

5 Ways to Profit from Craigslist

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Craigslist is a high-ranking online community site that receives millions of hits a day. Because of its popularity, and the fact that most of the advertising is free, it has the potential to be a virtual goldmine for those who use the right strategies consistently.

Here is a look at the way the site looked originally back in 1999.

<http://web.archive.org/web/20000301150541/http://craigslist.net/>

How things change! As you can see, back in 1999 there was only the San Francisco Bay Area, whereas currently Craigslist hosts about 450 cities. Here is a breakdown on where the site's traffic flows based on city.

Where people go on Craigslist.org: ?

- sfbay.craigslist.org - 13%
- newyork.craigslist.org - 9%
- losangeles.craigslist.org - 7%
- seattle.craigslist.org - 4%
- boston.craigslist.org - 3%
- sandiego.craigslist.org - 3%
- chicago.craigslist.org - 3%
- orangecounty.craigslist.org - 2%
- vancouver.craigslist.org - 2%
- portland.craigslist.org - 2%
- phoenix.craigslist.org - 2%
- atlanta.craigslist.org - 2%
- washingtondc.craigslist.org - 2%
- denver.craigslist.org - 2%
- toronto.craigslist.org - 2%
- dallas.craigslist.org - 2%
- sacramento.craigslist.org - 2%
- lasvegas.craigslist.org - 2%
- austin.craigslist.org - 1%
- minneapolis.craigslist.org - 1%
- houston.craigslist.org - 1%

This is important, because it is not necessary to try to post to every city when placing ads on only the top 20 will get you 80% of the views. This makes more sense. For this report I've analyzed every category to see where the money is being made and the businesses are being built. This was not an easy task, because some of the categories, especially for the larger cities, have hundreds of entries every day. This report is the result of my findings.

As for myself, I've used Craigslist for a multitude of things. As a consumer I've bought and sold electronics, pet supplies and sports equipment. I've found plum writing, web design and other telecommuting assignments. I've also used the collectibles category more than a few times.

As an Internet marketer, I've used strategies numbers 2,3 and 19 and I'm knee deep into # 11 with my partner in profits. I'm really excited about all that it has to offer. And there's good news! None of these categories are saturated within these strategies, which leave plenty of room for you.

Keeping posts from being deleted

Craigslist's TOS clearly states that you cannot post the same ad, in the same category for 7 days. So if you want to repost the ad, you'll have to have to let it run it's course. Of course there is a way around this. I've created many email accounts and used them to post ads. Of course I clear cookies, and post from different computers. This has worked for the most part, but there is one huge problem, this method is very time consuming and it is labor intensive as well. Fortunately, I've found a source that eliminates these issues, and is a great resource on the actual logistics on efficient multiple posting. You can find this resource here: <http://dominatingcraigslist.com>. It's called "Craiglist Powerposting" This book, by Mark Matthey does an excellent job explaining reposting multiple times in many different categories with very little effort.

1) Community/Childcare

If you have products that are related to children, this category can be very profitable. Parents are a huge target market and they buy all kinds of services and products on a consistent basis. I've seen people offer information related to childcare, only to give exposure to their child or family related website.

The challenge is how to offer these parents something free and of value, and ultimately present them with your products without using blatant advertising. This is a market with plenty of buying potential, but you really don't want to try to sell a child's polly pocket watch to people who are trying to find childcare. This would be annoying, the consumer wouldn't like it and the folks at Craigslist wouldn't appreciate it either. Plus more than likely your ad would be deleted before the day is out. The best strategy is to offer high value, closely related information for free. Check out the examples below.

- 10 questions you must ask your childcare provider.
- A directory of childcare services in your area.
- Childcare or after school care--which one is the best?
- The very best way to save money with childcare.

Of course your affiliate program or product and your website link would be somewhere in your report as well as your signature. Your domain name or blog must be catchy. How about <http://www.Raisesmartkids.com>? Try that one on for size—who doesn't want to raise smart kids? Once they go to your site, you'll have more benefit rich information related to kids. And so the funnel begins!

If your report is of high value, they will assume that your site will be also. Make it so.

Here is an excellent website that you could model your site after:

<http://www.stuffkidslike.com/> . Granted this site is a bit much, but you get the idea. It's a great resource that you could model on a smaller scale.

Tip: There are all kinds of affiliate programs, PLRs, and products that you could create for this market.

2) Youtube

Certain categories are excellent for using video sharing sites to market your product or affiliate program. You can safely assume that many people who watch your video are interested in your niche, presenting you with an excellent marketing opportunity! Here are some categories that work especially well for video.

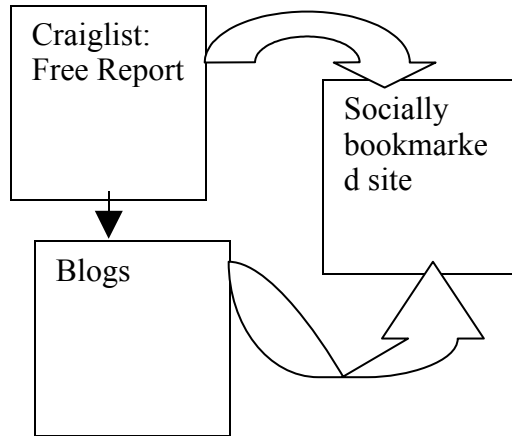
Category	Video
Beauty:	Makeup, skincare, hair care
Lessons:	Sample of Tutorials.
Dating	Video of attractive female/male giving advice
Travel/Vacation	Destination sites

Keep in mind that Youtube is not the only game in town. Here are more video sharing sites:

<http://video.google.com>
<http://vsocial.com/>
<http://one.revver.com/revver>
<http://grouper.com/>
<http://blip.tv/>
<http://vimeo.com/>
<http://jumpcut.com/>
<http://www.videoegg.com/>
<http://ourmedia.org/>
<http://eyespot.com/>
<http://www.ameba.jp/>
<http://www.beedeo.com/>
<http://www.bestyz.com/>
<http://www.blastro.com/>
<http://www.blennus.com/>
<http://www.blinkx.com/>
<http://www.bofunk.com/>
<http://www.bolt.com/>

3) Social bookmarking and Blogs

How can Craigslist, Social bookmarking sites and Blogs be used together for profit? The fact that Craigslist ranks so well gives an advantage to your tags and blogs. Use them in tandem to get more traffic. This mini model is a great traffic tool. It's up to you of course to have your funnel properly set up.



So how do you know which social bookmarking site to use? This tool will show you what site others are using for their tags.

<http://www.seo2020.com/seo-tools/keyword-research/keyword-research-tool/>

News Search	Directories	Blog Search	Tag Search	Thesaurus, Dictionary & Encyclopedia	Classifieds, Products & Reviews	Local
Topix: ballet	DMOZ search: ballet	Technorati: ballet	Wink: ballet	Thesaurus.com: ballet	eBay: ballet	Google Local: ballet
Google News: ballet	Google Directory: ballet	Technorati Blog Finder: ballet	Yahoo! My Web: ballet	Dictionary.com: ballet	Amazon: ballet	Yahoo! Local: ballet
Yahoo! News: ballet	Yahoo! Directory: ballet	Google Blog Search: ballet	Del.icio.us: ballet	Wikipedia: ballet	Craigslist: ballet (check category & location)	Citysearch: ballet
MSN News: ballet	LII: ballet	Yahoo! Blog Search: ballet	Technorati: ballet	Encarta: ballet	Yahoo! Shopping: ballet	SuperPages: ballet
Newsvine: ballet	Business.com: ballet	Technorati Trend: ballet	Furl: ballet	Britanica: ballet	Froogle: ballet	Local.com: ballet
Shoutwire: ballet		Blogpulse Trend: ballet	Flickr: ballet	HowStuffWorks: ballet	Epinions: ballet	Mapquest: ballet
			Shadows: ballet	About.com: ballet	BizRate: ballet	
			Reddit: ballet	Answers.com: ballet	Kaboodle: ballet	
			Digg: ballet	Google Sets: ballet	Google AdWords: ballet	
Video	Audio		StumbleUpon: ballet	MSN Clustering: ballet	Small PPCs: ballet	
Google Video: ballet	Odeo: ballet		RawSugar: ballet		AdSense Sandbox: ballet	
YouTube: ballet			Blink-list: ballet			

If you look at the Tag Search Category you'll see all of the tags that correspond to your keyword. In this case the keyword is ballet. Very helpful when you're wondering which social bookmarking site is good for a certain niche.

How to use social bookmarking is beyond the scope of the book, but you'll find plenty of information on the warrior's forum. I will say that when used correctly, it is an excellent source of traffic, especially when combined with Craigslist and Blogging.

4) Services/Lessons

This category lists courses and lessons on many different topics. Below I've listed those that I've seen over and over again. A web site isn't a necessity; but even a price list on a web site would make you look professional. Before committing yourself to a creating lesson, be sure and test the market interest with a free tips sheet or report.

Photoshop	Piano
Math	Web Design
Spanish	Guitar
Calculus	Oil Painting

Go here for more information on creating tutorials:

http://www.ehow.com/how_2050939_storyboard-elearning-tutorial.html

Here is an assortment of sample tutorials to give you more ideas:

<http://www.tutorialized.com/>

5)Community/Classes

Similar to lessons, classes are also a good category for your marketing efforts. Here you could sell "classes" on blogging, adwords, website creation or you could venture outside of the internet marketing arena to everything from dog training to singing. Of course you could outsource the creation of the class, but if it's something you're passionate about, why not do it yourself?

Tips:

- Make a good offer, and try to line up a couple of testimonials
- Offer a discounted online rate.
- Consider outsourcing.
- Remember to check out the many good affiliate programs that you could use.
- To brainstorm ideas for your classes, check out Ebay.

Would you like the full version of this report for FREE, "21 ways to profit from Craigslist".

Stop by <http://dominatingcraigslist.com/21ways.htm> for the rest of the report.

Thanks,

Joe Hernandez

<http://dominatingcraigslist.com>