

- a) Community based listings
- b) Carpooling, classes, volunteer work etc.
- c) This section is basically a community information board.

2) Personals

- a) Friendship and Romance personals

3) Discussion Forums

- a) Basic online forum with many different topics.

4) Housing

- a) Basic apartment/house searching section.
- b) Find roommates or places to live.
- c) Rent out or sell your own property.

5) For Sale

- a) Most active section on Craigslist.
- b) Sell your junk or online content here.
- c) You can also post "Looking for" ads to try and attract sellers of a particular product.

6) Gigs

- a) Very similar to the jobs section but made especially for freelance positions.
- b) Contains freelance jobs, musical gigs and temp work.
- c) Offer your freelance services such as TV Repair or Computer Maintenance.

7) Jobs

- a) Primary service/job seeking area.
- b) Look for jobs in many different areas from media to real estate.
- c) Offer your services and post your information.

Searching for Ads

To look for a particular listing just click on one of the subcategories. You'll be taken to a page that has the most recent listings for that category as well as the search interface.

The search interface is pretty self-explanatory. Just enter the search term and press the search button. You can select a specific subcategory from the drop down box and decide if you want to view only posts that have images or any posts. If you're on a buying/selling category then you can set your minimum and maximum price. Lastly you can select "title only" or "entire post." This will determine how your search is carried out.

If you search for title only then the search engine will ignore any text within the posts and only look for your search phrase in the titles of posts. If you select entire post then the search engine will look through every post's content as well as the title and return any posts that have matching elements to your search phrase. Using title only is useful when you have a very specific item you're trying to find. Some posters also put loads of unrelated keywords in their posts to try and attract more traffic; selecting title only will prevent you from stumbling on one of these unrelated posts.

Posting your Ads

After you've created an account and logged in, you can post an ad easily by going to the appropriate category where you'd like to post the ad. In the top right corner of the screen there is a link labeled "[post]." Click the link and you'll be taken to a page where you can select the exact category that you'd like to post in.

Select the category and you'll be taken to the post creation screen. Here you'll be able to give your post a title and provide the information

for the body of the post. If you're selling an item you will have the option to set the price and the specific location.

Here you'll have to input the e-mail address that you'd like replies to this ad to go to. You can have your e-mail published or you can select "anonymize." This will provide viewers with a randomly generated e-mail address by Craigslist to send e-mails to which will be forwarded to your actual e-mail address.

It is advised to always select anonymize to avoid having your e-mail publicly posted and therefore accessible by e-mail spam bots that will store that address in a database and send you constant spam from various sources.

After you've given your post a title and explained what your post is about, you'll have the option to add or edit images (Depending on the type of post you're making). Generally speaking it's smart to always add images to your post regardless of what you're posting because many people will use the "has an image" feature while searching to weed out any posts where they can't see a product they're trying to buy etc

Once you select continue you'll be taken to a screen where you can see what your ad will look like once it's posted to Craigslist. If you're okay with your ad then select continue (Edit will take you to the previous page where you can make adjustments to your ad). You'll be taken to the Terms of Use page where you must agree in order to be able to post your ad. As with any Terms of Use contract it's important to read it thoroughly to ensure that you really want to abide to all the terms.

If you didn't create an account, here's where you will have to. You'll enter your e-mail and type the characters of a captcha code. If you did

create an account just follow the remaining instructions and your ad will be posted.

After posting an ad Craigslist will send you an automated e-mail with a link to your ad and information on how to modify or delete it. Generally speaking it takes anywhere from 30 minutes to 24 hours for your posts to truly become public. Don't be discouraged if you can't find your post by searching for the appropriate terms. Just because you can't find your own ad does not mean that other people won't be able to see it.

Tips on Ad Writing

It's important to format your ads so that they're easy to read and brief. One of the biggest mistakes that new Craigslist posters make is that they provide too much information and their ads look like mini-novels.

People don't prefer to read large chunks of convoluted text. It's best to be concise and describe exactly what you're selling, providing or looking for in as few words as possible. The more eloquent you are the more likely someone is to actually read your ad instead of just skipping it over.

If you're selling an item you should always include the price in the title. Even though there's a price option, people generally don't take it seriously. Too many posters write down \$1 or 2\$ when they're actually selling much more expensive items. This makes searching by price somewhat inaccurate and unreliable. By including the price in your title you allow people to search by only title and be able to see the price of your item easily.

Don't post your personal information like e-mail, address or phone number in the body of your ads. Aside from being unsafe, this is a good

way to get lots of spam. You can receive spam messages via snail mail, e-mail and even cell phone text messages!

If you're selling anything it's practically mandatory that you include an image of what you're selling. Including an image will dramatically increase your success rate as many people don't even look at posts that don't have images. Even if you don't have a picture of your product you can usually find an image by searching for it on an online market website like www.amazon.com or a search engine like www.google.com. Be careful though, using images from other sites may or may not be breaking copyright law, always try to ask for permission if possible or get images from public domain sources.

Another good tip is to provide comparative information in your post. If you're selling a computer at a competitive price then give a link to a different online market selling that monitor so that people can compare. If you sell a car you can link to its Kelly Blue Book page so people can see that they're getting a fair deal on the price.

Some items take time to sell. I recommend making a post for them every 2 to 3 weeks. Every post lasts for 30 days but the longer time goes by the less likely that anyone will look at your post. It's important not to make repeated posts every day, however, as this is against the terms of use and is considered spam.

General Writing Tips & Using Copy for Advertising

Part of being a successful Craigslist poster is being a decent writer. While it's not entirely necessary to have excellent writing skills, the better you are at conveying information the more likely people will be convinced to buy your product or hire you after they've read your listings.

Proper spelling and grammar is a first good step. It's important that people can understand what you're saying and a misplaced comma or inappropriately used semicolon can make people question your listings. Often times people become suspicious if an ad seems to have irregular punctuation because it seems like a possible way of disguising ulterior motive in the ad. For instance, you ad could read: Selling '91 Honda Accord, in "Good" condition. Does that mean the car is in *good* condition or does it mean the car is actually in bad condition and you're being facetious? Putting quotes around a word is not an acceptable way to show emphasis. Putting quotes around a word implies that it is either a direct quote from someone or that the word was used sarcastically.

Example A: According to Jim it's a "Very good" car.

In that example a man named Jim literally used the phrase "Very good" and the author quoted him.

Example B: Mary is really "helpful," if you know what I mean.

In that example the author is implying that Mary is not, in fact, very helpful at all. The author is using the phrase sarcastically.

Aside from grammar, eloquence and formatting are extremely important. As I said previously, you should be short and concise. When it comes to selling things on Craigslist people simply want to have the essential information. Craigslist is a fast-paced environment; people don't generally browse the website unless their ready or near-ready to purchase. Brevity is the key to a successful ad.

After you type your ad, go back and take note of how long it is. Are there any parts that you can sum up in fewer words? For example, your ad might say, "I'm selling my Workstation Computer. It has served me well over the past few years but I'm upgrading so I'm selling this to buy parts for my

new computer. It works great; I haven't had any problems with it. It has 3GB of RAM, an Intel Processor and a 160GB Hard Drive."

That's a terrible way to start an ad. Quite frankly people don't really care why you're selling your item or what you're going to do with the money. Reading about it won't hurt the sale but the potential customer might never even read the ad if he or she sees how long it is. Instead you could have just said, "For Sale: Workstation Computer. 3GB of RAM, Intel Processor and 160GB Hard Drive. Works Great!"

Of course this all depends on who your target market is and exactly what you're selling. Sometimes it actually can benefit you to give the potential client or customer background information. In particular, if you're selling a used product that doesn't function 100% or has moderate to severe aesthetic damage then you might want to try and reassure the potential buyer with nonessential information. If you're selling a bike with a broken gear shifter, it might be beneficial to focus your ad on how well the bike served you in the past. This is a bit of marketing trickery.

At no point should you try to swindle customers into buying bad products, but there's no need to disclose 100% of the details in the initial sales ad. Get the customer interested with your Craigslist ad so they're willing to come see the product. This will greatly increase their chances of purchasing the product and forgiving its flaws. If you tell them about the busted gear shifter in the sales ad, they may not even contact you. If you tell them about it after they come to see it, there's a slight chance they'll buy the bike anyway out of convenience (most people don't want to have the feeling of driving somewhere for nothing).

Another good marketing tool is the shining example. You see this in commercials and magazines all the time, usually in the form of a celebrity endorsement. If you're selling an item that was endorsed by a celebrity or

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

