

# **Craigslist Quick Start Guide**

## **for Real Estate Investors**

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# Chapter 1

## Who is Craig and What is His List?

Craigslist is a simple online classified ad network that allows anyone on the web to post classified ads for various items and services. Since it was founded in 1995 by Craig Newmark, Craigslist has grown immensely and is now one of the most visited websites in the world. According to the Alexa ranking Craigslist is the 6<sup>th</sup> most visited website in the United States. Here are a few other Craigslist facts:

- Over 50 million users in the United States alone
- Nearly 20 billion page views a month
- Over 50 million new classified ads posted a month
- Now present in over 70 Countries around the world

You might be asking yourself what does this have to do with me? Well as a Real Estate Investor and someone who is trying to sell real estate investing information to people who are trying to break into the business of real estate investing, Craigslist is easily becoming one of the most effective sites for buying, selling, or renting Real Estate and real estate information in the United States and it is still growing by leaps and bounds. By posting your properties, job postings, and real estate services on Craigslist you have a chance to gain maximum exposure for your properties and your informational products on a website that is completely FREE.

## How can I use it?

There are three ways that you as a Real Estate Investor and information seller can use Craigslist; to post properties, or to generate leads or some combination of the two. If you have a specific property that you are trying to sell you can go on Craigslist and post an ad for it to attract buyers for that specific property. If you are trying to sell new investors your

information about how to start investing in real estate, then you can use the “real estate jobs” or “real estate services” sections to post job postings. This is a super effective tool because it is very highly geographically targeted. If you are looking to sell a house in Boise, Idaho you can log in to Craigslist, go to the Boise, Idaho section and post your property so that only people in the Boise section of Craigslist can see your ad. If you’re trying to sell your information in just Boise, Idaho you would use the same approach by posting your job posting ad or real estate services ad in the Boise, Idaho section. If you want to post your ad in additional areas, you would then go to the other areas that you want to post in and recreate your job posting or real estate services post. Remember that when posting in more than one section, your job posting needs to be changed a little bit each time, to avoid them thinking that it’s spam.

The other option you have is to use Craigslist for Lead Generation; using ads to generate traffic to a website where you collect potential buyer’s information. This is an extremely useful way to generate a list of buyers and sellers that you can then market to in the future about all of the properties you have and not just one particular property. If you’re simply trying to generate leads for your real estate investing information, then you can use it in this same way by posting job postings or real estate services postings and sending traffic to a site that collects more information about your leads. You can then market to these leads anytime you have new informational products that come out.

The final option is to do both! You can post an ad for a specific property or informational product and then have a link leading back to your website to collect their information so that you are generating leads as well. This is an effective way of using Craigslist, although by doing each of these separate you can be a lot more effective using Craigslist because your headlines and ads can be tailored to your specific goal. Now that you know why you need to be on Craigslist, it’s time to create a Craigslist account.

# Chapter2

## Creating a Craigslist Account

To create a Craigslist account you need one thing, an email address. If you plan on creating multiple accounts (which you might need later on) or if you wish to protect your email address you can create a free email address with one of the many email service providers out there that allow you to create free email accounts. Here are some of the more popular ones.

- [www.gmail.com](http://www.gmail.com)
- [www.yahoo.com](http://www.yahoo.com)
- [www.hotmail.com](http://www.hotmail.com)

You can usually create about 2-4 email addresses per email provider without having to verify the account with a phone number. Once you have created a few keep the list handy in a spreadsheet or word document so you always have them at hand.

**(Tip: To create more email addresses without using a phone number to verify the account, switch locations to change your IP address. Try creating some at home, work, the library, or coffee shops with free Internet access.)**

Now that you have your email address ready to go let's take you through the process of setting up a Craigslist account.

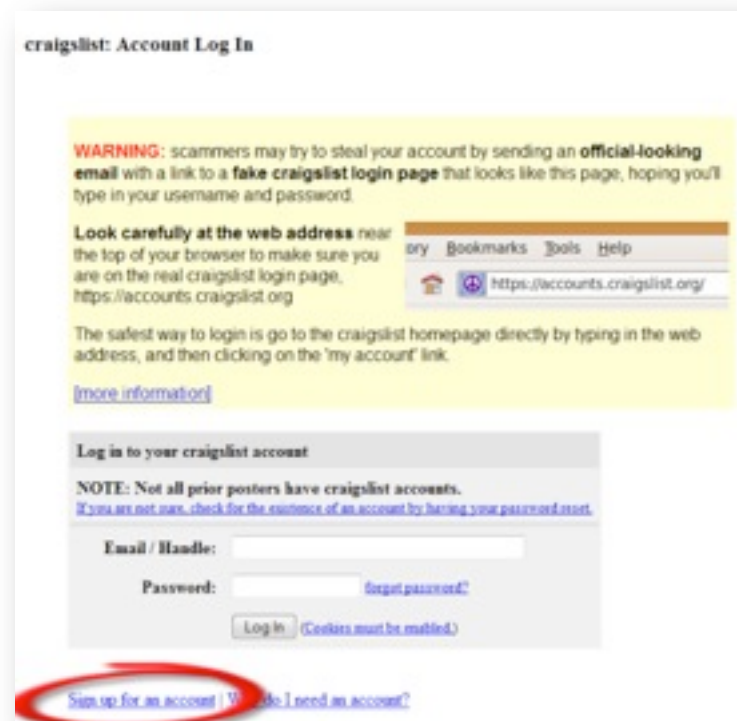
1. Go to [www.craigslist.org](http://www.craigslist.org)



2. Click on the 'Login' button on the left hand side of the screen



3. Click on the 'Sign up for an account' button towards the bottom of the Login screen



4. Enter in your email address and the verification word, then click 'create account'

**craigslist: account signup**

Please enter your email address and the verification words shown below: [What's this?](#)

email address:

verification word:

**beadquarters smiles**

**anCAPTCHA™**

STOP SPAM.  
READ SIGNAL.

- The verification screen will appear and ask you to check your email box for a confirmation email

**Thanks for signing up for a craigslist account.**

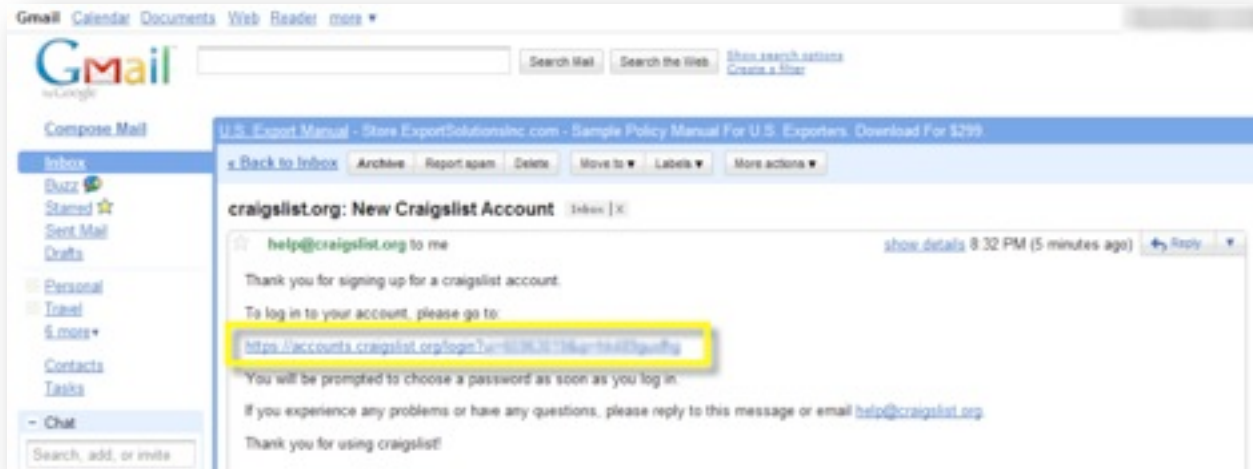
A link to activate your account has just been emailed to [beadquarters@gmail.com](#)

If you experience any problems or have any questions, please contact [help@craigslist.org](mailto:help@craigslist.org).

- Log in to your email provider and find the email from Craigslist, then open it



7. Click on the link provided in the email to login to your Craigslist account



8. The link will take you to a page where you can create a password, once complete click the 'Submit Password and Log In' button

Please enter a new password of your own choosing. Your new password must be 6 characters or more.

Password:

Re-type Password:

Questions? Please email [help@craigslist.org](mailto:help@craigslist.org)

9. Craigslist will ask you to Accept or Decline their 'terms of

**craigslist terms of use**

terms of use (version 1.24):

1. ACKNOWLEDGEMENT OF TERMS

Craigslist provides a collection of online resources, including classified ads, forums, and various email services, (hereinafter referred to as "the Service") subject to the following Terms of Use ("TOU"). By using the Service or any part, you are agreeing to comply with the TOU. In addition, when using particular Craigslist services, you agree to abide by any applicable posted guidelines for all Craigslist services, which may change from time to time. Should you object to any term or condition of the TOU, any guidelines, or any subsequent modifications thereto or become dissatisfied with Craigslist in any way, your only recourse is to immediately discontinue use of Craigslist. Craigslist has the right, but is not obligated, to actively enforce the TOU through self-help, community moderation, active investigation, litigation and prosecution.

2. MODIFICATION TO THIS AGREEMENT

We reserve the right, at our sole discretion, to change, modify or otherwise alter these terms and conditions at any time. Such modifications shall become effective immediately upon the posting thereof. You must review this agreement on a regular basis to keep yourself apprised of any changes. You can find the most recent version of the TOU at:

<http://www.craigslist.org/about/terms-of-use.html>

3. CONTENT

You understand that all postings, messages, text, files, images, photos, video, sounds, or other materials ("Content") posted on, transmitted through, or linked from the Service, are the sole responsibility of the person from whom such Content originated. More specifically, you are entirely responsible for each individual item ("Item") of Content that you post, email or otherwise make available via the Service. You understand that Craigslist does not control, and is not responsible for Content made available through the Service, and that by using the Service, you may be exposed to Content that is offensive, obscene, harassing, misleading, or otherwise objectionable. Furthermore, the Craigslist site and Content available through the Service may contain links to other websites, which are completely independent of Craigslist. Craigslist makes no representation or warranty as to the accuracy, completeness or authenticity of the information contained in any such site. Your clicking to any other website is at your own risk. You agree that you must exercise, and bear all risks associated with, the use of any Content, that you may not rely on said Content, and that under no circumstances will Craigslist be liable in any way for any Content or for any loss or damage of any kind incurred as a result of the use of any Content posted, emailed or otherwise made available via the Service. You acknowledge that Craigslist does not act-on-behalf or approve Content, but that Craigslist shall have the right (but not the obligation) to take such action as it

By clicking "I ACCEPT" below you indicate that you agree to the terms of use displayed above.

10. Now you are in your Craigslist account where you can see any posts you have made and their status





Now that you have set up a Craigslist account or multiple accounts, keep the login information in a spreadsheet or word document so that you always have them handy.

**Important Note:** Craigslist will usually only let you create a certain amount of accounts (Usually 2 – 3) per IP Address before asking for unique phone numbers to verify the accounts. These Phone Verified Accounts (PVA's) are more secure and less likely to be Spammer accounts in Craigslist's eyes but are harder to generate because you need a unique phone number to set each account up.

To create additional accounts without phone verification you may have to change your IP address. Try creating some at home, work, the library, coffee shops with Internet access, or anywhere that might have free Internet access. This may seem like a lot of work but you only have to take time to set these up once, then when you need to post you will always have a list of accounts to use.

You can also go online and find services that will provide Craigslist accounts for you. These companies will generate the accounts and you pay them a fee for the list of accounts. Usually companies that provide PVA's are more expensive. No matter how you get your Craigslist accounts, whether it is manually, or by a service always keep your list nearby.

## **Chapter 3**

### **Creating Craigslist Ads**

#### **Posting Properties For Sale**

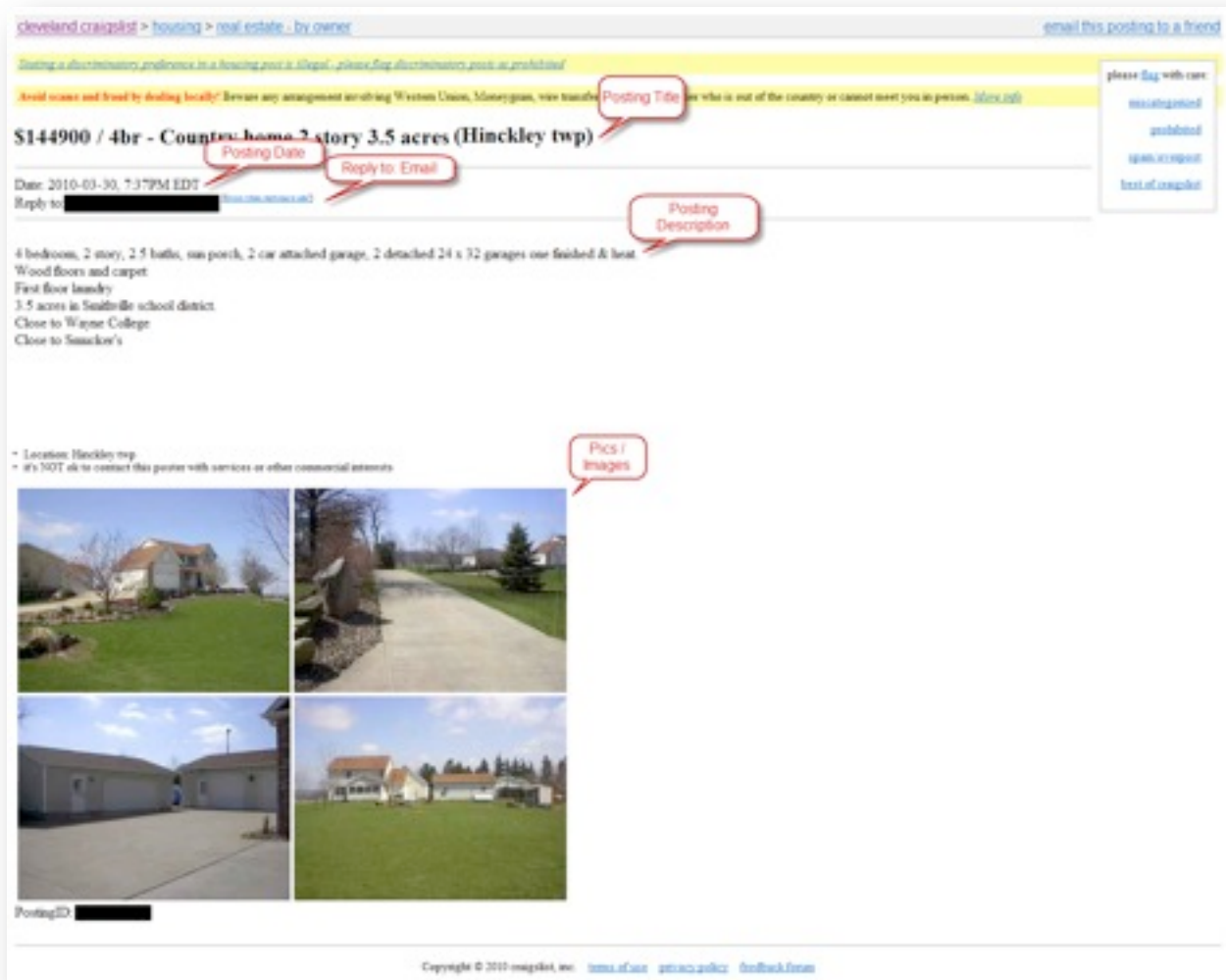
Once you have a Craigslist account set up it is helpful to write out your ads ahead of time before you actually sit down to post them in Craigslist. Keep track of them in a word document or notepad. There are 8 parts to posting in the Real

Estate for Sale section of Craigslist, but only 3 of those sections are required to post your ad. Before we get into ad creation it would be helpful for you to know what the ad will look like in its completed form.

When posted, the headline of your ad is ultimately the part that gets the click. It will look something like the following in the Real Estate for Sale section of Craigslist.



Only the Price, Number of Bedrooms, the Posting Title, and Specific Location of the ad are shown. The other two parts of the headline that you see are the tags that let the reader know if there is a pic or img inside the ad and the tag that lets the reader know what type of seller has posted the property, in this case a broker or an owner. Once you have clicked the ad's title it will open up the ad and will look something like the following.



Inside the ad you can see the Posting Title, Posting Date, Reply To email address, posting description, and the pictures or images placed in the ad. This is a fairly standard ad format that you might use to post a property on Craigslist.

Now that you know how an ad will look on Craigslist, let's take a look at how the ad looks when it is created. Below is the standard 'Create Posting' editor for the Real Estate for Sale section of Craigslist. There are 8 sections that you can edit in a standard post, only three of those being required by Craigslist.

[cleveland.craigslist](#) > [real estate](#) > [by broker](#) > create posting [ logged in as [thepostingaccount@gmail.com](#) ] [ [logout](#) ]

Your posting will expire from the site in 30 days.

Stating a discriminatory preference in a housing post is illegal, is prohibited on craigslist, and can be expensive:

- you can be fined more than \$10,000 for each discriminatory ad, plus damages in court, plus loss of license if you are a professional
- avoid phrases which could be interpreted as discriminating by race/color/origin (e.g. 'hispanic area'), religion (e.g. 'christian home'), age / familial status (e.g. 'no kids'), disability, or sexual orientation
- the words you choose can cost you - [get the facts and avoid being prosecuted under fair housing law](#)

---

[cleveland.craigslist](#) > [housing](#) > [real estate](#) > [by broker](#)

Price: \$  # BR:  Posting Title:  Specific Location:

Reply to: [thepostingaccount@gmail.com](#)  
☐ show ☐ hide ☒ anonymous (will show as: [bmi:xxxxxxx@craigslist.org](#))

Posting Description:

Street: (number not necessary):  Nearest Cross Street:  City:  State:

1. **Price – The price is NOT required.** This field is not always necessary when posting on Craigslist. As you may have noticed above, the price is the first thing placed in the posting title.
  
2. **Number of Bedrooms – The number of bedrooms is NOT required.** The number of bedrooms is exactly as it sounds, the number of bedrooms. This is another field in Craigslist that is not required but does show up second in the posting title.
  
3. **Posting Title – The Posting Title is REQUIRED.** The posting title is the most important part of a Real Estate ad in Craigslist. This is the headline that gets your prospects attention and ultimately gets them to click on your ad.

4. **Specific Location – The Specific Location is NOT required.** This allows you to put in a location that will be located next to your ad's headline. This is useful when you are targeting specific areas and is something that should be included in all of your ad's regardless.
5. **Reply to Email Address – The Reply To email address is REQUIRED.** The reply to email address is where you enter an email address that the person who is viewing your ad can reply to get more information. You have three options for your email address:
- a. **Show:** this setting will display your email address in the ad on Craigslist.
  - b. **Hide:** this setting will hide your email address in the ad on Craigslist.
  - c. **Anonymize:** this setting will allow Craigslist to create an anonymous generic email address for your ad that will be displayed inside the ad. If someone clicks this email address it will generate an email to the email address you enter in the Reply To field without the person being able to view your email address. When posting this is the best setting for your Reply To email address because it protects your privacy and allows you to use unique email addresses that people will not be able to see.
6. **Posting Description – The Posting Description is REQUIRED.** The posting description is where you place information about your property and is ultimately where your Call to Action is located.
7. **Add / Edit Images – Images are NOT required.** Images are not required but are recommended when doing standard property postings on Craigslist. Most people will skim over ad's that do not have pictures in them.

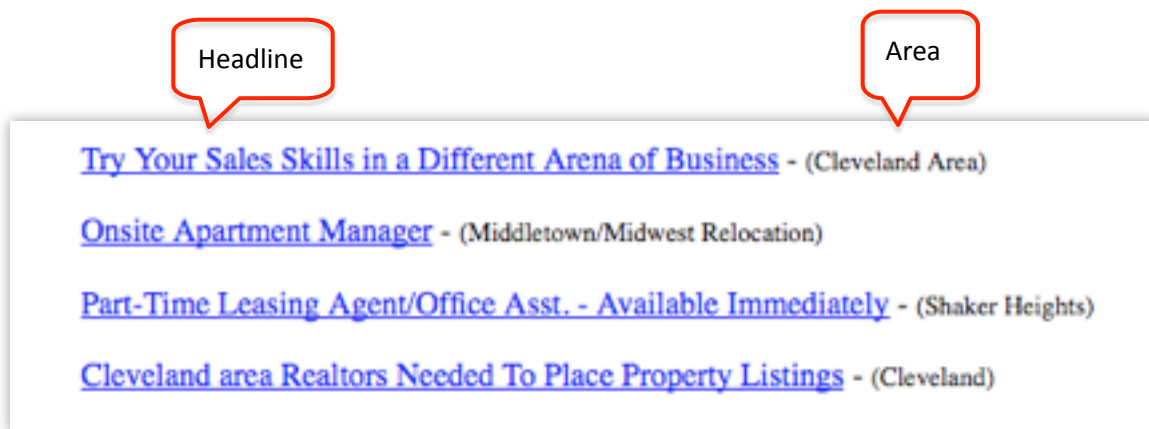
8. **Property Address – The Property Address is NOT required.** The property address is not required field but if you have a property with a great location it is well worth it to post the address in the ad.

Before posting your ad's sit down to create a word document with the fields you want to include in your ad's. This will save you a ton of time when you are posting ad's. The other great thing about doing it this way is you can take the document with all the information you want posted in it and give it to a temp, intern, or virtual assistant to post.

### Placing Job Postings

Placing job postings in Craigslist is a similar process to posting properties for sale. When posting in the real estate jobs section, you can post in free markets or in paid markets. If you post in paid markets, you will pay between \$25 and \$75 per posting, depending on the market. If you want to post in a free market, be sure to follow Craigslist's rules and regulations very closely for the best results.

When your ad is posted, again it's the headline that will get people's attention and get them the click on your ad. Your posting will look similar to the following ads posted in the real estate jobs section of Craigslist.



The only things that show up in these types of postings are the headline of your ad and the area. If there is an image in the ad, there will also be an indicator next to the ad that says “img.” Once you have clicked on the ad’s title, it will open up and give the details of the ad.

When you open up the ad you will see the ad’s headline, the posting date, the reply to email address and the ad itself. This is a fairly standard job posting on Craigslist, but know that you can add images to your ad if it will enhance it.

Now that you know what your job posting ad will look like on Craigslist, let’s take a look at how it will look when it’s being created.

First you want to go to the area where you will be posting your ad and click on “real estate” under the “jobs” section or the real estate services under the services offered section. Next click on “post” in the upper right hand corner and on the next page you will have to click a button agreeing to abide by Craigslist’s job posting guidelines. Next you will choose the category that you want to post in (for this you would choose real estate jobs). This is where you’ll start creating your ad. Posting an ad in the real estate services section is very similar to posting in the jobs section.





- c. **Anonymize:** this setting will allow Craigslist to create an anonymous generic email address for your ad that will be displayed inside the ad. If someone clicks this email address it will generate an email to the email address you enter in the Reply To field without the person being able to view your email address. When posting this is the best setting for your Reply To email address because it protects your privacy and allows you to use unique email addresses that people will not be able to see.

**4. Posting Description – The Posting Description is REQUIRED.** The Posting Description is where you place all of the information about your job posting and is where your Call to Action is located.

**5. Compensation – The Compensation field is REQUIRED.** This is where you can put in something to describe the compensation.

**6. Check Boxes – the Check Boxes section is NOT required.** This is where you can check off any boxes that pertain to your posting.

Before posting your ads, it's good to type them out in a Word document so that you know what information you're going to post. This will save you time and will also give you the opportunity to use interns, assistants, temps, or virtual assistants to do the posting for you.

## Chapter 4

### Ad Creation Best Practices

#### Property Listing Best Practices

Now that you know the ad structure you can begin to write the ads themselves. An effective ad makes the difference between you getting a lead and the person navigating away. Below are some tips and tricks to help your ads to stand out and ultimately create leads and score some deals.

**Create a sense of Urgency!** When writing headlines and descriptions on Craigslist try to create a sense of urgency in the headline and body of the ad. You can do this by adding in a time line of some sort to inform the reader that the deal or offer may be ending soon. Here are some great examples of creating urgency:

- **Home Needs To Be Sold Before Month End!!**
- **I Must Sell My Home In The Next 3 Weeks**

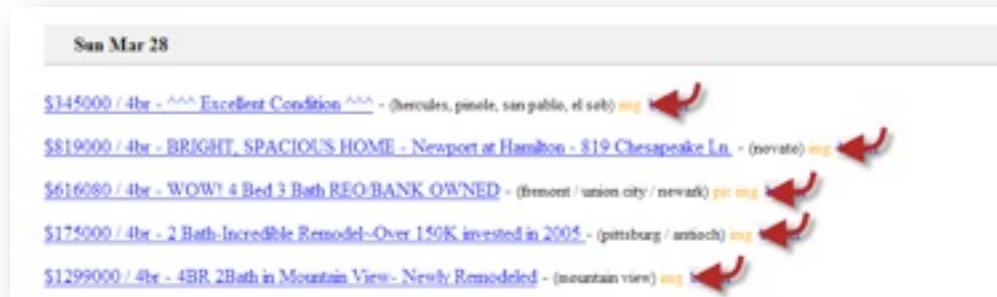
- **Bargain Priced Home Needs A New Owner Quick!**
- **I Need To Sell My Home Immediately - Foreclosure Looming**

**Throw in a Bargain!** Throwing in bargains or price reductions in the headline and body will always help to catch the reader's eye. Everyone is out for a deal... Here are some examples of some great headlines using this technique:

- **HOLIDAY DISCOUNT! Up To 35% Off The Value Of My Home.**
- **Up To 40% Off The Value Of My Home**
- **Price Reduced, I Must Sell My Home In The Next 3 Weeks**
- **Bargain Priced Home Needs A New Owner Quick!**

If you do use this technique in the headline make sure you reference the discount in the body copy as well by going into more detail about the discount or by letting the reader know how they go about getting the discount if you say that it is exclusive.

**Make it a Visual Spectacle!** Ads with photos in them are infinitely more effective than ad's that do not. Most perspective buyers or renters on Craigslist will pass right over an ad if it does not include photos. So always include a picture in your ad if possible. If photos and images are attached properly in the ad it will show to the right of the headline alerting the reader that the ad has images included.



Believe it or not there is a difference between a photo and an image. In Craigslist when you are creating an ad if you attach an image using the fields given then it will post it as a picture and will show as a 'pic' to the side of the Posting Title. You also have the option of adding images into the Posting Description using html which allows you to adjust the size of the image and ultimately add any type of image that you like. It will show these images as 'img' to the side of the Posting Title.

**VIDEO, VIDEO, VIDEO!** Video is the way of the future on the internet. It captures people's attention and adds a unique visual element to the user's experience. If you have a video on your landing page that you are linking too in a Craigslist ad, add the word **VIDEO** to the headline and reference it in the body copy. Here's an example:

- **VIDEO - Home Needs To Be Sold Before Month End!!**

If you do mention a VIDEO in the headline be sure to follow up in the Posting Description within the ad itself letting the person know where they can view the video. You can do this by mentioning something like the following,

- To be added to our VIP Buyers list and for an informational VIDEO please visit <http://www.mysite.com>.
- To see a video tour of this property and to gain access to our exclusive hot list of buyers please visit <http://www.mysite.com>.

**Bribe 'em!** Offer the reader an ethical bribe. An ethical bribe is when you offer someone something of value for free in return for a certain action, like emailing you, opting in to your website, or calling you. There are a ton of great rewards you can offer them including some of the following:

- ..... **38 BANK OWNED CONDOS ..... FREE LIST w/PICS**
- **MINT! 1MO FREE\* Up-2bedrms + DEN, ALL APPL, laundry, gar, ON BUS Line**
- **Free Cleveland OH Buyers Report**

You can use this same technique in your Posting Description as well by offering the reader access to your exclusive list of properties or cash buyers. Free reports work well with this technique, whether it is a report on how to find bargain priced homes or how to find cash buyers quickly. Remember the reader of this ad is in research mode so any information you can offer beyond what your property looks like is a bonus that is well received.

**Make them feel Special!** In your Posting Description make the reader feel special by letting them know they are gaining access to something that not everyone does. Use words in your ad that make the reader feel like they are truly getting something that very few others are getting. Create a feeling of Exclusivity! Here are some great examples:

- **Gain access to our exclusive cash buyers list and get a cash offer on your home right away. Click here.**
- **Visit our website to sign up for our VIP buyer's list and we will notify you whenever a new property becomes available.**
- **To be included in my exclusive Year's End buyers list, please visit <http://www.onesale.me>.**

**Information Overload!** Offer the reader sufficient information on your property but don't load your ad down with every single detail about your property. Just give the reader enough to get a taste of it and leave them wanting more. Then you

can always add in a hyperlink that takes the reader to your Core Website where they can get more information and see any other properties you might have available.

If you have a lot of information to convey in your ad, use bullet points or you will lose the attention of the reader. Bullet points help to break up the text and are easier on the eye which will ultimately help keep your prospects attention.

**Keywords get Results!** Add in a list of keywords at the very bottom of your ad to help Craigslist find it when someone searches for those specific words. This is like SEO for Craigslist. It will aid in getting your ad to show up in the results. Try adding in keywords relating to commonly searched features like fireplace, pool, or popular attractions or locations that are nearby. You can also use popular neighborhood or city names that are nearby.

**Spelling / Grammar check Please?** This may sound like common knowledge but you would be surprised by how many ad's are posted on Craigslist for Real Estate that have spelling and grammar errors present in their text. This can ruin your credibility and really hurt your image on Craigslist. So always be proof reading your ad's and try not to write in all caps as these things can put a sour taste in the mouth of the reader.

**Call to Action!** This is one of the simplest things to do in Marketing yet it gets overlooked frequently even by seasoned marketing professionals. Every ad that you post on Craigslist should have some sort of Call to Action included in the ad. This could be something as simple as give us a ring, or fill out this short form to get more information on the properties we have available. Here are some great calls to action phrases.

- For more information and to be added to our exclusive VIP buyers list please visit our website

[www.mysite.com](http://www.mysite.com)

- To be added to our Year's end buyers list send us an email with your name and number and we will send you our hot properties list to you right away.

### **Job Postings and Real Estate Services Best Practices**

Now that you know the ad structure you can begin to write the ads themselves. An effective ad makes the difference between you getting a lead and the person navigating away. Below are some tips and tricks to help your ads to stand out and ultimately create leads and sell your product.

**Create a sense of Urgency!** When writing headlines and descriptions on Craigslist try to create a sense of urgency in the headline and body of the ad. You can do this by adding in a time line of some sort to inform the reader that you are only looking for someone in the next 3 weeks or that you will only be accepting 5 people. You want to make it seem like your offer will only be available for a limited time or only to a limited amount of people.

**Throw in a Bargain!** Throwing in bargains or extras in the headline and body will always help to catch the reader's eye. Everyone is out for a deal or to get something for nothing.

If you do use this technique in the headline make sure you reference the bargain or extra in the body copy as well by going into more detail about it or by letting the reader know how they go about getting the extras that you're throwing in if you say that it is exclusive.

**Make it a Visual Spectacle!** Ads that have images in them are infinitely more effective than ads that do not. Most perspective buyers or leads on Craigslist will pass right over an ad if it does not include an image. In job posting ads, you



are able to add images only, not pictures. If images are added properly in the ad it will show to the right of the headline alerting the reader that the ad has images included.

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- **To be added to our VIP Buyers list and for an informational VIDEO please visit <http://www.mysite.com>.**

**Bribe 'em!** Offer the reader an ethical bribe. An ethical bribe is when you offer someone something of value for free in return for a certain action, like emailing you, opting in to your website, or calling you. There are a ton of great rewards you can offer them.

You can use this same technique in your Posting Description as well by offering the reader access to something like a free report. Free reports work well with this technique, whether it is a report on how to get started in real estate investing or

how to avoid making the most common mistakes in real estate investing. Remember the reader of this ad is in research mode so any information you can offer beyond what your property looks like is a bonus that is well received.

**Make them feel Special!** In your Posting Description make the reader feel special by letting them know they are potentially being given an opportunity that not everyone gets. Use words in your ad that make the reader feel like they are truly getting something that very few others are getting. Create a feeling of Exclusivity!

**Information Overload!** Offer the reader sufficient information on what you're offering but don't load your ad down with every single detail about it. Just give the reader enough to get a taste of it and leave them wanting more. Then you can always add in a hyperlink that takes the reader to your Core Website or squeeze page where they can get more information on what you have to offer.

If you have a lot of information to convey in your ad, use bullet points or you will lose the attention of the reader. Bullet points help to break up the text and are easier on the eye, which will ultimately help keep your prospect's attention.

**Keywords get Results!** Add in a list of keywords at the very bottom of your ad to help Craigslist find it when someone searches for those specific words. This is like SEO for Craigslist. It will aid in getting your ad to show up in the results.

**Spelling / Grammar check Please?** This may sound like common knowledge but you would be surprised at how many ads are posted on Craigslist for Real Estate that have spelling and grammar errors present in their text. This can ruin your credibility and really hurt your image on Craigslist. So always be proof reading your ads and try not to write in all caps as these things can put a sour taste in the mouth of the reader.

**Call to Action!** This is one of the simplest things to do in Marketing yet it gets overlooked frequently even by seasoned marketing professionals. Every ad that you post on Craigslist should have some sort of Call to Action included in the ad. This could be something as simple as give us a ring, or fill out this short form to get more information on the opportunities that we have available.

## Chapter 5

### Posting your Ads

Now that you have all taken the time to create your accounts and ad's all you have to do is post your ad on Craigslist.

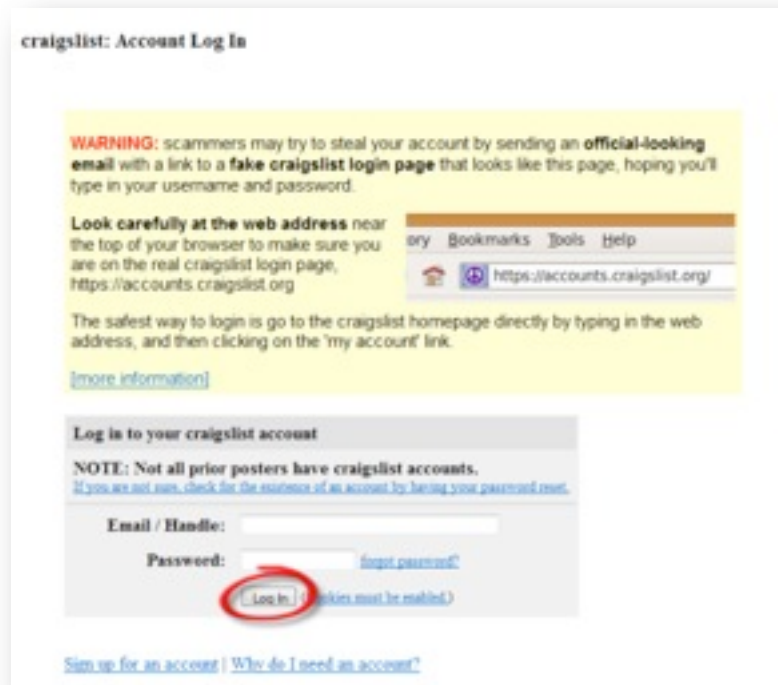
This is one of the easiest parts of the process and it all starts by going to [www.Craigslist.com](http://www.Craigslist.com).

Posting Property Listing Ads

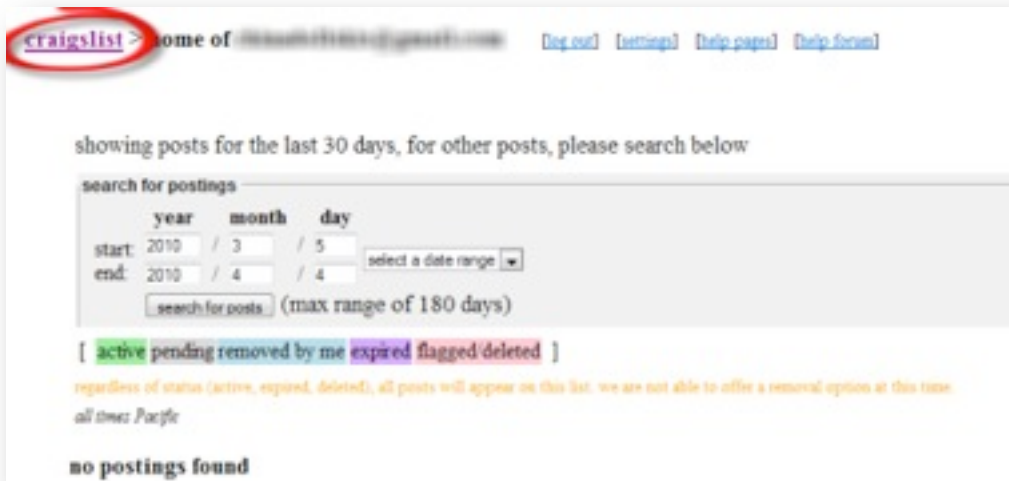
1. On Craigslist click on the 'login' button on the left hand side of the screen



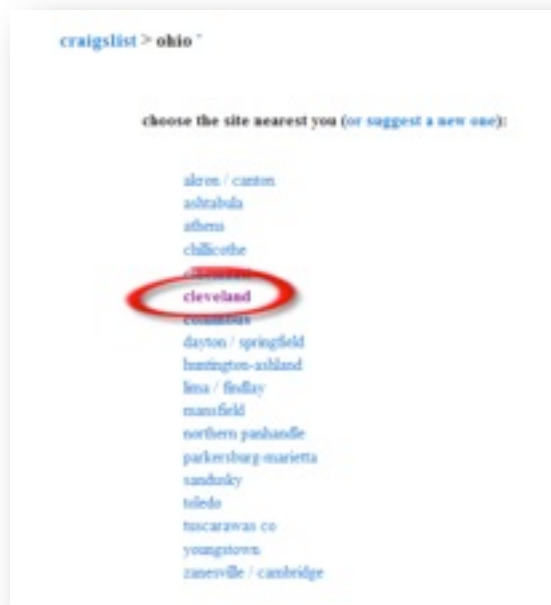
2. Now pick an account that you created earlier and enter the email address and password of the account.



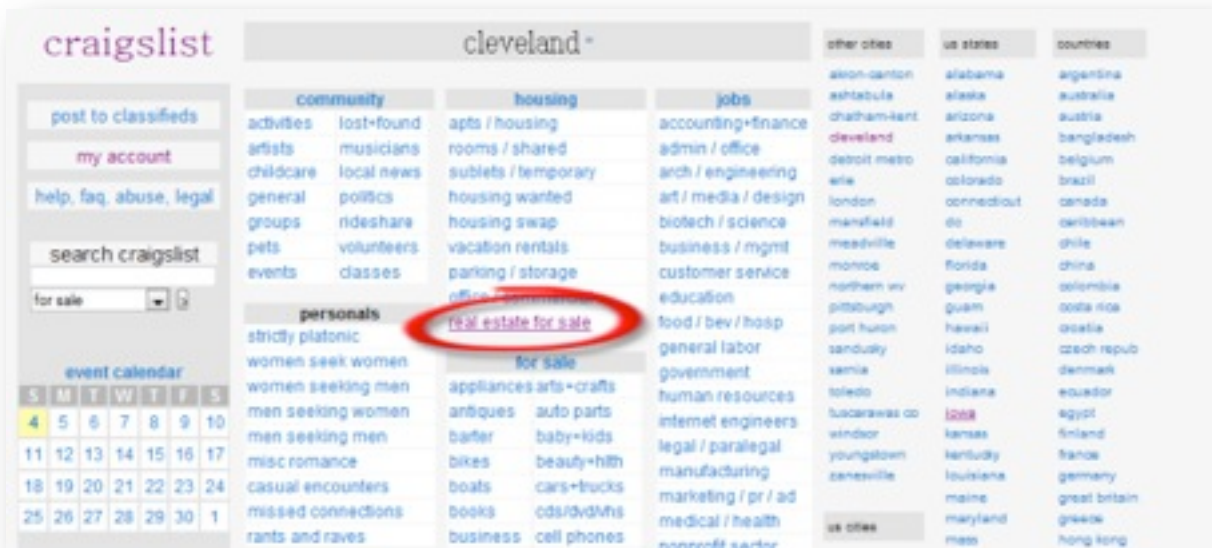
3. In the upper left hand corner of the screen click the Craigslist logo and it will take you to the home page.



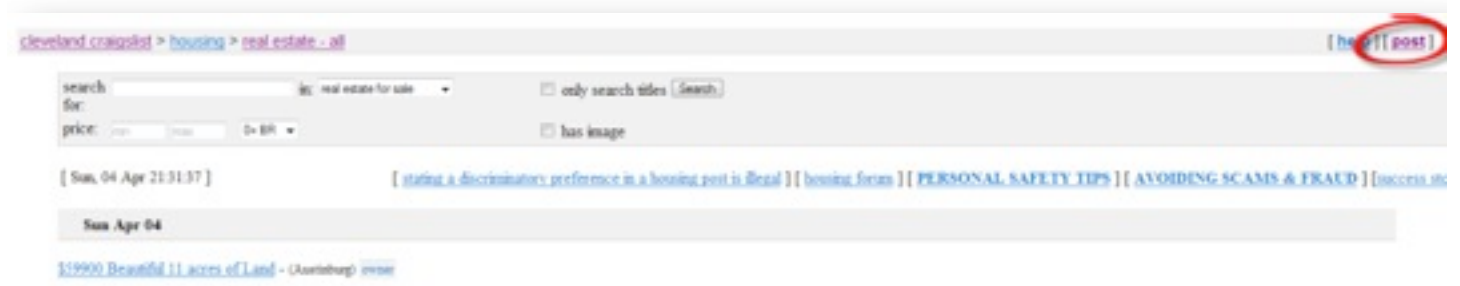
4. Select the city or state that you are wishing to post in.



5. Click on the Real Estate for Sale section of Craigslist.



6. Click the Post button in the upper right hand corner of the site.



7. If you are posting a property select 'I am offering housing,' or if you are posting looking for sellers select 'I need housing.' For this example we are choosing 'I am offering housing.'

Stating a discriminatory preference in a housing post is illegal, is prohibited on craigslist, and can be expensive:

- you can be fined more than \$10,000 for each discriminatory ad, plus damages in court, plus loss of license if you are a professional
- avoid phrases which could be interpreted as discriminating by race/color/origin (e.g. 'hispanic area'), religion (e.g. 'christian home'), age / familial status (e.g. 'no kids'), disability, or sexual orientation
- the words you choose can cost you - [get the facts and avoid being prosecuted under fair housing law](#)

Are you offering space housing, or do you need space housing?

• [I am offering housing](#)

• [I need housing](#)

8. Select the type of property you have for sale. If you are a Real Estate Investor select 'Real Estate by Broker.'

cleveland.craigslist > housing > create posting

Your posting will expire from the site in 30 days.

Stating a discriminatory preference in a housing post is illegal, is prohibited on craigslist, and can be expensive:

- you can be fined more than \$10,000 for each discriminatory ad, plus damages in court, plus loss of license if you are a professional
- avoid phrases which could be interpreted as discriminating by race/color/origin (e.g. 'hispanic area'), religion (e.g. 'christian home'), age / familial status (e.g. 'no kids'), disability, or sexual orientation
- the words you choose can cost you - [get the facts and avoid being prosecuted under fair housing law](#)

Please choose a category:

- rooms and shares
- apto housing for rent (no shares, roommates, or sublets please!)
- housing rr.no
- office & commercial
- parking & storage
- **real estate - by broker**
- real estate - by owner
- sublets & temporary
- vacation rentals

9. Now type or copy and paste your ad into the allotted fields and click 'Continue.'

cleveland.craigslist > real estate - by broker > create posting

Your posting will expire from the site in 30 days.

Stating a discriminatory preference in a housing post is illegal, is prohibited on craigslist, and can be expensive:

- you can be fined more than \$10,000 for each discriminatory ad, plus damages in court, plus loss of license if you are a professional
- avoid phrases which could be interpreted as discriminating by race/color/origin (e.g. 'hispanic area'), religion (e.g. 'christian home'), age / familial status (e.g. 'no kids'), disability, or sexual orientation
- the words you choose can cost you - [get the facts and avoid being prosecuted under fair housing law](#)

Cleveland.craigslist > housing > real estate - by broker

Price: \$1,000 # BR: 1234 Posting Title: •REDUCED•Lakeview condo w hwd flr Specific Location: Cleveland

Reply to: chensadollars@gmail.com

show hide among more (will show as: [how xxxxxxxx@craigslist.org](#))

Posting Description:

Great deal! The perfect solution for today's hectic and demanding life styles. This 1 bed/ 2 bath well maintained condo is in an ideal location near public transportation. -Near Shaker square, Great Lake

- The unit is 1000 square feet. Large enough to be comfortable, yet cozy enough to offer burden free living.
- Walk to closet in bedrooms
- Very easy access to University Circle, Shaker Square and downtown Cleveland.
- Laundry in the basement. Attached heated garage parking for one car. Additional parking available outside.
- Just 5 min for central A/C and central heating. Building elevator is right outside unit! Plenty of storage space in the basement.
- Close to HWY 208/209 and downtown Forest

Images making too long to upload? Try reducing their size with image editing software.

0 - thumbnail.jpg 0 - thumbnail.jpg

ADD C:\Users\WP\OneDrive\B... Browse... ADD C:\Users\WP\OneDrive\B... Browse...



10. Craigslist will now show you a preview of the ad. If it is correct then click 'Continue'

cleveland craigslist > real estate - by broker > create posting

Your posting will expire from the site in 30 days.

logged in as [clevelandcraigslist](#) | [logout]

Stating a discriminatory preference in a housing post is illegal, is prohibited on craigslist, and can be expensive:

- you can be fined more than \$10,000 for each discriminatory ad, plus damages in court, plus loss of license if you are a professional
- avoid phrases which could be interpreted as discriminating by race/color/origin (e.g. 'hispanic area'), religion (e.g. 'christian home'), age / familial status (e.g. 'no kids'), disability, or sexual orientation
- the words you choose can cost you - [get the facts and avoid being prosecuted under fair housing law](#)

The following ad will be posted to **cleveland** craigslist for [clevelandcraigslist@gmail.com](#)

cleveland craigslist > housing > real estate - by broker

**\$149000 / 3br - \*REDUCED\*Lakeview condo w hdwd fls mod kit Pools Beach Fitness! (Cleveland)**

Date: 2010-04-04, 9:46PM EDT

Reply to: your anonymous craigslist address will appear here [View this notice as well](#)



Great deal! The perfect solution for today's hectic and demanding life styles. This 3 bed/1 bath well maintained condo is in an ideal location near public transportation. -Near Shaker square, Great lake views with restaurants and shopping nearby. Plus close to city recreation facilities.


- The unit is 1,200 square feet. Large enough to be comfortable, yet cozy enough to offer burden free living
- Walk in closet in bedroom
- Very easy access to University Circle, Shaker Square and downtown Cleveland.
- Laundry in the basement. Attached heated garage parking for one car. Additional parking available outside.
- Unit also has central A/C and central heating. Building elevator is right outside unit! Plenty of storage space in the basement!
- Plus LOW CONDO FEES and property taxes!

Please visit <http://www.movite.com> for more information to and to be added to our exclusive VIP buyers list.

123 Main St ([google map](#)) ([yahoo map](#))

- Location: Cleveland
- it's NOT ok to contact this poster with services or other commercial interests





Continue Edit

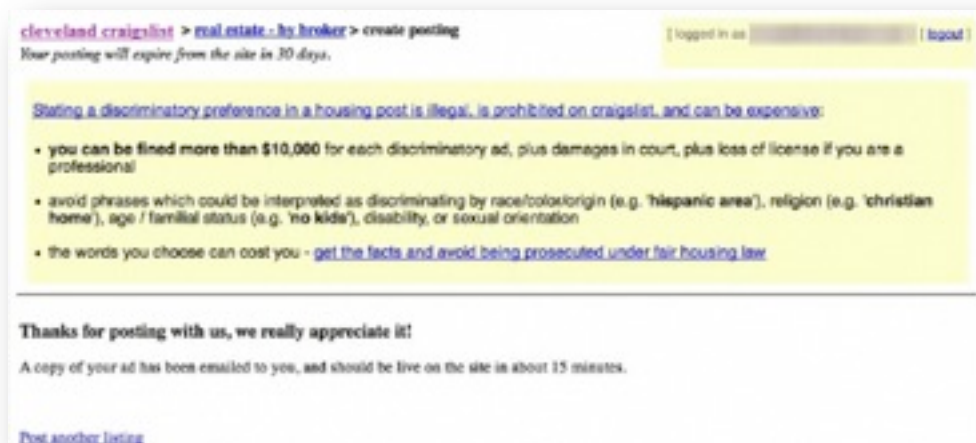
Please remember that we don't edit or proofread your posting and that the responsibility for the content is yours.

33 | Page

7. Craigslist will now ask you to enter text in to verify that you are not a spammer



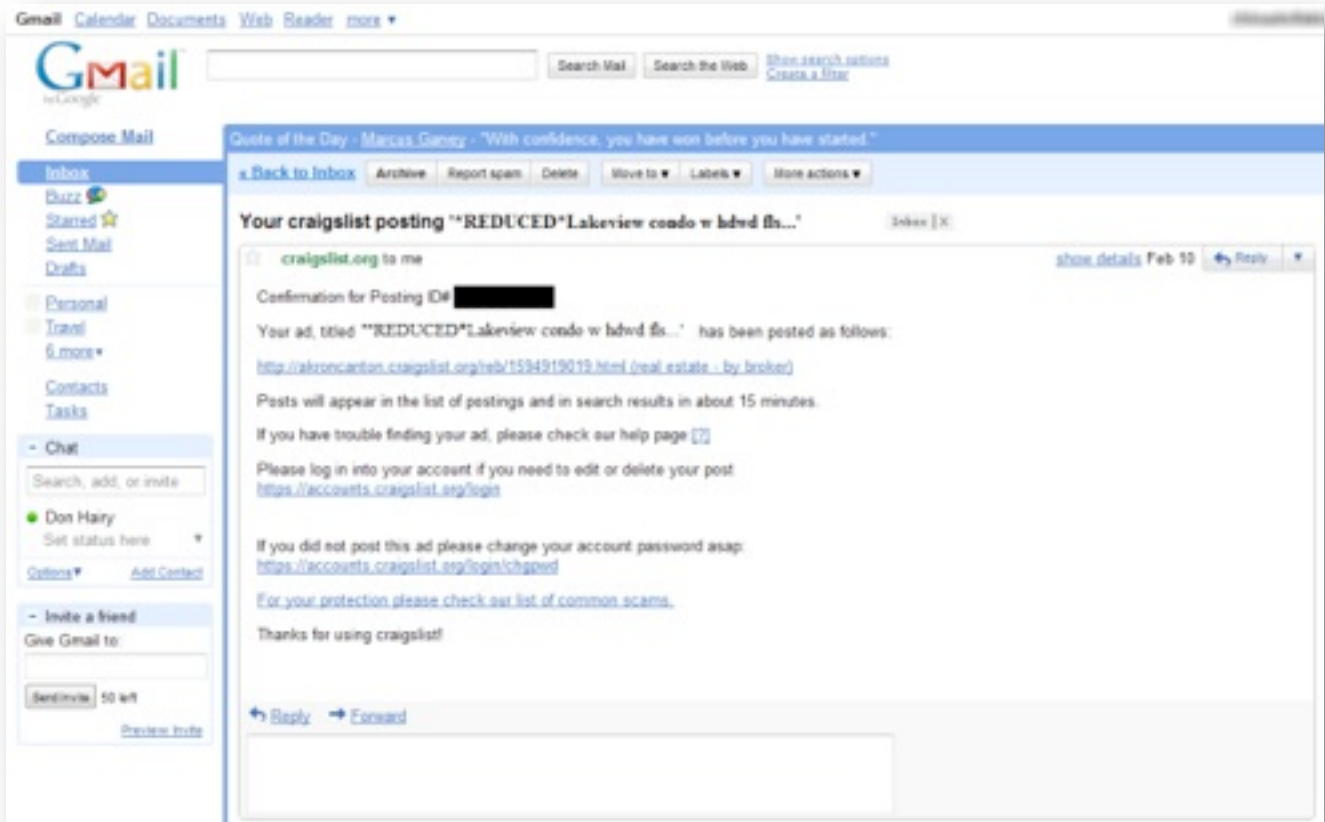
8. The next screen you will see is a confirmation screen verifying that your post is complete



9. Now that your post is complete check your email inbox for a confirmation email from Craigslist



10. Inside the email you will see a confirmation of your post along with a link that will take you to the posting



## Placing Job Postings and Real Estate Services Ads

When you place a Job Posting, it's very similar to placing an ad for real estate. To get started, follow steps 1-4 above then...

5. Click on Real Estate under the Jobs section of Craigslist.
6. Click the Post button in the upper right hand corner of the page.
7. On the next page you have to click the button stating that you will abide by Craigslist's guidelines.

8. Next you need to choose the type of job posting that you're creating, so you will choose real estate jobs.
9. Next copy and paste the correct information into your ad and click 'Continue.'
10. Craigslist will now show you a preview of your ad. If the information is correct, you can click 'Continue.' If your ad needs to be edited, you can edit it on this screen, then click 'Continue.'

To complete your posting you can follow steps 11-14 above as they are the same steps to complete your posting no matter what section you're posting in.

You have now successfully posted an ad on Craigslist. Now that you understand how to post on Craigslist there are a few techniques you can employ to make your posts more successful.

## **Chapter 6**

### **Posting Best Practices**

Once you have posted your ad it will be placed in the Real Estate for Sale section of Craigslist or Real Estate Jobs or Real Estate Services, depending on which section you selected. After it has been posted it will be shuffled down through the postings as new postings are added. The more popular the area, the less time your ad will show up at the top of the postings. Here are three tips that will help you to maximize each post on Craigslist.

1. **After hours posting!** Believe it or not there is a best time of the day for posting Real Estate ads on Craigslist. In general try to post your ads before 9 am in the morning and after 6 pm at night on the weekdays and before 11 am on Saturdays. The reason for this is most people start searching online for houses before or after work during the week. On the weekends you want to be sure to post your ads before 11 am because most house hunters research in the morning before heading out to look at houses in the afternoon.
2. **Post in the right place.** This may seem like common sense but if you post in the Real Estate section, make sure that it is about Real Estate. If you do post an ad in a section that your ad is not relevant to, one of two things will happen; your ad will not reach the right audience and Craigslist may flag or ghost your ad. Also be sure to include industry terms and information that lets your reader know that you are professional and ultimately know what you are talking about.
3. **Post it Multiple Times!** In order to keep your ad fresh and at the top of the postings you can post it multiple times throughout the day. Be careful doing this though because if you post the same ad to many times Craigslist can flag or ghost your ad.

## Chapter 7

# What is Ghosting?

Ghosting is a tool that Craigslist uses to protect its network from Spammers. The way that they do this is by letting you create an ad and then post it on Craigslist. It will tell you a link will be sent to you in 10 – 15 minutes that will take you to your ad. That link may be valid and allow you to click through to see your ad, but Craigslist will not show your ad to anyone on its network. This is done because Craigslist believes you to be a spammer or has noticed something in your ad that they do not like. The only way to truly see if your ad made it onto Craigslist is to search in the section that you posted your ad in. If you find your ad within 15 minutes or so then you have escaped being ghosted by Craigslist. If not, you might have to reword your ad and change some things out to post it on another account. Here are a few tips to avoid getting ghosted by Craigslist:

**Switch Them Around!** If you are planning on posting the same ad over and over then Craigslist will spot you and pull your ads. The reason for this is that Craigslist likes to keep their listings free from duplicates. The way around this is to change around your Posting Title and Posting Descriptions and then repost it. You can move sentences around in the posting description, or add a different quote or sentence at the bottom of every post. Headlines need changed as well to keep them fresh and different. This will not only help to keep you from getting flagged but if a person see's the same ad headline multiple times they are going to skim over it rather than click on it.

**Change your IP Address.** One of the things Craigslist takes into consideration is how many posts you have done from your IP Address. If it sees too many posts for one particular IP it will start to ghost your ads or flag them for that IP Address. Here are a few ways you can do this:

- ✓ **Move Locations.** Try posting from different locations that have different IP Addresses. Post some from home before work, from a coffee shop on the way to work that has free Internet access, and some when

you get to work. By changing Internet locations it will help to keep your accounts under the Craigslist radar.

- ✓ **Get software that changes your IP Address.** There are a couple of different software's that are available to either mask or change your IP Address.
- ✓ **Call your Internet provider and see if they can change it.** Some internet provider companies can set it up so that you have a dynamic IP Address that is always changing
- ✓ **Use a laptop mobile broadband card.** Since these are designed to be used anywhere they usually will create a new IP Address every time you log on to the internet. Check with your local cell phone companies to see if they have that ability.

**Use different Emails.** This is where it is important to have a list of unique email addresses that you can use to post with. By posting on a new email address you can save yourself from getting flagged as a spammer, which inevitably gets your ads ghosted. Try changing emails every time you do a post, and don't use the same email address every day. Give it a rest for a day or two between posts.

**Use different Craigslist accounts.** If you have a list of emails then you can use those to set up a list of Craigslist accounts before you sit down to start posting. You can also buy Craigslist accounts from companies that provide Craigslist accounts. These companies will offer one of two types of accounts, regular accounts, and Phone Verified Accounts (PVA's). PVA's are the best accounts that you can have because they are verified by phone. These accounts are seen as more credible and less likely to be Spammers. These accounts will cost more though. By changing accounts between every post you are spreading your posting activity out which helps your ad's to not be flagged or ghosted.

**Change out your URL's.** If you have a hyperlink in your ad posting make sure to change it every once in a while. If Craigslist see's the same hyperlink over and over again in the ad's on their network they will flag your account or ghost your upcoming ad's or both! You can create a unique URL using Google's Destination URL Builder tool which is free and presents multiple advantages. The first advantage being that it creates a unique URL, the second being that having a unique destination URL will help you with tracking where your ad's are coming in from in your analytics software.

**Note: These are all great techniques to help keep your ads from getting flagged or ghosted by Craigslist, but ultimately these are only concepts. Craigslist is always changing what will and will not get your ads flagged or ghosted and is ultimately a closely guarded secret of the company. For now these are best practices for avoiding getting flagged and ghosted as found by frequent users of Craigslist.**



# Chapter 8

## 24 Leads in 24 Hours, FREE...

As an investor, leads are pretty much the life blood of your business. Unfortunately leads can also be one of the toughest things to come by for some Real Estate Investors. That is why most Real Estate Investors will spend mass amounts of money each year on lead generation through lists, tools, and other avenues. That is one way to go about it, however there is an alternative; use FREE traffic sources like Craigslist with powerful Lead Generation websites to generate leads for your business 24 hours a day, 7 days a week, even on holidays!

There are many free traffic sources out there but right now the best traffic tool available to every Investor no matter where you may live is Craigslist. This has been the focus of this entire guide until now, but all the techniques shown to you were for posting a single property on Craigslist to generate buyers for that one particular home. What if you have a list of multiple homes that you are trying to move or a list of buyers looking for homes? You would need to generate a list of buyers and sellers rather quickly.

That is where using powerful lead generation ad's with incredible high converting squeeze page websites comes in. Use the ultimate free traffic source in the country, Craigslist, to get people to your high converting lead generation websites. Below we will show you how we generated a lead an hour all day long using nothing but Craigslist and a Lead Generation Squeeze Page and we will even give you some of the ad's that we used. The best part is, **this only took us 30 minutes to pull off and it fed us leads all day long!**

# What is a Squeeze Page?

A squeeze page is a website that has one focus and one focus only and that is generating leads. They are some of the most effective websites on the internet at collecting people's information. This is because they have only two options available for the reader, opt-in to your list, or navigate away. By eliminating other choices and the distractions on a website you can increase your conversion rate drastically. We have seen some of our squeeze pages converting in the high 30% range. That means for every 10 people that hit your site 3 will give you your information. That's pretty hard to beat. Below is an example of a high converting squeeze page that has been used successfully with Craigslist.

Now that you know what a squeeze page is you need to know how to create an ad tailored to it that will drive traffic straight from Craigslist all day long.

## Writing the Ad

The key to writing an effective lead generation ad is to keep them short but sweet. These ads explain who you are, what you have, and how they can get it. The headline is the key to hooking the reader's attention much like when posting a property. Utilize some of the same techniques used in **Chapter 4: Ad Writing Best Practices** to get the reader's attention. Leave out the Price and Number of Bedrooms so the headline sticks out in the listings, create a sense of urgency, and mention price reductions and discounts, and any extras in the headline.

The posting description for Lead Generation purposes is going to be drastically different than a normal posting for a single property. The inside of the ad is going to be stripped down and have a great call to action to get the reader to your website. Reiterate the sense of urgency and the discount mentioned in the headline and then ease into your Call to Action. This is also where you can include an image of a property that you may be working with or an image of your website that you are directing them to. This image will act as a hyperlink to your website as well. Cut and Paste the following HTML tag into your Craigslist posting description to hyperlink an image to your website.

```
<a href="http://www.mysite.com"></a>
```

The first part of this tag is the website that you are going to be sending the person to and the second is going to be where the image you wish to display in the ad is located on the web. Add this html tag into your ad below your call to action. This image will serve two purposes;

1. To get an image tag added to the right of your Headline.
2. To keep your reader moving their eyes down the page to where your call to action is.

**Note: Once you have written a couple of ads keep them in a word document with all the information that you will need to post on Craigslist (Similar to what you will see in the next section.) This will allow you to simply Cut & Paste your ads into Craigslist in no time at all. I had one of my assistants do this for me and it only took 20 – 30 minutes for him to post these powerful ads to Craigslist and it generated leads all day long for our Real Estate and informational marketing business.**

# Lead Generation Inspiration

In this section you will find some of our Cut & Paste Lead Generation ads that we have used in unison with our squeeze pages to generate a ton of qualified Real Estate leads all day long. Feel free to use them as inspiration for your Lead Generation ads on Craigslist. Just keep a file with your ad's in it that includes the following fields and it will save you loads of time when posting to Craigslist.

## **Buyer Ads**

**Posting Title:** VIDEO - Home Needs To Be Sold Before Month End!!

**Specific Location:**

**Reply to Email:**

**Posting Description:**

One of Ohio's Largest Real Estate Redevelopment Companies is selling off their inventory at or below cost!

To be added to our VIP Buyers list and for an informational video visit <http://www.yoursqueezepagehere.com>

<a href="<http://www.yoursqueezepagehere.com>"></a>

**Posting Title:** Up To 40% Off The Value Of My Home

**Specific Location:**

**Reply to Email:**

**Posting Description:**

We are one of Ohio's largest Real Estate Redevelopment Companies with beautiful properties that we need to clear off the books before the end of the year.

To be added to our exclusive Buyers list and for an informational video visit <http://www.yoursqueezepagehere.com>

**Posting Title:** Price Reduced, I Must Sell My Homes In The Next 3 Weeks

**Specific Location:**

**Reply to Email:**

**Posting Description:**

I am a Real Estate Investor with beautiful homes at up to 35% below market value that I NEED to sell before the end of the month.

Visit my website <http://www.yoursqueezepagehere.com> to be added to my Exclusive Month End Buyers list.

**Seller Ad's**

**Posting Title:** Facing foreclosure? I'll Buy Your House...

**Specific Location:**

**Reply to Email:**

**Posting Description:**

Don't fall victim. We buy houses for cash – and close quickly.

I'm an experienced real estate investor and I can help.

Looking for homes in the ((CITY)), ((CITY)) and ((CITY)) areas.

Visit <http://www.yoursqueezepagehere.com> for an informational video.

Or call 24/7 Toll-Free at ((1-XXX-XXX-XXXX)) for a prerecorded message with all the details.

**Posting Title:** I Buy Houses Cash – Fast!

**Specific Location:**

**Reply to Email:**

**Posting Description:**

Fast cash for your houses. I can make a full fair offer and close quickly.

Condition, size, location, price or situation – It doesn't matter.

Visit <http://www.yoursqueezepagehere.com>

Or call 24/7 Toll-Free (1-XXX-XXX-XXXX) for a prerecorded message with all the details.

**Ads specific to selling your real estate investing information**

**Posting Title:** Looking For Real Estate Investors To Join Our Team ASAP

**Specific Location:** Cleveland, OH

**Reply To Email:**

**Posting Description:** We are some of Cleveland's most successful real estate investors and we are looking to grow our network extensively over the next 3 weeks.

We need success oriented real estate investors ready to make money in this down economy.

For more information on how you can join our team, visit <http://www.yoursqueezepagehere.com>.

**Compensation:** Excellent

## Chapter 9

### The Deciding Factor.

**The key to the equation of Lead Generation is the squeeze page that you are driving your traffic to.** There are plenty of options and ways to get a website out there, but most are low converting sites put together by web developers that know NOTHING about internet marketing and lead generation. On the Internet the quality, design, and professionalism of your website is ultimately what gets you the lead.

We have seen some of the ultra high converting squeeze pages that we have used in our successful Real Estate businesses **convert somewhere in the 20-30% range, some even as high as the 50-60% range.** That blows an average website that converts at 1-2% out of the water. Which site would you rather drive traffic to, a low converting Pinto of a website, or an ultra high converting Lamborghini of a squeeze page? Which car would you rather get in?