

CRAIG'S POWER PLAYBOOK

A Better Way to
Promote Your Business

craig's
power playbook

cities/worldwide

housing

jobs

services

for sale

gigs

Mike Paul

"How I got 52 business leads in 1 month without spending a penny on Craigslist while doing it all wrong."

Craig's Power Playbook - The Intro	4
1 Craigslist Advertising of The Past; What This Is Not	6
2 If You Can't Beat Em'... Join Em'	8
2.1 A Simple Guide To Go By	8
3 The Anatomy of An Effective Ad	14
3.1 A Compelling Title	14
3.2 Brevity With a Wicked CTA	16
4 Paid or Free? Which One To Use	19
4.1 Ads For 5 Dollars Means Less of What You Don't Want	20
4.2 How Far Does 5 Dollars Go?	23
5 Advanced Craigslist Ad Posting Strategies	25
5.1 Avoid Being Flagged or Ghosted	25
5.2 Leveraging Old Posts to Gain Momentum	26
6 Getting Clients With The Same Method	28
6.1 Posting an Ad	28
7 Using Call Capture Within Your Ads	33
7.1 D-I-Y Call Capture	35
7.2 Set Up Your Automatic Voicemail to Filter The Best Leads	39
8 Cherry Picking Leads From Craigslist	44
9 Delivering Your Service and Getting Paid	47
9.1 Outsourcing it all	48
10 Craigslist Ad Hacks	49
11 Final Thoughts	51

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All examples are for mathematical demonstration only. You could make nothing and the examples shown are not typical.

Craig's Power Playbook - The Intro

From the get go, I'd like the address the 800 pound Gorilla in the room. What do consultants think of when you hear the word "Craigslist"

I can tell you what comes to mind for most...

They think "everyone is on Craigslist..."

"It's saturated..."

"It's a place where cheapskates hang out..."

And on and on...

Those same thoughts may be clouding your mind at this moment, but I'd like to give you a different... maybe surprising... viewpoint.

You see, craigslist has changed over the last year. And even though it has always been a secret weapon of mine, the recent changes have made it even better.

While other consultants are complaining about these changes, I am the one with my back turned against the crowd so they won't see my overwhelming delight over the whole craigslist fiasco.

What other don't see is that the recent introduction of rules that don't allow URLs or links of any sort directing prospects to outside websites & the requirement of paid postings in the services section on a classified site may

seem absurd to most, but... to me... It's like a dam has cracked letting in offline jewels I never expected.

And these "jewels" are coming endlessly in the form of leads. And that's not even the best part! I have almost NO competition because the "competition" is all caught up in their own whiny pity party.

Let them stay there.

I decided reluctantly to give this program a whirl since I didn't want every single consultant out there to use this strategy. So I first gave these ideas to a few colleagues of mine.

It's safe to say that markets vary and results for any marketing method will vary based on area, demographics and many other factors. This is fair to assume, right?

Well, when I tell consultants that my colleagues are in separate parts of the country from large "techy" cities to "boonie" type farm towns and they are getting exceptional results regardless of target area, people seem dumbfounded.

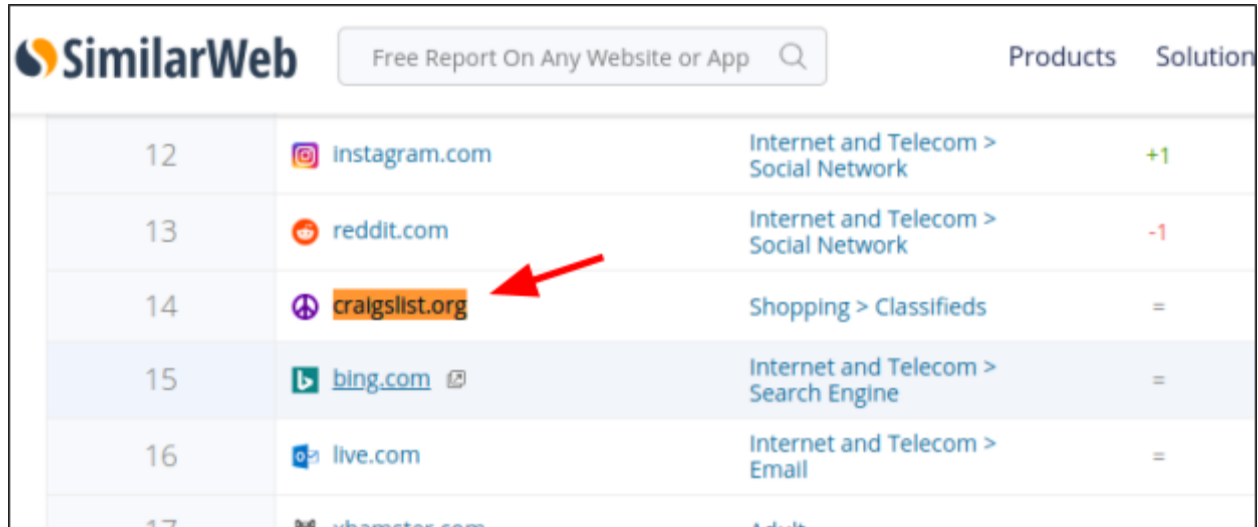
And when I tell them that I got 52 leads in my first month with no money doing it all wrong, it was like I told them Elvis is alive or that I just saw Bigfoot!

This is expected because of the rap Craigslist has. You know, the shotty individuals selling bogus material, the perverts, and the reports of Craigslist Killers...

But... when they try it for themselves? Another story.

1 Craigslist Advertising of The Past; What This Is Not

Yes, craigslist posting services have been around for many years while gaining ground to the #14 Top website in the US.



The screenshot shows the SimilarWeb website ranking table. The table lists the top 17 websites in the US. Craigslist.org is highlighted in orange and has a red arrow pointing to it. The table includes columns for rank, website name, category, and change in rank.

Rank	Website	Category	Change
12	instagram.com	Internet and Telecom > Social Network	+1
13	reddit.com	Internet and Telecom > Social Network	-1
14	craigslist.org	Shopping > Classifieds	=
15	bing.com	Internet and Telecom > Search Engine	=
16	live.com	Internet and Telecom > Email	=
17	ubamstar.com	Adult	=

Understandably, the site has evolved over the years. Here's a quick glimpse of what it looked like.

A consultant would get real creative in an attempt to not “overpost” while getting “ghosted” by the Craigslist bots. Here's what I mean.

Since Craigslist was an entirely FREE classified site, business owners, consultants, and spammers got throttle happy with their endless posting.

Craigslist had no other option other than to release their army of bots to crack down on these perpetrators. The result?...

If one posted too many times their ads would be banned either by CL or “flagged” by other posters/browsers. The poster would get a notification that their ads were no longer being shown.

“How I got 52 business leads in 1 month without spending a penny on Craigslist while doing it all wrong.”

Or...

They would get an out-of-nowhere “slap” in the face. And it would be out-of-nowhere because the poster wouldn't even know where it came from. In other words, they would keep posting for days, maybe weeks without knowing that their ads were not showing anywhere - Ghosted!

Only if they decided to search for their ad on their own would they find out that somehow they couldn't find any of their ads!

So what did the trigger-happy spammers do? They got creative. They became overnight detectives to crack the Craigslist code.

And they prevailed... for a little while.



With methods like using a combo of multiple fake Craigslist accounts and multiple devices to post they found a way to manipulate the posting system.

“How I got 52 business leads in 1 month without spending a penny on Craigslist while doing it all wrong.”

Even software systems to trick this platform evolved. These systems automatically posted ads from different IP addresses - slick, right?

They were all about to get a rude awakening.

In what seemed to be a millisecond, these clever little concoctions were a bust! The craigslist algorithm evolved to eventually win the war.

2 If You Can't Beat Em'... Join Em'

I may be bursting some bubbles when I say that this method does not include a new way to trick Craigslist (for the most part). Mainly because most "tricks" will be eventually unveiled wasting an immense amount of time and energy.

And because of this, we will do the only thing left; Cooperate the best we can with Craigslist.

Isn't it interesting when some of us (me included) scramble against the grain in life... we eventually find out that letting go and "allowing" ultimately prevails... and with better and easier results.

Why didn't we consider this all along?

2.1 A Simple Guide To Go By

In an attempt to make this course super simple, let me layout the basic guidelines. (We'll dive in deeper in later section)

I first tested this in the real estate niche while researching what other consultants have found out to work for them in their niche.

This is what I found - No one is doing this. And if they are, it's probably being done by mlmers, dropshippers, or cpa marketers ...and it's on a very small scale.

I found I could post 1 ad every 48 hours in the same category in a certain city without crossing the Craigslist threshold. I would do this by posting in 1 city on day one and then posting a different ad in another nearby city on day two.

So by posting in nearby cities with a different style ad for each, I was able to post once a day.

Craigslist rules state that "You may post to one category and in one city, no more than once every 48 hours."

This means you can alternate cities.

I would do this for the first 2 weeks then Craigslist would allow me to renew old posts every 48 hours.

So after a couple of weeks you will have a collection of ads that 'stuck'. And I could then renew those ads in rotating order throughout the rest of the month.

Renewing those ads worked best when done on alternating days. And renewing or "reposting" can be done with the click of your mouse...

status ▾	manage
Active	display delete repost edit
Active	display delete repost edit
Active	display delete edit renew
Active	display delete edit renew
Active	display delete repost edit
Active	display delete repost edit

Guess what...

After posting for 2 weeks and then renewing alternating posts Mon-Thurs with no exceptions it looked like I had the real estate niche cornered for my real estate buddy on Craigslist!

Now there are combinations of ways to do this but the method above allowed me to stay "safe" in Craig's eyes while creating a low-stress atmosphere for me so I wasn't always scared of being slapped by CL.

To make things simple I've included a "Free" ad posting guide as well as a "Paid" ad posting guide on the product delivery page of your order.

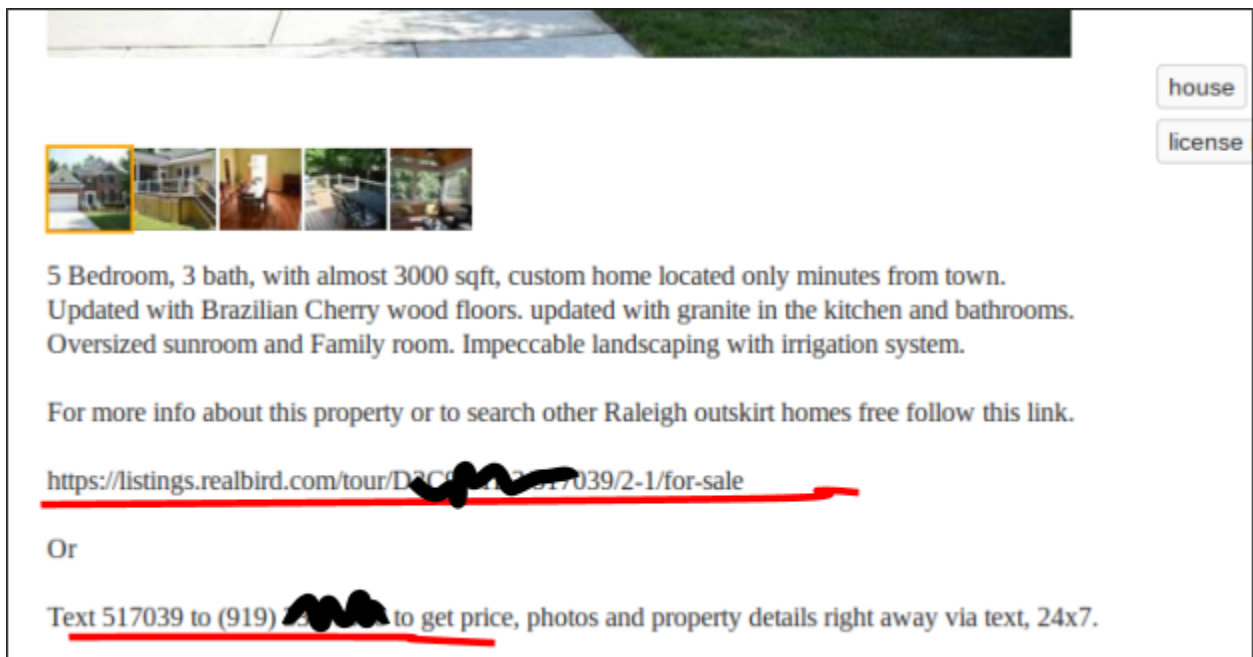
In addition, here's what happened.

I consistently got 1.75 leads a day on average. Some days were more some were less, but when I averaged it out - it was almost 2 leads a day while I made some huge mistakes. Take a look at this ad I used with a pretty weak Title.

"How I got 52 business leads in 1 month without spending a penny on Craigslist while doing it all wrong."



Regardless of the crappy title, I still got leads because of the rest of the ad. Take a look.



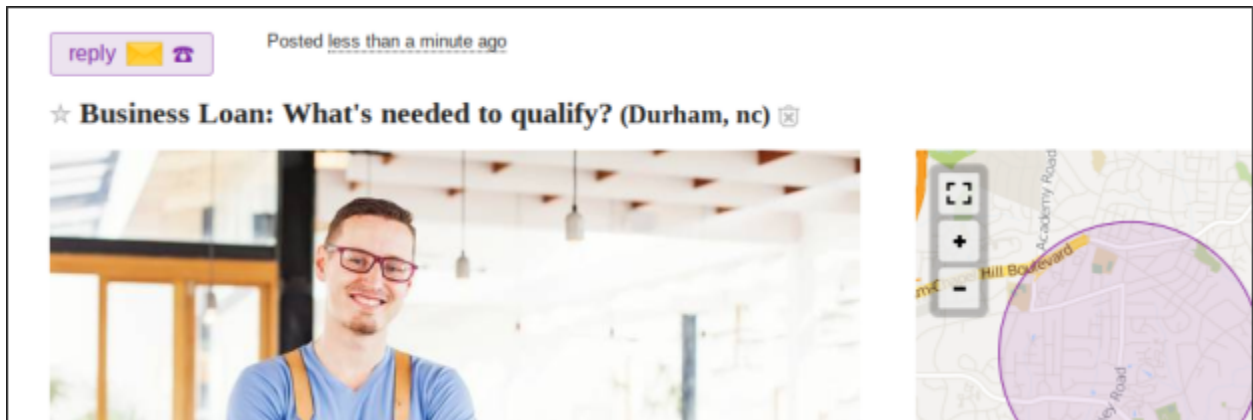
Notice there is more than one call to action without any URL links, but with call-capture in addition to a way to insert the URL without being penalized (we'll discuss later) the results were still the same.

"How I got 52 business leads in 1 month without spending a penny on Craigslist while doing it all wrong."

Why is this so profound? First I made some major mistakes. Also, consider the fact that most RE agents only see 30 leads a year! I got almost double that amount in only 1 month while screwing things up!

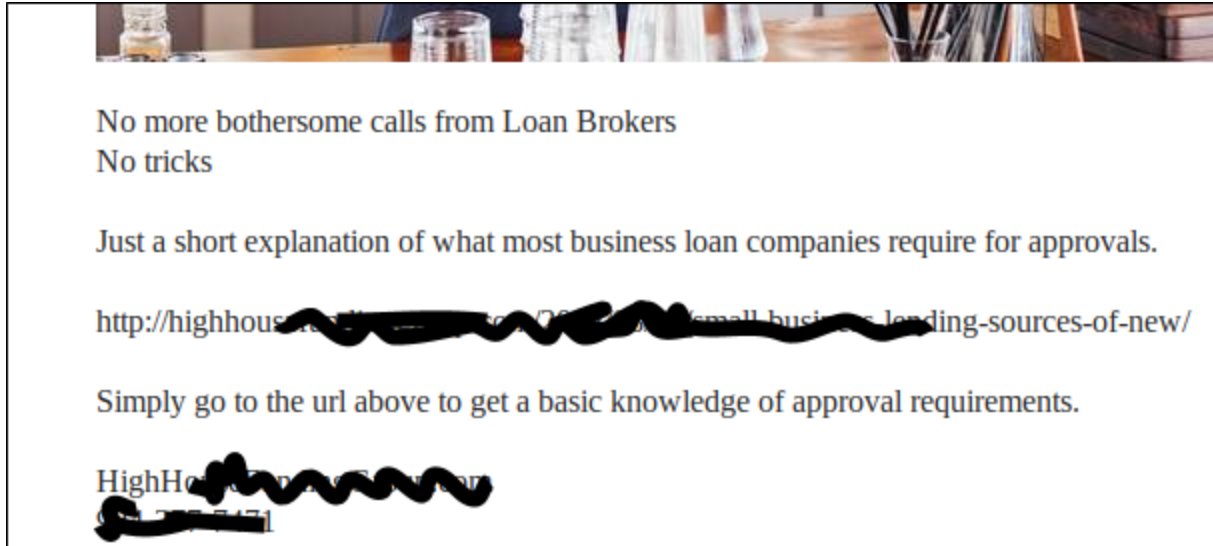
Also think about solopreneurs like lawyers, mortgage professional, etc. How many of them really get a ton of leads from online efforts? Not many.

Here are some examples of financial service ads we ran while getting over 30 leads in one month. Keep in mind that consultants who target businesses with Financial Services often find that this niche for lead gen is very tough - maybe one of the toughest.



Here's the body.

"How I got 52 business leads in 1 month without spending a penny on Craigslist while doing it all wrong."



Notice again that this is no jaw-dropping material here.

Why do you think these ads still performed well?

WAY LESS COMPETITION! And I will explain how one small change with the way CL does business has opened up new and exciting opportunities for those of us who jump aboard now!

We've since fine-tuned the system to generate 70-90 leads a month in the real estate niche. I'll get back to this in a moment.

Take a look at some other niches this has proven to work in:

Auto sales

Mortgage professionals

Financial services

Lawn care businesses

recruiting/job boards

Roofers

These are just some of the niches we've experience great results in. I am sure the wheels in your mind are running on overdrive right now.

Ah.. the fine-tuning we did. I promised I would get back to this. Most of the tweaks were not performed on the posting strategy, but were tested on the ads themselves. (Although I did make one change to the way we posted)

We found that the ads needed a few common elements.

3 The Anatomy of An Effective Ad

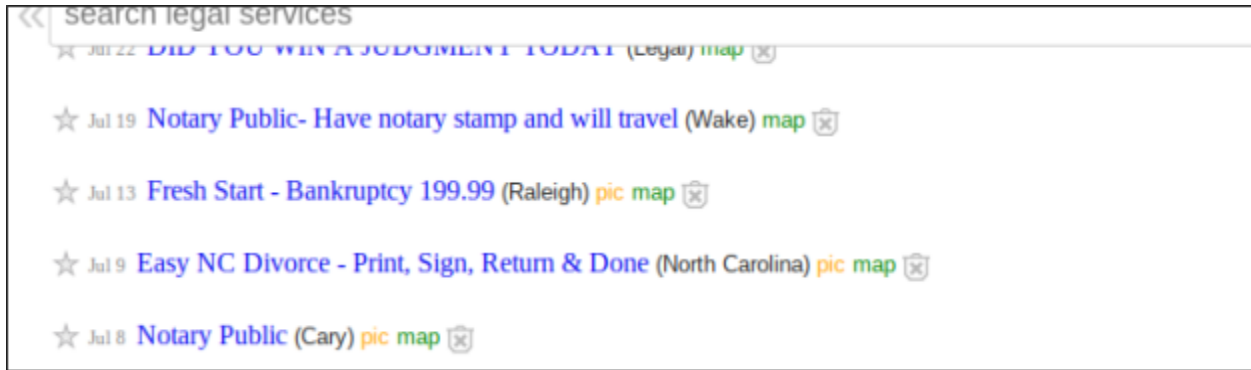
Like other advertising platforms you need an ad that sticks out like a sore thumb. The consultant must include an ad that has a compelling call to action, the message must be unique, and the body needs to be engaging.

Other than the ad itself there is one ingredient that is an absolute must, but first let's dissect an effective ad.

3.1 A Compelling Title

First, the consultant needs to provide a compelling message. By this I mean, one that sticks out. And usually this message is in your Title. The goal here is to be different.

Take a look at this screenshot from posts for legal services.

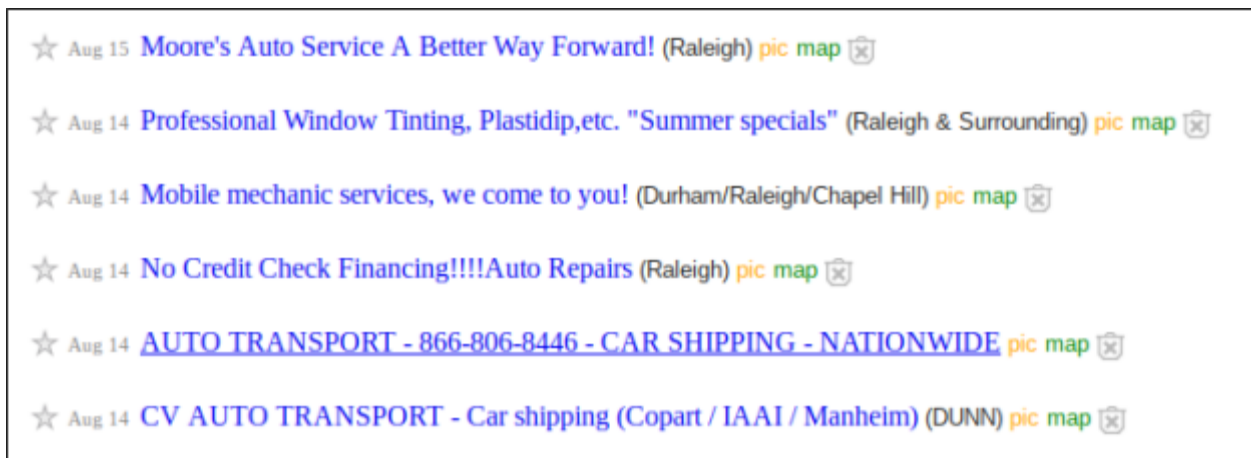


Do you notice which one of these ads Stick Out?

No?

Well, there isn't one.

Now take a look at the Automotive section...



Does anything stand out? Not to me. The all caps may stand out on the page, but still the headlines are not compelling.

A way to make these ads more compelling is to get personal and edgy.

What about something like this:

"How I got 52 business leads in 1 month without spending a penny on Craigslist while doing it all wrong."

“Never talk to your mother-in-law again! I can help: Divorce lawyer”

Or...

“Free report: How to Avoid Losing 1000s in Crooked Lawyer Fees”

Although these headline may be frowned upon within the legal field, the point is the same. The above headlines use the fear of loss and humor. They both work. The point here is not to use the same lame headlines.

Make yours stand out!

Here are a couple more for the real estate Niche:

“Steal” this Victorian Family Home. Comes With a Friendly Ghost”

Or...

“Hot Homes Sell Fast. Get a List of Pre-Market Foreclosures to Beat Out Other Home Buyers”

Again, these use the fear of loss, the desire to be first, and humor. They definitely stick out.

3.2 Brevity With a Wicked CTA

Next you need a solid but brief description of the service you are promoting. And within this description you must have a great Call-to-Action or CTA.

“How I got 52 business leads in 1 month without spending a penny on Craigslist while doing it all wrong.”

With this method we will be placing two CTA's within the body portion of the ad. We do this to increase our chances of a lead conversion.

Studies show that if a prospect has more than one choice to act - the chances of capturing that lead surprisingly increases.

Here's one for an auto sales lot:

Title:

"2013 Benz for a Steal of a price - There IS a catch..."

Body:

This C-Class Mercedes Benz will be a pleasant surprise... Although it's a 2013 the condition is immaculate - You can eat off the floor board.

Enjoy:

**8 Cylinder Turbo engine*

**5-speed shiftable automatic*

**Top grain Italian Leather interior*

The Catch: Unfortunately this is not a one-owner car (even though it looks like it)

For pricing, 19 additional photos, or to schedule a viewing Follow this..

<https://apexauto.com/43289/>

Or...

call 984-XXX-XXXX for FREE RECORDED INFO. (No need to speak to a salesperson)

Ok, let's break this down.

1) Certain things were left out. While other advertisers are giving it all away - you will give "just enough" by being brief. Because of this, the car buyer will be more apt to converting into a lead because they want more information. But you are clever because you give just enough info to wet their appetite without being stingy.

2) **You take it away.** The "catch" uses the take-away method because people naturally "mismatch" any attempt to sell. By taking it away, they will push-back... but to your benefit. It's almost like you are telling someone they can't do something and their only response is "oh yes I can!" Many sellers are afraid to write anything negative about the product, but not you because you understand marketing. Be sure to list something that will not turn off the majority of shoppers. But don't worry because the goal is to gain leads - Not always to sell the car.

3) You are giving them more than one CTA. This will convert way more than a "call me" cta. You also use their subconscious need to run from sales people against them. Later in this training, I will cover how to use the FREE RECORDED INFO technique for 2 cents a call.

Note: For actual products as opposed to services it's good practice to display 4-5 quality photos. In this example the car lot owner will pick the top 5 photos of the interior and exterior of the car. Leave the rest for when

the prospect converts into a lead. Remember, you don't want to "give away the farm".

4 Paid or Free? Which One To Use

Craigslist advertising historically brings with it the connotation that "free" means low quality. In other words, it may be free but the quality of results from posting on a Free site will reflect what you pay for.

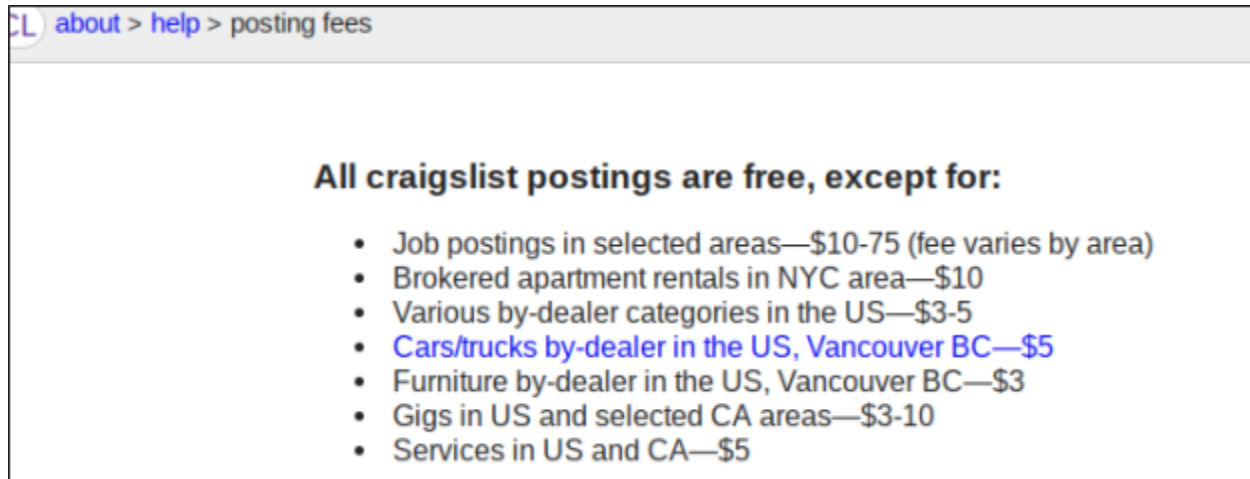
I have to say that's totally untrue. When I was selling real estate I knew several agents that ran their businesses solely from posting Craigslist ads. And it's still being done today.

Industries like the automobiles, legal services, financial services, real estate and more are making substantial amounts of income from this free resource.

Besides the fact that it's free it's extremely simple to use, ads can be targeted to the right areas, and lots of eyeballs are on it daily!

Well, I have some GOOD news for you.

The services section is **no longer free. Along with "Gigs" and certain other sections based on location.**



But don't negate everything I just said because it's even better now! In fact, by you going against the crowd... you'll have a massive advantage!

Let me explain.

Yes there are still many sections of CL that are still free to post. And those sections will still bring massive results if you follow my steps, but when it comes to the services section - Not any more. So what are people doing?

Some are looking for other sections to post in like the "community", or "resume" section. Of course the results are not the same, but hey... it's free, right?

I say those folks are looking at it totally wrong. Think a little deeper and you will see that **this change is a gift from the CL gods!**

4.1 Ads For 5 Dollars Means Less of What You Don't Want

In March of 2018 Craigslist no longer offered the "services" section as a free resource for advertising.

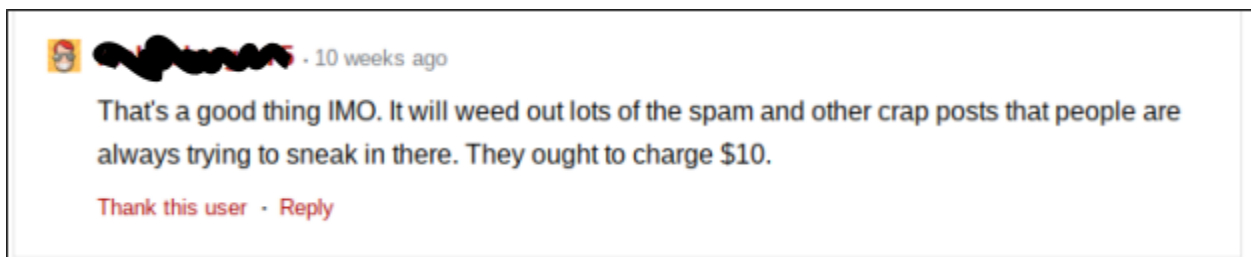
"How I got 52 business leads in 1 month without spending a penny on Craigslist while doing it all wrong."

Many business owners who once relied heavily on this advertising approach left with their hands in the air. Afterall, why would one pay for ad space when that space is overpopulated?

Not anymore...

5 Dollars did a few things for professionals who are true businesses out to help the public. First, it ran away a lot of the riff raff. I'm talking about the businesses like the movers " 2 Meth heads and a Truck".... You know what I am talking about. The kind of services which brought a pucker factor of 10...

Take a look at this comment in an online forum.




Next, 5 dollars ran away a lot of the discount services that were only in business short term. They would price cut every legitimate business out there while providing shotty services.

"How I got 52 business leads in 1 month without spending a penny on Craigslist while doing it all wrong."


And... now we are starting to see a different type of advertiser on CL. Ones that are reputable, licensed, and out to deliver a good service.

Yes, the atmosphere is changing and it is brilliant news for you!

With less competition and more "above the fold" ad space for longer lengths of time, you can find out for yourself that this small change is a better way than ever before. People are starting to realize this - luckily you are at the front of the line with this new excitement!


 **K...** · 22 weeks ago
Seems to me, if 90% of the 'ads' are gone - might that not increase the exposure/results of the ads that remain? Perhaps you could place fewer ads and get better results if much of the 'static' is gone.
[Thank this user](#) · [Reply](#) · [1 reply](#)

SIGNATURE

 **...** · 22 weeks ago
I would happily pay \$5 knowing that my competition dropped considerably overnight.
[\[4 \] Thank this user](#) · [Reply](#)

SIGNATURE

... is fighting for her life. You can help.
Click Here: <https://...>

 **...** · 21 weeks ago
Definitely, a lot fewer people posting on Craigslist now.
[Thank this user](#) · [Reply](#)

You'd wouldn't think that just \$5 would go this far, but the impact is HUGE! And you, the consultant, can now have a way to market and generate leads for you and your clients at a fraction of the price compared to Google and social media outlets.

4.2 How Far Does 5 Dollars Go?

For other paid advertising platforms like Facebook and Google, it's not uncommon to pay \$10 - \$300 or more every day for a single ad.

In fact, businesses are more likely to pay by the click! And if they skimp on the clicks, they'll be sorry with the resulting lead count.

Think about this. Even if a business owner pays the minimum 5 bucks a day on Google ads, they will end up fronting \$150 a month for an ad that may or may not perform.

Plus, they have to know all the right keywords, the right ad copy, test what times are best to display their ads, know what amounts to bid on certain search terms, and so much more! And... they may not get anything back in return unless they have a consultant who knows what he or she is doing. Still, it's much more expensive!

The most obvious benefit to paid CL ads other than less competition is the fact that it's... well.... It's 5 bucks.

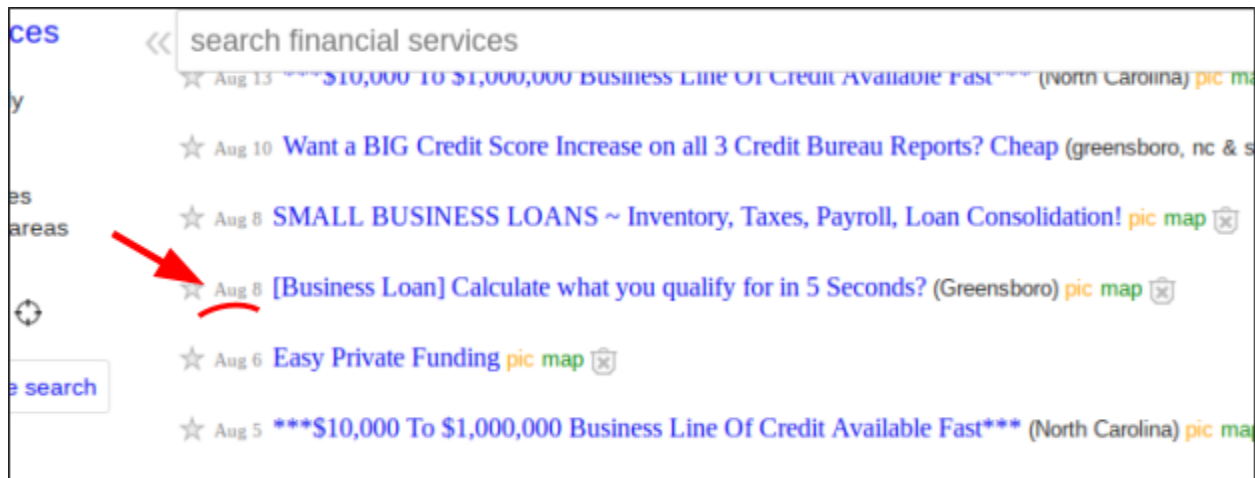
That's it. No paying per click, no bidding!

And that pays for a month worth of ad placement. A month!

I hope I sold you on the fact that there will be less competition now which also means your ad will show on the first page for much longer. In fact, in some markets, certain categories will show ads on the first page all month long!

And even for those markets where the ads get pushed down from other businesses advertising, the ad can still stay there for weeks!

This is ad ad a place for one of my personal services that has stayed on the first page results for almost a month now! Go ahead and check - today is August 27th and it's still there!



For the high traffic areas where more folks are paying for ads, the business owner may have to pay for 5 dollar ad space once a week.

I say "So what!" That's 20 dollars a month compared to the other option of \$150 - thousands each month.

"How I got 52 business leads in 1 month without spending a penny on Craigslist while doing it all wrong."

Look, I'm sure you'd agree that Craigslist advertising is in the process of evolving into the best of all worlds!

5 Advanced Craigslist Ad Posting Strategies

Here are some more in depth tips when placing ads for business client's or yourself. Keep in mind this is a guide to use solely to keep you on track to avoid being "hit" by a Craigslist backhand!

5.1 Avoid Being Flagged or Ghosted

Being flagged by the Craigslist bots can be a headache in itself, but there are ways to avoid it. First know that there are some unscrupulous groups out there that have every intention to eliminate your efforts.

There is really no way to predict these people and it may never happen to you, but keep in mind that it's not the end of the world if it does.

And although paying for CL ads can reduce the chance of being flagged or ghosted, there's still that chance.

But know this... Craig favors paying advertisers and their posts that have been flagged must now be reviewed by Craigslist staff prior to being removed.

If you are paying for ad space you can now post in multiple cities(within reason) without fearing the CL bots. But still, if you copy the same ad to post as new, you may be ghosted or flagged by other users.

Furthermore, there are a couple of actions you can take to reduce your chances of actually being flagged by Craig.

- First, don't overpost. I know we get excited once we find a strategy that works, but it's very important to BE PATIENT. Post a maximum of 2 different ads a day in the same category - maybe even once a day. Also, post renewal once every 48 hours in the same category at a maximum will keep you in good company with CL. Don't worry - with a few weeks of consistent easy effort, you will have you or your client's name all over the first page.
- Next, after getting in the habit of renewing posts once every 48 hours or more you will have other past posts that have moved down the line of your list. Now you can post new ads and "renew" an old ad on the same day you post to really gain momentum.
- You can post a url within the ad safely if you keep it away from the first or last line of the description. Keep words like "Website", "Link", or "URL" out of the body of the ad. Be sure to use simple high converting landing pages with a specific CTA.
- Finally, if you are ever "Ghosted" meaning Craigslist has eliminated your ads showing without informing you - just wait. Wait for a week to a week and a half before trying to post again. You can know if you've been ghosted by periodically searching as an outsider the category of your posts. If your posts are not showing and you have not received an email from CL about it... Ghosted! If you keep posting, this may lengthen your time in CL jail so just wait.

About Craigslist And Terms Of Service:

While compiling this report I reviewed CL's current Terms Of Service. Since my last reading a few months ago I found it had changed. No surprise really, as these kind of businesses usually have a fluid set of rules.

For example at one point CL accepted ads for ammunition, drugs and even adult entertainers! But no more.

So I expect changes going forward and will advise you of any new developments.

Currently, you can post ads for your OWN services in the appropriate section...

they state this about Posting ads as an 'agent':

Under FAQ's:

"Where can I advertise my services/business on craigslist?

Only in the "services offered" categories please."

"Can I post ads on craigslist on behalf of others as a paid posting agent or posting service?" Unauthorized posting agents/services are prohibited..."

That last one of course raises an issue, but it seems only randomly enforced. The key seems to be:

1. Post Only Locally, if you're having an issue
2. Compose text in ads as though you were the direct seller.
3. Categorize properly. Don't post too fast, if there are multiple items. Post only to your local site. Don't post duplicates.

5.2 Leveraging Old Posts to Gain Momentum

Want a faster way to gain Craigslist market share for you or your client? Maybe you're racking your brain with ideas on how to break out from the crowd without any gimmicky software that will eventually be exposed?

Well, you can give your brain a rest now, because I have a notion for you...

Why not leverage your old ads? But without copying and pasting that can ultimately get you shut down.

The idea is really very simple.

First, you want to keep using the ads that are performing well for you. But you want to do it in a way that keeps Craig off your back.

Perform these 2 simple steps by

1. Changing your headline up a bit by keeping a list of headlines that work and rotating them with different ads from time to time while changing the order of the words within the Title or use a different title all together. Subtle adjustments are usually enough.
2. Change the first line and last line within the body of your ad. Craig's bots scan the first and last line of the body of the ad which means you can "cooperate" and get the best results without having to think of new ads every time!

Make these small tweaks to your past ads and then just input your new "adjusted" post!

Using this strategy with a plan to post new ads periodically and at the same time renewing older ads will keep you under the radar... and can watch your momentum grow while gaining massive market share within your Craigslist niche.

6 Getting Clients With The Same Method

Now you have the whole picture for how you will help your future clients market their businesses. By now, I am convinced that you are sold on the system. You believe it's an enormous value compared to other advertising platforms.

Having the belief that you have a service that will truly help businesses advertise at a low cost while getting quality results is half the game.

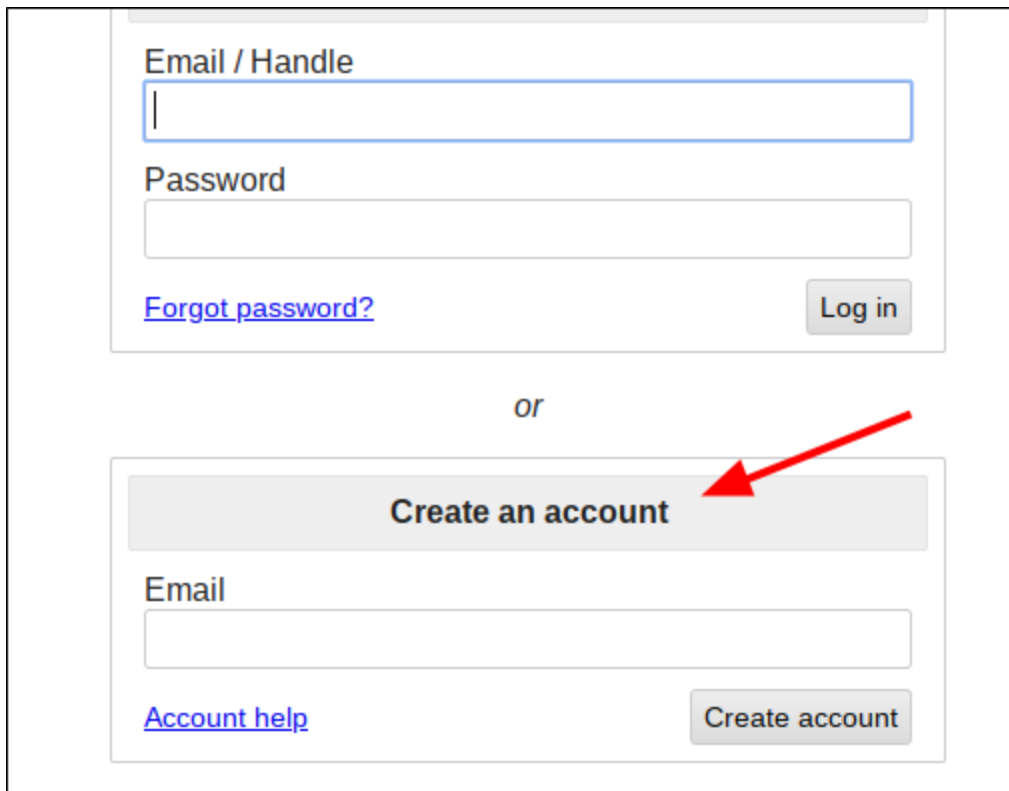
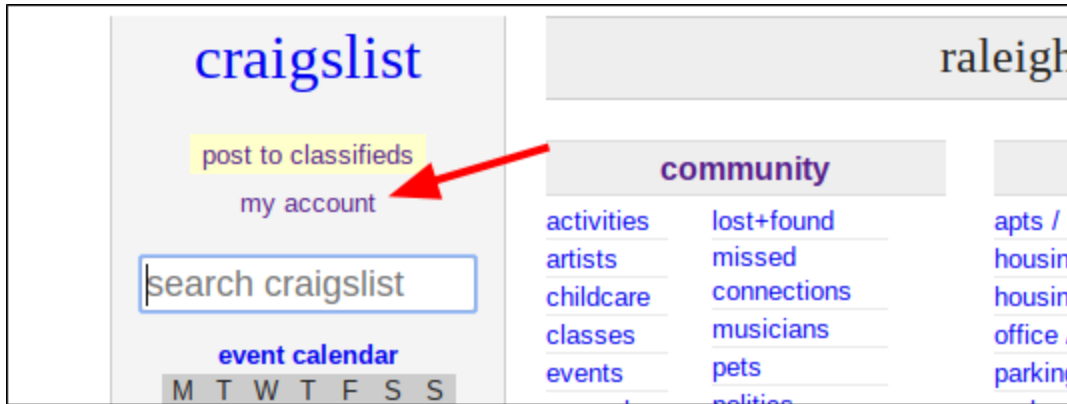
Your confidence in what you have to offer alone will increase your conversions.

And now that you have the right mindset, it's time to go after clients. And we'll do it in a way that will "attract" clients to you.... By using these very same methods within the "sm biz ads" on the "services" section of CL.

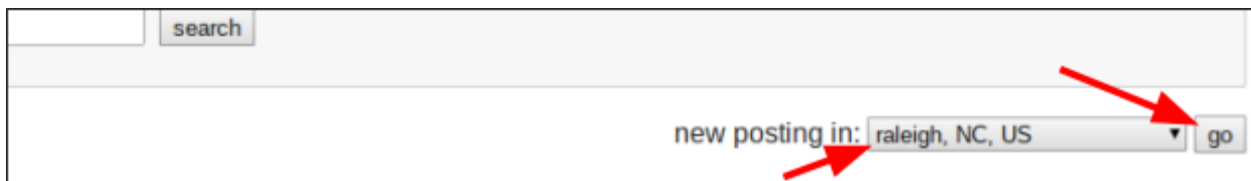
6.1 Posting an Ad

All you have to do is follow these steps to posting ads (you will use these same steps for your clients).

1 - Go to <https://craigslist.org> and log into your account. If you don't have one - click on Accounts and then create an account.




2 - Once in your account, find your target area and click on "go".



"How I got 52 business leads in 1 month without spending a penny on Craigslist while doing it all wrong."

3 - Choose "service offered", then "small biz ads".

- wanted by owner
- wanted by dealer
- service offered 
- community
- event / class

- pet services (\$5 per post)
- real estate services (\$5 per post)
- skilled trade services (\$5 per post)
- small biz ads (\$5 per post) 
- travel/vacation services (\$5 per post)
- writing / editing / translation (\$5 per post)

4 - Now it's time to post a good title that will catch your prospects' eyes. Use something like this.

<div style="display: flex; justify-content: space-between;"> posting title specific location postal co </div> <div style="border: 1px solid black; padding: 2px;"> (Leads) Smart Business owner gains market share in 30 days? </div>	<div style="border: 1px solid black; padding: 2px;"> Apex </div>	<div style="border: 1px solid black; padding: 2px;"> 27502 </div>
<div style="color: green; font-size: small;">posting body</div>		

5 - Now create the content of your post. Notice the ad example below contains the 3 elements we are teaching - Brevity, multiple CTAs, and the "take-away". Then choose the method you want prospects to contact you and press "continue".(Be sure to also include a landing page url somewhere in the middle of this ad to avoid CL scanning the first and last lines)

(Raleigh) ✕

New new customers? Find out how Sarah got more leads than she could handle for her local business.

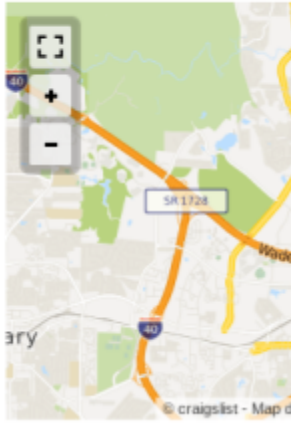
24 HR FREE INFO-LINE CALL 800-██████████

Perfect for Local businesses like:
Restaurants, Tanning Salons, Beauty Salons, Lawyers, Dentists, Auto Dealers, Food Trucks, and more...

24 HR FREE INFO-LINE CALL ██████████

Note: This strategy is not for everyone - call the number above to find out if you qualify.

Jam ██████████
864-██████████



- CL mail relay (recommended)
- show my real email address
- no replies to this email

users can also contact me:

by phone by text

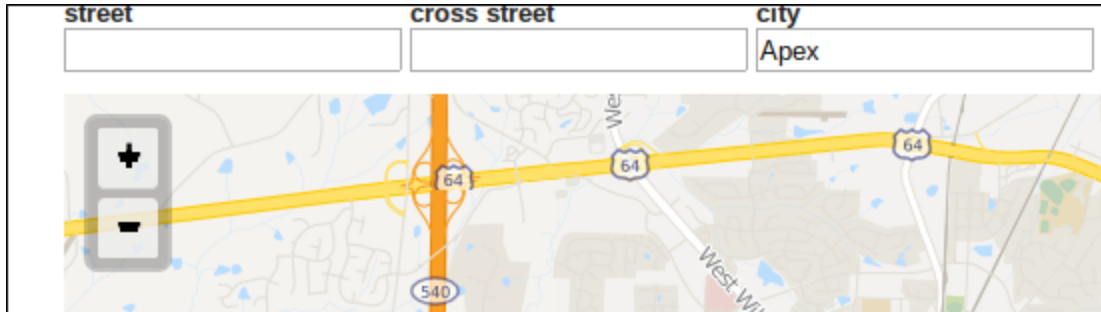
phone number XXX-XXX-XXXX	extension 	contact name Mike
------------------------------	---------------	----------------------

location info

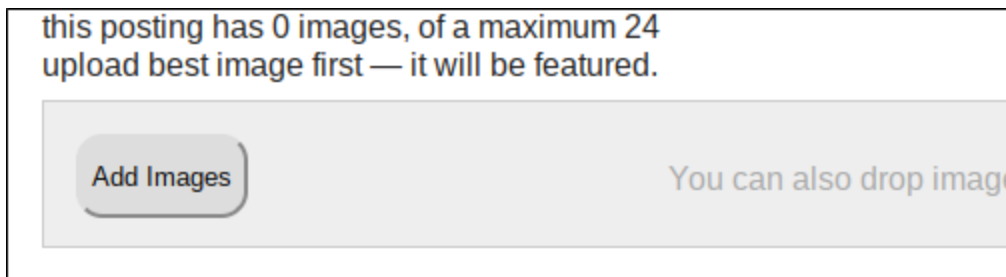
street 	cross street 	city
------------	------------------	----------

ok for others to contact you about other services, products or commercial interests

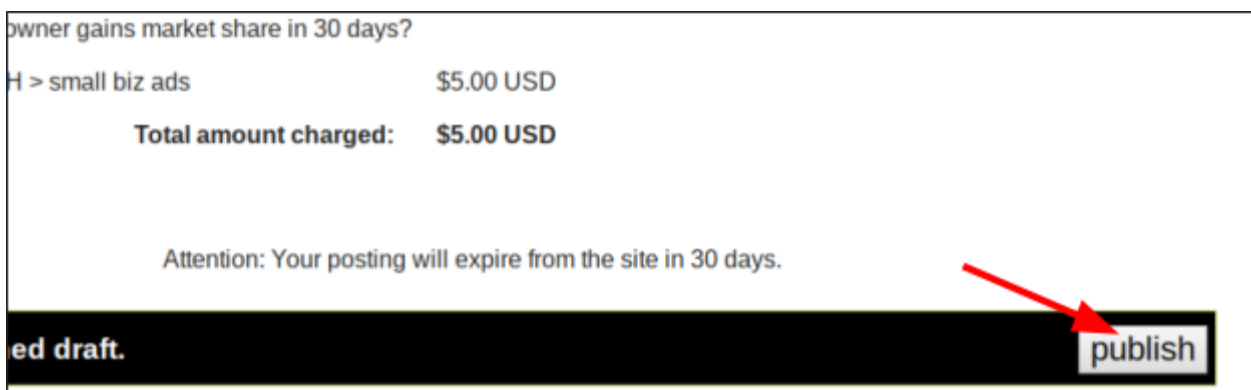
6 - You can enter your office location or click "continue" to skip this. It's not required.



7 - Upload an image. It can be a professional logo or an image related to your service. Then click “done with images”.



8 - On the next page look over your ad. Make sure it is correct then click “Publish”. You will then be directed to a payment page to enter your credit card information. That’s all there is to it!



Note: It is strongly recommended to include a way of converting the suspect into a lead through a call capture system like mentioned in section 3.2 which we will cover now.

7 Using Call Capture Within Your Ads

Call capture methods have been used for years, but it never fails to surprise me how many businesses don't use it!

It's by far one of the most inexpensive ways to gain real phone numbers of prospects in real time.

Yes, CL states "No outside links" but you can still use a url within the add if placed correctly as we suggest. Also know that using your call-capture link in conjunction with the url will significantly increase conversions.

Here's how it works.

Instead of saying "Call me for more information" - you instead give them something for FREE without them having to speak to a salesperson. And this is usually in the form of "FREE Recorded Info".

*In real estate I would use a FREE 30 second report on how home buyers could get the best priced homes every week before everyone else. I would briefly describe how the service worked and gave them a few quick examples of local homes that sold at rock bottom prices. **Then to "seal the deal" I would ask them to go to my website (landing page) to***

increase my chances of capturing additional information like their name and email. But if they didn't go to my website, I would still have their real phone number 100% of the time!

For car sales, the lot owner could record the rest of the features of the car along with the PRICE that was strategically left out.

For Divorce Attorneys, they could record a brief "how to" get a divorce for \$50 at the county courthouse - along with reasons NOT to do this.

For roofers, they could record a quick report on how to spot shingle damage without crawling on the roof...

When I was selling homes, I only had to record the report once and then let the system do everything else forever! Really it was pretty much on autopilot for the rest of my RE career! And consultants can do the same.

Here is a resource that offers this service. Prices range from \$9.95 - \$95 a month which is a steal for consultants considering that your cost savings per lead will be way worth triple this price.

Keep reading if you want to do this yourself at 2 cents per call instead - I got you covered.

<https://www.freedom800.com/pricing/>

Once you have chosen your call capture provider, all you have to do is use your assigned 800 number within your ads in addition to you or your client's business phone number.

Those who click on your ads will now have 3 ways to contact you or your client. 1) Respond to the ad via CL's messaging system, 2) Call

"How I got 52 business leads in 1 month without spending a penny on Craigslist while doing it all wrong."

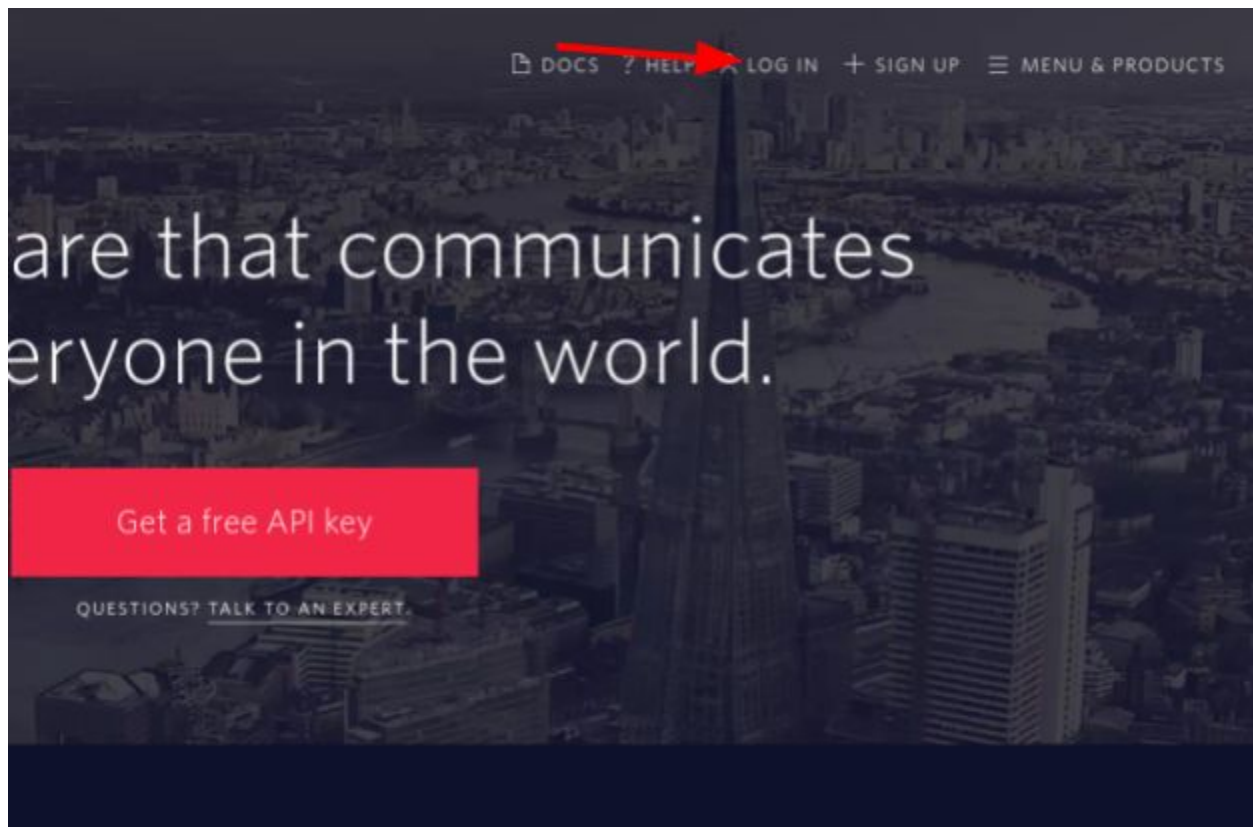
you or your client directly, 3) or Call your 24 hour FREE info Hotline. They almost always choose option 3.

Either way, your conversions will skyrocket compared to your competitors (if you even have any). Because unlike your competition you will have several ways to capture lead information - First 2 CTAs in your ad. Then a landing page redirect within your call capture system.

7.1 D-I-Y Call Capture

First go ahead and set up a Twilio account. Twilio is the platform you will use for receiving calls and messages in the cloud.

1. Go to <https://www.twilio.com/> and click on the “sign up” link on the top right of the home page. Then fill in the short form to set up you account.



2. About a quarter of the way down the page you will see a link that says “buy a number.” Click on the link and choose a number that you like. If you are providing your service for local agents its best to choose a local zip code. You can search by number or location. I would suggest clicking the drop down and choosing location. Type in your location (city and state) then choose the number you want to use. This only costs \$1/mo and less than one cent per inbound call. By far, this is the least expensive way to go about this.

Account Summary

ACCOUNT SID AC559b1b4272e39191c7f58a6cf4f91b88

AUTH TOKEN

BALANCE **+\$12.30584** Auto Recharge is **OFF**

[Account Details](#)

Recently Used Products

# Phone Numbers Buy a Number	Programmable Voice View Logs
---	---

All Twilio Products

Communications Cloud

News & Tips

We've got a tutorial for you
Whether you're marketing your application, there's tons of ways to build something new.

Buy a Number

COUNTRY **United States** (+1) [Can't find the country you need? Please let us know.](#)

Location

CAPABILITIES **ANY** | Voice | Fax | SMS | MMS

Different numbers have different communications capabilities. Select the ones your phone number needs.

[Show Advanced Search](#)

3. Once you choose your number, press “buy” to the right of that phone number and you are done for now. We will come back to this number later on.

Now it's time to set up your voicemail recording for when your clients' prospects call in as a result of seeing your ads.

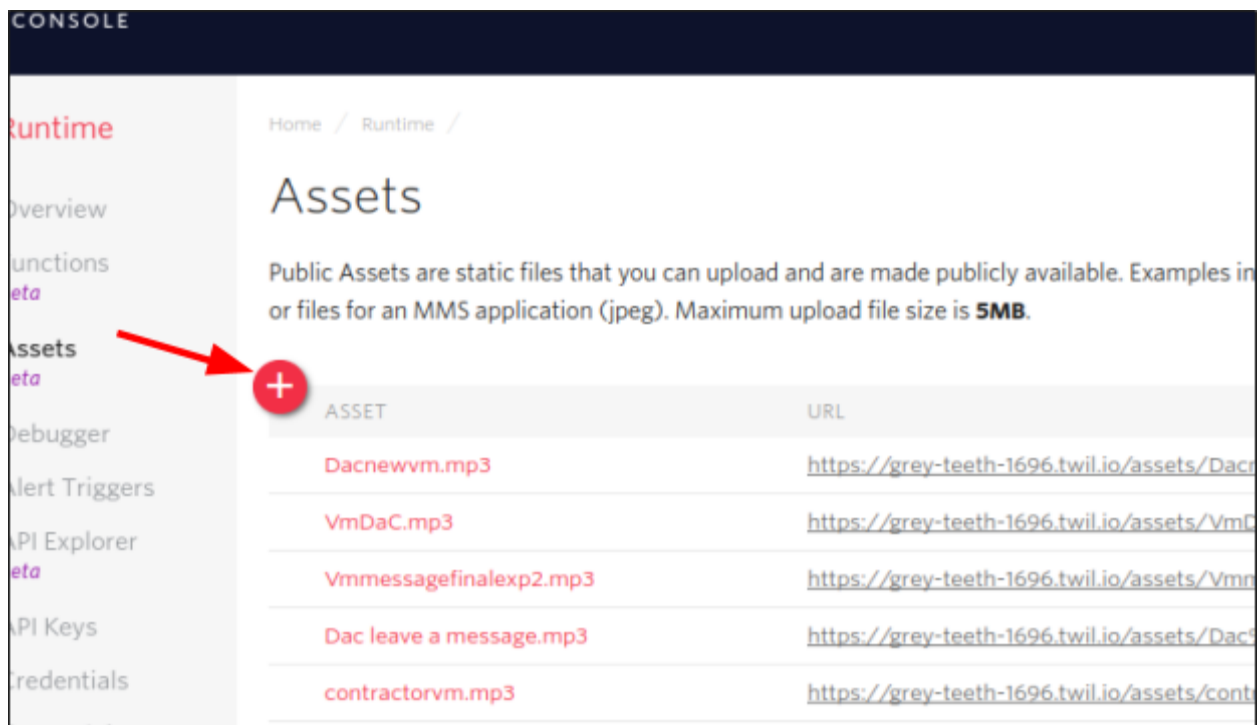
This part will be simple and easy. We'll cover the recording of a powerful voicemail message as well as how to integrate it with your twilio number by hosting the recording on your twilio account.

You will record a message that callers will hear when they call in (Free Recorded Info). For this recording you just want it to sound natural while leaving a small teaser. This increases their eagerness to hear back from you.

1. Use any MP3 recorder to record the message that prospects will hear when they call the info line. I like to use any app for android or iphone searching mp3 recorder. If you would prefer a desktop version here is a link.
<https://chrome.google.com/webstore/detail/hi-q-mp3-recorder/cadomijegaocbcmigjgkpacjlgjnaoem?hl=en> Install the app and simply record...
2. Here's the script: *Hi, thanks for calling. This stunning car (or home, or service of your client) Has a powerful V8 engine, top grain interior leather, custom navigation.... Etc Etc. Right now it is priced at \$38,900 but is due for a price reduction. At the time of this recording we are promoting the original price. Most likely the price has been adjusted. 1) Kindly leave your name and number and email for the*

new price and I'll be in touch. OR 2) Go to www.carlisting123.com to see 20 additional photos and a possible new price.

- Simply download the message and send it to yourself via email(if you are using a cell phone application.) Then download it to your computer.
- Go to <https://www.twilio.com/console/runtime/assets/public> and upload the message by clicking on the red "plus" sign under "Assets" as show below.



7.2 Set Up Your Automatic Voicemail to Filter The Best Leads

When prospects call the number(your twilio telephone number) to get more information they will be directed to leave a message or go to your landing page. When they call it goes straight to the voicemail greeting you already

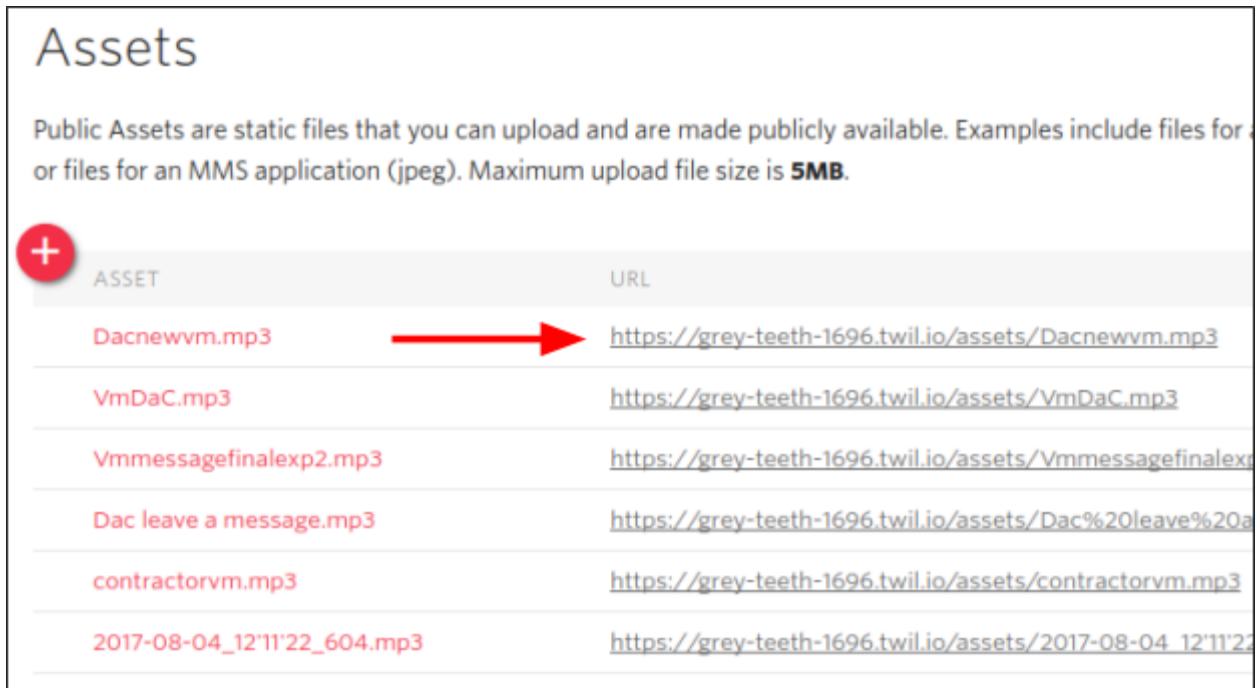
set up in the previous step.. They leave their info in the form of a message or on your landing page and you now have a high quality lead to follow up with.

But what if they don't leave a message? Well, it's still a lead! You or your client can easily check your twilio account for inbound calls. And the system always has a valid number for the caller even if it's restricted or non-published! Your client can now follow up by calling the phone number back.

Let's set up this voicemail system right now.

1. Go ahead and copy the link that was generated from uploading your #2 recording in the previous step. Here's the url again to go back to where we left off - make sure you are already logged in.

<https://www.twilio.com/console/runtime/assets/public>












Assets

Public Assets are static files that you can upload and are made publicly available. Examples include files for or files for an MMS application (jpeg). Maximum upload file size is **5MB**.

ASSET	URL
Dacnewvm.mp3	https://grey-teeth-1696.twil.io/assets/Dacnewvm.mp3
VmDaC.mp3	https://grey-teeth-1696.twil.io/assets/VmDaC.mp3
Vmmessagefinalexp2.mp3	https://grey-teeth-1696.twil.io/assets/Vmmessagefinalexp2.mp3
Dac leave a message.mp3	https://grey-teeth-1696.twil.io/assets/Dac%20leave%20a%20message.mp3
contractorvm.mp3	https://grey-teeth-1696.twil.io/assets/contractorvm.mp3
2017-08-04_12'11'22_604.mp3	https://grey-teeth-1696.twil.io/assets/2017-08-04_12'11'22_604.mp3

2. Now go to <https://www.twilio.com/labs/twimlets>. Scroll down until you see “what twimlets are available” and click on “voicemail.”

What Twimlets are Available?

-  **Forward**: will forward a call to another phone, and optionally forward to a new URL if the call isn't answered or the line is busy.
-  **Find Me**: will ring up to 10 phone numbers in order, until somebody answers the call, and forward to another URL (or Twimlet) if none of the numbers are answered.
-  **Simulring** will dial 2 or more (up to 5) phone numbers simultaneously, and the first person to answer is connected to the caller, and forward to another URL (or Twimlet) if nobody answers.
-  **Voicemail** will ask the user to leave a message, and will email the audio recording to a specified email address.
-  **Simple Menu** will play a message for the caller, and wait for them to press one or more digits, launching them to a new URL (or twimlet!) based on what they press.
-  **Simple Message** will play one or more audio files, say one or more text blocks, or any combination of both.
-  **Call Me** is a simple version of **Simulring** or **Find Me** that only rings one number, and forward to another URL (or Twimlet) if nobody answers.
-  **Echo** simply outputs TwiML passed in via the URL. Useful for building completely stateless apps that place outbound calls.
-  **Conference** allows you to build a simple conference line. The conference may be

3. On the next page scroll down until you see “twimlet generator: voicemail.” In the “email” field enter the email you want to receive the voicemail recordings that agents leave you. In short, when the agent calls you back and leaves you a message - a recording of that message will be forwarded to your email. In the “message” field paste the url you copied from in step 1 (#2 recording url) above. Pick “true” from the “transcribe” dropdown.(This will email you the voicemail message from the real estate agent and also transcribe the message into written format)

Try It Out!

Using our Twimlet Generator, you can build up a Twimlet URL right here:

Twimlet Generator: voicemail

Twimlet Configuration

Email: ←

Message: ←

Transcribe: →

Resulting URL

<http://twimlets.com/voicemail?Email=mikepaul%40gmail.com&Message=https%3A%2F%2Fgrey-teeth-1696.twil.io%2Fassets%2FDacnewvm.mp3&Transcribe=true&>

4. Look right below these fields and you will see a long “resulting url.” Copy it now.

Using our Twimlet Generator, you can build up a Twimlet URL right here:

Twimlet Generator: voicemail

Twimlet Configuration

Email:

Message:

Transcribe:

Resulting URL

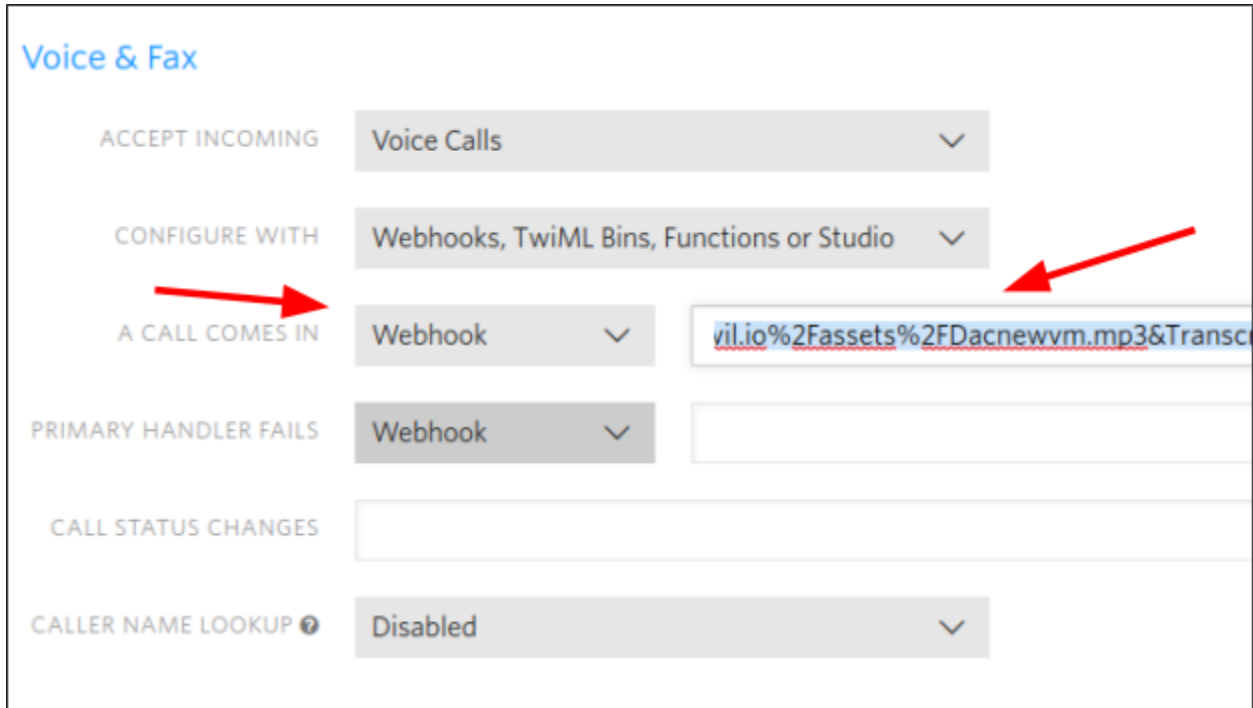
<http://twimlets.com/voicemail?Email=mikepaul%40gmail.com&Message=https%3A%2F%2Fgrey-teeth-1696.twil.io%2Fassets%2FDacnewvm.mp3&Transcribe=true&> →

5. Go to <https://www.twilio.com/console/phone-numbers/incoming> and click on the number you purchased earlier. Scroll to "Voice & Fax." Underneath you will see the line that says "a call comes in." Leave "web hook" as it is and paste the "resulting url" from step for into this field. Click "save" and you're done.

Phone Numbers

NUMBER	FRIENDLY NAME	CAPABILITY
+1 919-336-3333	Cary Bst Res Triangle, NC	VOICE
+1 919-336-3333	Cary Bst Res Triangle, NC	VOICE

* Can send/receive calls to domestic numbers only
† Can send/receive sms to domestic numbers only
‡ This number does NOT support SIP Trunking
(beta) This number is new to the Twilio Platform



Voice & Fax

ACCEPT INCOMING Voice Calls

CONFIGURE WITH Webhooks, TwiML Bins, Functions or Studio

A CALL COMES IN Webhook <vil.io%2Fassets%2Fdacnewvm.mp3&Transc>

PRIMARY HANDLER FAILS Webhook

CALL STATUS CHANGES

CALLER NAME LOOKUP Disabled

Test it out. Call your twilio number and listen to your recording. Go ahead and leave a test message to see if it gets forwarded to your email.

You can use this number now in your client's ads to get real time leads like wildfire!

8 Cherry Picking Leads From Craigslist

Maybe we're just too busy hunting for the next best "hack" to finding consulting clients easy. We have our finger on the trigger ready for when the next client getting tactic hits your newsfeed. Yes, we are always looking for that "silver bullet" that will put us at an unfair advantage, aren't we?

"How I got 52 business leads in 1 month without spending a penny on Craigslist while doing it all wrong."

And while our fingers are crossed, often the most profound methods don't require any profound discoveries at all.

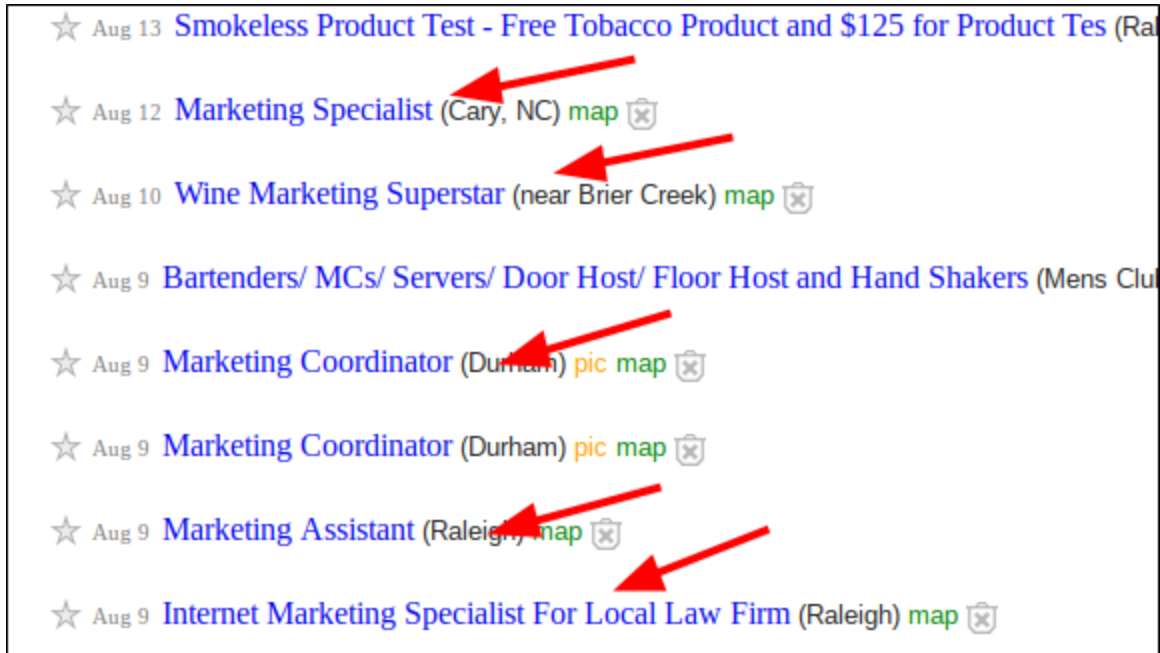
In fact, I know right now there are loads of lead a for your services just a couple of clicks away. And without having to run ads to find them.

Why not look in the "jobs" section of Craigslist itself? Let me show you:

1 - Go to the jobs section of CL by clicking on "jobs".

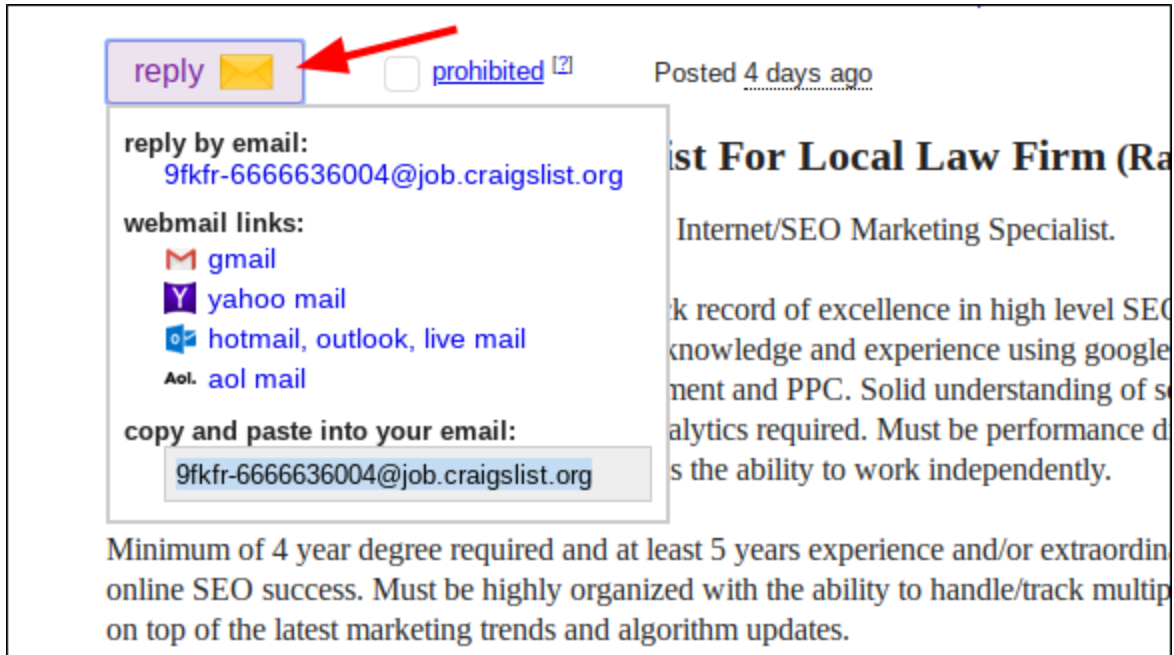


2 - Within the jobs section you will see a search bar on the top of the page. Type in "marketing" and take a look at what you see.





Wow. It's like they are raising their hands saying... "help me!"

3 - Now just click on their ad and send them a non-salesy message. Make sure it's brief and totally related to what they are looking for. Explain that you want the job, but that you can do it for less than what it costs to hire an employee. You may even want to try this from another computer with a separate account just in case.



The screenshot shows a Craigslist job posting interface. At the top left, there is a purple 'reply' button with an envelope icon, which is highlighted by a red arrow. To its right is a checkbox labeled 'prohibited' with a small question mark icon. Further right, it says 'Posted 4 days ago'. Below the 'reply' button, a dropdown menu is open, showing the following options:

- reply by email:
9fkfr-6666636004@job.craigslist.org
- webmail links:
 -  gmail
 -  yahoo mail
 -  hotmail, outlook, live mail
 -  AOL mail
- copy and paste into your email:
9fkfr-6666636004@job.craigslist.org

The job title is partially visible as 'ist For Local Law Firm (Ra'. Below the title, it says 'Internet/SEO Marketing Specialist.' and 'k record of excellence in high level SEO knowledge and experience using google ment and PPC. Solid understanding of s analytics required. Must be performance d s the ability to work independently.'

Minimum of 4 year degree required and at least 5 years experience and/or extraordin online SEO success. Must be highly organized with the ability to handle/track multip on top of the latest marketing trends and algorithm updates.

9 Delivering Your Service and Getting Paid

Although this is a great foot-in-the-door service, you'd be surprised how much income can be generated from this easy to learn, low-tech service.

First the results can be immediate making client retention much simpler than before. Once clients and prospects see your results, they will be more inclined to keep paying your fees.

"How I got 52 business leads in 1 month without spending a penny on Craigslist while doing it all wrong."

So what are the fees?

As a craigslist poster, the service fees collected work best on a weekly basis. In other words, when you charge by the week the sale is easier to close.

You can make up to \$800 a month for one client by posting and renewing like described above. But what happens when you have multiple clients? Won't this become very hard to manage?

Not necessarily. In many niches all you really need is 6 unique ads that can be renewed every 48 hours. That's it! And some may even require less than that!

9.1 Outsourcing it all

Nevertheless, if you would rather not keep up with a bunch of posting duties for a bunch of clients.... Go ahead and turn to outsourcing.

There are gigs on Fiverr and Upwork that will do the job so you can concentrate on what you do best which is... get more clients!

Here are a few of my suggestions:

https://www.fiverr.com/ritsbd93/promote-your-product-1dollar-per-live-add-by-craigslist?context_referrer=search_gigs&context_type=auto&pckg_id=1&pos=4&ref_ctx_id=aafafcb5-96d2-4b0b-ab74-9ab11d9c819a&seller_online=true&funnel=c9476ca9-8a03-4aab-8b5a-9f0d0d2b4b08

https://www.fiverr.com/tamjidahsan/advertise-professionally-your-product?context_referrer=search_gigs&context_type=auto&pckg_id=1&pos=17&ref_ctx_id=cc148008-7715-416d-86e0-c2db6595e146&funnel=721054ae-9606-4b2d-987c-6359e1afa1af

https://www.upwork.com/ab/profiles/search/details/~01323d41742ef2bc65/profile?sqp=q%3Dcraigslist%26revenue%3D100%26rate%3D0-10%26user_pref%3D1

A round figure for these outsourcers to post on your behalf is \$30/week. Your suggested rate to your clients would be \$100-\$200 per week.

Essentially, you could collect \$680/mo while posting in the free sections while someone else does the tedious work(if you want to call it that) for you!

10 Craigslist Ad Hacks

You may be wondering why this section is here since we've covered quite a few hacks so far. In order to make things a little easier for you to find I am listing the hacks we've covered in this training so far along with a couple more.

- Slight changes in the title will allow you to use similar titles again without being targeted, ghosted, or having your account put on hold by CL.

- Changing the first line and the last line in your ad will help avoid being targeted, ghosted, or having your account put on hold by CL.
- Using keywords in your ad will help overall seo for getting seen in search engines. If you use the last line for this you can just alter your keywords each time you use the ad copy again.
- Having more than one call to action will increase conversions.
- Once you have a collection of ads you can just “renew” or “repost” while rotating nearby areas.(This is a huge time saver.)
- Don't shy away from paid sections because there is way less competition in these areas. Get way more results with less work!
- For product related services like “cars & trucks” or “homes for sale”, use images as a hook. Display a few quality images and then offer to show more when they take action.
- Use the “Take Away” method. Don't be afraid to mention a potential “negative” feature of the product or service. Put this in the Title and Body. Make sure it is a feature that the majority of the market will not care about.
- Use the *Call-Capture Method to beat the CL system* of not allowing advertisers to direct prospects to outside websites. When the prospect hears the “FREE RECORDED INFO” they will then be directed to your landing page or squeeze page.

These are just a few ways to get better results on Craigslist but most importantly remember this... For the most part the purpose of the ad is to generate leads! That's it.

You will find much more success if you don't try to sell the prospect in the ad. Yes, less is more here. For example, a smart real estate agent will NOT try to sell the home they are advertising on CL. Instead, they will use that home as a lead magnet. The agent doesn't care what home that prospect buys as long as they BUY.

Because they will have the lead now... they can now convert that lead into a client and sell them any other home on the market!

By now I am sure you're already wrapping your head around the whole concept. It's simple to understand and easy to use in your business.

11 Final Thoughts

Like most things, the overall approach to becoming a Craigslist poster or lead generator will take consistency. It will take patience. It will take someone to be disciplined in taking the correct action to secure paying clients. Meaning, this action must be done methodically when venturing out to offer your new service.

But I can confidently say that this could very well be the most simple concept to grasp in small business consulting. The method takes no tech skills and the learning curve is so short some ask "Is this all there is?"

They are also pleasantly surprised to find that they have resources that will perform the service on their behalf.

So whether a foot-in-the-door or one of your main money-makers, this strategy can literally be implemented this week!

And with the seeds of your consistency sown, you can watch your crop grow not only in the form of money, but also in the form of your desires coming to fruition over and over again.

One of my colleagues, who is now a successful consultant, had one dream and only this one dream. She wanted a new washer and dryer for her family. That was it! She couldn't dream any bigger than that!

Once she made the decision to become disciplined and consistent, she got that washer and dryer... then she paid off some bills... and today she continues to create what she wants in life in the form of large and more attractive dreams.

Maybe you're starting off like her. Maybe your desires are much greater. Either way it starts with you taking your first step. So take that first step, and as you reach your goal use that as a stepping stone to the next one... and the next.

All the best,
-Mike Paul

