Craigslist Domination

If you are active on the warrior forum, and have been following some of my posts throughout the years, you probably have seen all the information I've shared on Craigslist and how it was one of the reasons I was able to survive and grow a business when I first started out. A lot of people have problems with craigslist with their filtering system and find that their ads eventually get ghosted.

I've posted ads on craigslist across the US with the use of one IP address. I've generated tons of leads and a ton of sales through craigslist. When I was using it as a main lead generation technique, it came through for me non-stop. Sadly though, Craigslist isn't what it used to be but it is still an awesome tool for lead generation and it is still working.

The good thing is that Craigslist has upped their anti spam measures, and even though there is a dip in traffic overall, the quality of visitors on there are actually better. With the tips I'm about to share, you will have an advantage over anyone else not reading this, and be able to post with a higher success rate.

The first step is you need to create an account. It might not be your first post but you will also eventually need to verify your phone number.

The second step, you need to post your ad. If you're offering web related services there are two sections that seem to work out the best and that is the computer section of craigslist, as well as the creative section. Usually the creative section has far less competition but also less traffic.

Your ad has to be in your local area at first before you can expand to other cities in the USA. Once you post your ad, you want to wait about 15 to 20 minutes and verify that it is on the category main page instead of just clicking the link to view your live ad. This is how a lot of people waste time with craigslist because they think their ad is live but it really isn't. They give you a link to view your live ad, but that doesn't mean other people can see it so you have to make sure you check

the main section page of all the ads. If the ad doesn't appear within 30 minutes of posting, you need to create another ad in the same section and post it again.

When you're starting out on craigslist, you need to build up your account. After your first ad is posted and you verify that it is live, then you will want to wait a full 24 hours, not a minute under, before posting your next ad. You will want to repeat this for a few more days, posting in the same local area and the same section once a day. After day 4 or 5, you can now start posting in an additional 1 or 2 cities per day.

The longer you post and build up an account and vary the cities you post in, the more success you will have. After 48 hours of an ad being live, you can go to "My Account" and renew the ad. In 30 days, you can have 180 ads running at once.

The maximum amount of ads you can post in the service section is 3 per 24 hours.

Avoid getting ghosted.

After every ad you post, you must make sure it goes live and is accessible from the main category page before posting your next ad. If you post multiple ads before a cron job goes off to update the listings, you will have multiple posts coming from your account that hits their filter and can possibly flag you. You don't want to be flagged; you want your stuff posted so you get as many eyeballs as possible.

You also will need to make sure that your renewed ads are posted and truly renewed before renewing the next, or making another posted ad. If you fail to do this, you can find your craigslist account to be limited pretty quickly or at the very least your ads will be ghosted.

Post frequency is just one small part of the equation, there are many other things you need to worry about to avoid getting ghosted.

Subject lines have to be different. You can have similar subject lines but make it at least 50% different than previous posts. Also, don't use ALL caps. You can use

SOME caps but don't make the majority of your subject line in all caps, that tends to set off some flags internally.

Content also needs to be different. Some people like to mass post with images instead of any body text, that's the wrong way to do it. You want content, and you need to change your text up from ad to ad if you want it to go live.

Sometimes your competitors will flag your ads and this is a problem because you have an internal ratio of the amount of flagged posts to the live posts, and once you meet a certain threshold pretty much every ad you post is going to get ghosted. Some cities are very competitive and once you get flagged a few times you will either want to avoid that city or start posting in the "creative" section to build up your ratio again.

Once you're getting flagged and some posts are getting ghosted, you will want to change up your phone number and sometimes your website. For your phone number, you can change how it displays by typing it like: (555)555-5555, 555-555-555, 555 555-5555, 555 555 555, 555 – 555 – 5555, etc. Also, your website you will want to change up between www.domain.com, http://domain.com , www.domain.com/, and when things really get difficult you will want to create a subdomain in your cpanel, such as, cl.domain.com. Once that sub domain is created, you should be setting up a 301 redirect to your website home page, or the landing page you want to use in your ads.

If you're adding pictures to your posts, and you are getting flagged, you may want to change up the picture name on your computer before uploading and posting again. This will help differentiate your posts and avoid the ghosting algorithm.

What to do once you're ghosted?

If you use Craigslist enough, and every post you make is getting ghosted, then it is pretty much useless for you to continue on with that account. Usually when you're approaching account limits, they have you verify your phone number regularly. What you want to do once you feel your account is past the point of no return is to keep posting ads until the phone verification screen comes up again.

Once it asks you to verify and enter your phone number, that is the last time you use the account. When it asks for verification, it releases your phone number. When the screen comes up, just log out. It's time to start the process over, before you create a new account, make sure to clear your cookies and your cache.

How to use multiple accounts?

This is where it gets trickier and requires a bit more effort, but not much. First, you will want to follow my advice for getting started and treat it exactly the same as if you were only using one account. The second part is you need a source for phone numbers. Some will tell you to use PVA numbers, but I disagree, they're usually awful. You can usually call your cable provider if you have a bundled deal and say you want an add on number for $2/month, it's for incoming calls only, and they be happy to help you. Comcast, Charter and many others offer the additional phone number for $2. You can also use your parents number, wife, girlfriend, husband, boyfriend, kid, whatever, as long as you have access to it that's all that matters. Phone numbers are the biggest thing that is preventing people from scaling up on Craigslist, along with ghosting issues.

Now that you have multiple accounts going, it is important for you to clear your cookies and cache every time you log in, and log out. Then once you get to the login screen again, clear your cookies and cache and refresh the page to login.

To be safe running your multiple accounts, you will want to use one of those additional phone numbers, or a tracking number in the body of your ad. You will also want to use another subdomain as discussed above, like cl.domain.com or cl2.domain.com. Craigslist treats sub domains as a separate domain so there is no cross linking the accounts when you do this.

Responding to leads across the country that are looking for your service!

You can post ads, but you can also respond to ads posted around the country. I have to admit, I rarely do this anymore unless it's late and I can't call anyone, and really needing an additional sale or two.

The problem with doing this across the country is that, that's a lot of clicking you have to do just to find those leads. You will spend about 5 or 6 hours if you do that.

The solution: http://www.searchtempest.com/

Search Tempest goes through Craigslist for you. It's all in one place so you can easily browse without having to open a ton of tabs and waste time navigating throughout the site. Trust me; it saves hours of wasteful time.

What you want to do when you get to search tempest, click on the left hand side of the page where it says searching by US state or region, once you get to that page, you can add all the 50 states to your list.

Next you will want to choose the category, "Gigs" and then the subcategory, "Computer". This is where all your SEO, web design, PPC, etc. type prospects will be.

Now it is time to search. The default option provides results via Google, but that doesn't mean you're getting every single post, just the ones that are indexed. For beginners, this is probably good enough but if you want to be thorough, you should click the option "direct results". This will pull everything that's on Craigslist, whether it was posted 12 hours ago or 1 minute ago.

You should respond to every ad related to the service you offer, as many as you possibly can. Some people will include a phone number to call them, make sure to call. A lot of people are afraid to talk on the phone, you emailing them and then calling allows you to stand out from the tons of people that are responding.

When you respond by email, you are going to spend a lot of time if you're using 100% unique responses. What I like to do is personalize to stand out from those that are just copy and pasting responses, but also copy and paste general areas.

I start off my email, with a greeting and introducing myself, why I'm emailing (responding to the ad on craigslist) why we're the best choice out there. The middle area of the email, I mention the project, expand a little bit…this is the only area that is unique. I close the email off with a list of sites completed or past projects, a link to those sites as well as my own site, and ask for a good time to talk by phone so we can get a better understanding, price, and see if we're agood fit to work together.

Be careful with responding too quickly. Craigslist has their unique email addresses and they have filters that prevent people from spamming every poster. You don't want to respond too quickly, you need to wait a minute or so between each email you send.