

Craigslist Quick Tricks Manual

Presented by Skip Rosell

This manual is all about helping you get your ads on Craigslist and getting people to click through to your site or product offer!

Trick #1: Html Symbol in Title?

I think you'll like this one.

Have you ever seen an ad title that had some sort of symbol in front of it?

♫ 4 τ λ

Any of these look familiar? (You may not have the proper font needed to see them but when you implement this on the web in html form everyone will be able to see them!)

These are just a few of the **many** html symbols you can put in the **front** of your ad **title** in order to make it jump out and grab peoples attention. This is a little known trick and is not seen to often in ad titles but not only does it work...it has also at times made me wonder if it helped a certain ad not be ghosted....

How to do it?

In the **TITLE** of your ad type in `✒` to make the dart symbol that points toward the title of your ad. This one has worked nicely for me. Go to your favorite search engine and type in ascii symbols and you will get a ton of them. They all start with '`&#`' followed by a number (amount of digits varies).

That's **all** you have to do is actually type in those two symbols `&#` followed by the numbers with **no spaces** and when you submit it the symbol will automatically form!

Example: `♬` Your ad title here

Would look like this

♪ [Your ad title here](#)

This is a great trick and I hope you put some use to it!

Tips: ♪ makes a cool music note.
♥ makes a heart!

Affiliate Links?

I'm sure you know this already, but just in case you're a complete Craigslist beginner...Affiliate links are **not permitted** on Craigslist!

Most of the big name affiliate links won't even work to post the ad at all and an automated message comes up immediately telling you that affiliate links are not allowed (i.e. Clickbank...) when you attempt to submit the ad.

The Craigslist community frowns on affiliate links and that is one of the reasons why it has become harder to have a successful post!

Having your own website that promotes affiliate links is another story, you will actually be able to post those links. 😊

Content of Your Ad

It is important that you don't overwhelm the reader of your ad with too much fluff. A lot of people make the mistake of writing sales copy as their ad. Then if the person is interested and clicks on your link he sees the sales pitch again. Then even further...if you are promoting affiliate links on your site, they will ultimately end up at that products sales pitch.

So, they have to first go to Craigslist, and then select YOUR ad. Then they have to like your ad and go to the link you direct them to. That's already 3 different places they've been. How many more clicks until a purchase is made? It can be quite a few.

We should try to eliminate that with short and effective ads. For instance, you will have an HTML Symbol in the front of your ad and you will grab many more peoples' attention than a normal text ad would. Then, your ad is short and sweet. Something with a "...” at the end of it leaving them wanting to know more. Last but not least, the finishing touch of your link or address to your website.

This method is VERY effective and has worked for me as well as many other marketers. Imagine clicking on one of the only ads on CL with a HTML symbol in the title...then inside it says something like:

“See how millions of people are earning fortunes from their home computers, even in their sleep...”

<http://yourdomainname.com>

I would probably click on that link myself. This ONE sentence works better than 5 paragraphs of a sales pitch. People on craigslist know what they want. If you leave a bit of mystery in it, they may feel like they HAVE to click on it to get the full story, so that they don't pass up a good opportunity.

“Ghosting”

When your ad gets ‘Ghosted’ it basically DOESN'T SHOW UP.

They allow you to go through the whole process of posting your ad. They send you the confirmation email. You can click on ‘Publish’ inside the email and it TELLS YOU THAT YOUR AD IS NOW LIVE!

Well...as we know, that is not always true, and more and more these days it's not true.

Why am I Getting ‘Ghosted’?

The main reason why ads get ghosted is because the IP address of the poster is posting too many ads in a short period of time. The CL community considers this SPAM.

Here are the reasons why you get ghosted:

1. You posted too many ads from the same IP address within a short amount of time
2. Your IP address has been previously banned.

3. You are posting ads with certain keywords that CL blocks purposely
 4. Your E-Mail address has been (previously) banned
 5. Your URL has been banned do to multiple times being flagged etc.
- Or a combination of one or more of the above.

How to Not Get Ghosted

Good News:

Craigslist is not a psychic wizard that knows who you are and will never let your ad get posted. I thought that they might have been...lol.

Look at the reasons above and try to FIGURE OUT, which one, YOU are.

OR, start fresh.

Get a New IP address, simply call your cable company or dsl and request one. Or, if you have dial up or a verizon wireless card, you should have a different IP address every time you reconnect to the internet!

Make your ads UNIQUE. Don't write the same ad scrambled. They catch on to these types of things. Write short, effective ads that are COMPLETELY different from each other. Use HTML symbols in your title and make your titles UNIQUE as well. This is very important.

All in all...

If you create an ad for a URL that is NOT banned, using a fresh E-Mail address and an IP address that is NOT banned...AND you use short, unique ads that don't have suspicious key words or titles, your ad **WILL SHOW UP**.

So, if you have a URL you feel might be banned, check it with a new e-mail address and a fresh IP address if you can. (Dial up is always a different IP)

If it is banned, get a new domain name, it's cheap and well worth it. Just don't mess things up with Craigslist and everything will be fine.

I suggest creating multiple e-mail addresses and alternating between them so that you don't get ghosted if you are going to create multiple ads (CL frowns upon this).

I'm telling you folks, short and sweet. Right to the point! Make them crave more and then direct them to your site. Craigslist frowns on fluff and you'll get flagged quicker, PLUS, having a short ad increases your chances of getting traffic to your site.

To be EXTRA SAFE, try writing your URL without the http:// in front of it. This way it shows up as just text. You could add something like "copy and paste this URL in your browser for more info..."

This will make more of your ads show up and also confuse bots that go after links in ads. It seems as though they just don't like links.

Good Niches and Categories

The best niches and categories to promote on Craigslist have been Real Estate, Business Opportunities, SEO Related topics, Lessons/Tutoring and Travel.

These have worked for me with a lot of testing involved. I have made great money on CL for online AND offline ventures.

NEAT IDEA: I set up a travel website and added content on traveling, pictures, etc. I put a banner for delta airlines and Cheaptickets.com (affiliate links) and then I hit Craigslist. Under the Travel services section I posted short but sweet ads promoting great travel deals. People went to my site and bought plane tickets, and I made commissions! Be creative with CL don't just try to promote any old affiliate product. It's been done.

You are NOT allowed to promote ebooks in the '**Books**' for sale section.

Another TIP:

Look at the ads that ARE showing up and see what they are doing different from you. A lot of people now are making picture html ads. They create an html image in any html editor...then they upload it to a server and link to it in their CL ad. It shows up like a banner and looks like a text ad but is a picture.

Your link is written on the picture but doesn't show up as a hyperlink or a

text.

It is also very effective to build your list using Craigslist marketing.

Tips & Tricks:

Ok, so let's go over what we've learned.

First of all, we now know how to put HTML symbols in the title of our ads! (This works in the WSO section also and on many internet platforms, ad sites, etc) This is a GREAT TOOL that will help you GRAB the attention of your audience.

THEN, we need to captivate them. A SHORT BUT SWEET ad copy that leaves them interested but yearning for more information! (Even if it's just to see if your legit, they will still visit your website...which can convert if you have a good product offer!)

We will make sure that the title is compelling and the ad is powerful, but also UNIQUE. If you are going to post multiple ads MAKE SURE THEY ARE UNIQUE.

If you are going to promote AFFILIATE products make sure that you set up a SQUEEZE page or a MINI-SALES PAGE. Promote the product with some content and a well-written article and of course your affiliate link.

Craigslist traffic has made me over \$100 a day in profit just selling a Master Re-Sell Rights E-Book that I didn't even write! (Not counting affiliate products and my own products)

Next, find out why you've been ghosted or banned AND FIX IT.

This means you'll have to either get a
New IP address,
New E-Mail address,
New URL,
New ad copy,
OR ALL OF THE ABOVE.

Find out by testing each one separately.

Create a new email account with let's say Yahoo, and then try your ad again. If it works, then it was your email address. Repeat the same process to check your URL and your AD COPY.

To check your IP address, try going to a friend's house or the local library or bring your laptop somewhere that has free Wireless Internet and give your ad a shot there.

Once you pinpoint the problem you will eventually begin to have a feel for it, and then maybe even become a master at it.

IF YOU WERE FLAGGED OR GHOSTED FOR SOMETHING ONCE, DON'T DO IT AGAIN.

Try to be as unique and NON-SPAM-LIKE as possible.

Key words such as "GET RICH QUICK!" and 'MLM' are likely to not even show up. CL is getting smarter.

And Another Tip:

I have had a great response from these cities:

Ft. Lauderdale, Florida
Seattle, Washington
Toronto, Canada
Cincinnati and Dayton, Ohio
Orange County
Las Vegas, Nevada

I have profited most from these sections:

Business Opportunity
Small Biz Ads
Travel Services
Real Estate
Lessons
Computer/Creative Services (SEO...)
Employment Opportunities

Don't be afraid to use Craigslist just for the sake of getting traffic to your site (makes your site more search engine friendly) OR to take customers to a free giveaway page where you can get them to opt-in to your list.

That's FREE list building!

Remember, be unique and promote a great product with a great offer.

Short and sweet, effective, to the point. A little mystery involved...

Put a text link to your site (CL frowns on links so without the http:// prefix is best)

Try this out and I guarantee you will see a difference in your Craigslist experience.

Thanks for reading!

Skip Rosell