



Step by Step Insider

Secret ways of making money with
Craigslist

--- Advertising on Craigslist is worthwhile for just about any business offering products or services. Whether these products are offered through ecommerce websites or physical stores, the business owners can see financial gains through advertising on Craigslist. ---

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Craigslist for Beginners

Although Craigslist has been around in one form or another since 1995, there are still some who have no idea how to use Craigslist. These individuals are missing out on a wonderful opportunity to be a part of a growing and continually evolving online community. This community is an excellent resource for finding information, finding jobs, finding friends or dates, making purchases, selling items or discussing important issues. This article will provide a brief introduction to each of the major sections on Craigslist.

Community Section

The community section of Craigslist is very useful for finding a great deal of local information. This may include activities, events, activities and lost and found just to name a few. This is definitely the section to check out if you are looking for things to do or see in a particular area.

Personals Section

The Personals section is where individuals can meet platonic friends or romantic partners. This section is set up with a number of different categories making it possible for both heterosexuals and homosexuals to find potential dates. The personals section is restricted to users over 18 years of age.

Discussion Forums

The discussion forums provide a location for individuals to voice their opinions, answer questions or otherwise exchange information. This section is divided into a number of different categories to make it easier for users to find others who share their interests. Certain categories allow users to post without logging in while other sections require users to log in before posting.

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Housing Section

Craigslist's housing section offers a variety of options related to lodging. Users of this section can find apartments or homes available for rent, sublet opportunities, potential roommate situations, house or apartment swaps, real estate sales, vacation rentals and even storage, parking and office space for rent or sale.

For Sale Section

The for-sale section of Craigslist is largely self explanatory. Like most sections, it is divided into a number of different categories. Each of these categories describes the types of items which are offered for sale within the category. Additionally, there is a wanted section where users may post advertisements seeking to purchase particular items. Not all of the items listed in the for sale section require a fee to be paid to receive the item. Some of these items are available for free or in barter situation.

Services Sections

In the services section, service providers may place advertisements for the types of services they offer. Advertisements should be placed in appropriate categories but if there is no appropriate category the advertisement may be placed in the generic small business section.

Jobs Section

The job section is by far the most extensive section on Craigslist. This section is broken down into a number of different categories to make it easier for users to search for potential career matches. Users may find full time as well as part time opportunities in this section as well as telecommute positions and contract positions.

Gigs Section

The gigs section is similar to the jobs section but advertisements in the gigs section are supposed to refer to one time only opportunities as opposed to ongoing work. For example advertisements for volunteer staff needed for a one day event should be placed in the gigs section while advertisements for full time staff positions should be placed in jobs.

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Resumes Section

The resumes section enables job seekers to post their resumes. The key to getting noticed in this section is to use a catchy headline for the resume. The resumes are not divided into different categories making it difficult for users to search through these resumes.

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How Do You Use Craigslist?

The beauty of Craigslist is it can be used in a variety of ways. Those who use Craigslist do so in many different ways. Some of the most popular uses of Craigslist include advertising, meeting people and finding jobs. This article will discuss these three distinct uses of Craigslist.

Advertising on Craigslist

Advertising products and services is one of the many valuable uses of Craigslist. Those who are hoping to generate a profit from the sale of their products and services often turn to Craigslist for advertising for a number of reasons. The two most significant reasons are affordability and a large existing audience.

To say advertising products or services on Craigslist are affordable is certainly an understatement. Craigslist only charges a posting fee for help wanted advertisements in three specific markets and specific housing advertisements in one city. Therefore all advertising of products and services is free.

Finally, advertising on Craigslist is appealing because there is no need to generate traffic to the website. Craigslist already receives approximately ten million visitors per month who generate approximately four billion page views per month. There is no denying advertising on Craigslist has the potential to reach a massive audience.

Meeting People on Craigslist

Another one of the many uses of Craigslist is to meet people. The personals section of Craigslist is the most obvious section designed specifically for meeting people. Here individuals can read or post advertisements seeking either platonic relationships or romantic relationships of different sexual orientations. The personals section of Craigslist is restricted to individuals over the age of 18. Additionally there are restrictions beyond the normal terms of use place on the advertisements. Specifically individuals are prohibited from impersonating someone else when placing an advertisement.

The discussion forums on Craigslist also provide an opportunity to meet others. These discussion forums are divided into a number of different categories so individuals can focus on a topic which interests them and are likely to meet others who share this interest. However, it should be noted that on any discussion there is the very real possibility of heated debates. Those who visit discussion

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forums are likely to meet others who share their opinions on relevant issues but there are two sides to every issue so they are also likely to encounter those who oppose their viewpoints. Debate on important issues may remain civilized by there are often situations in which this debate degrades to an uncivil manner.

Finding Jobs on Craigslist

Many people who use Craigslist are those who are seeking new jobs or career changes. The job posting section on Craigslist is quite extensive and the available jobs are broken down by a number of different categories making it easier for users to find their dream job. Additionally, there is a search feature in the jobs section which enables users to search for a particular word or phrase in one of the job categories. Users can also search specifically for jobs with certain criteria such as telecommute capabilities, contract positions, internships, part-time positions or positions with non-profit organizations.

Job seekers can also post their resumes for consideration on Craigslist. Although the resumes section of Craigslist is not as well organized as other sections, those who know how to write an eye catching resume can still attract attention. The keys to attracting attention in the resume section is to create a descriptive and attention grabbing title and to fill the content of the resume with relevant keywords to make it easier for those who search for these keywords to find your resume.

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Earning a Living with Craigslist

Believe it or not, it is entirely possible for savvy individuals to earn their living through Craigslist. More and more individuals with an entrepreneurial spirit are realizing there are a host of opportunities for those who are willing to work hard to earn a living through hard work, learning about online communities such as Craigslist and effectively marketing themselves and their skills or products to those who might be in the market to invest in services or products the individual has to offer. Unlike conventional jobs where there is a set salary for services rendered and an unofficial cap on the earning potential those who offer their services online as an independent contractor have no such cap on their earning potential. However, there are also no guarantees on the amount which will be earned.

In general there are two ways to make a living with Craigslist. This may include offering services as an independent contractor on a contract basis or offering products or services as a small business owner. Alternately, individuals can utilize Craigslist to secure a permanent full time job through the job posting section on Craigslist. However, for the purposes of this article we will discuss the possibilities open to independent contractors and small business owners on Craigslist.

Craigslist for Independent Contractors

Those who offer their services as independent contractors on a contract basis are finding Craigslist to be an excellent location to offer their services or respond to advertisements from those seeking services. An increase in the amount of work being outsourced by both small businesses and large corporations has prompted many savvy individuals to realize there is a market for them to take advantage of these outsourcing opportunities. They can use Craigslist in their effort to do this by placing advertisements for services offered as well as by responding to advertisements seeking contract employees.

There is a section on Craigslist specifically for services offered. Under the topic of services offered there are a number of different categories. The contractor can place a posting under the most appropriate category to reach their target audience. There is also a category for small business advertisements which may be used if there are no appropriate categories for the type of services offered. However, it might be more difficult to reach a target audience by placing an advertisement in such a general category.

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Independent contractors can also gain business opportunities by responding to advertisements seeking contract employees. In searching for a job on Craigslist individuals can begin with a location and then browse through different types of job by category. The easiest way to find a contract position is to use the search feature and check the contract box to include this term as a part of the search criteria. This will ensure the search results returned include only contract positions.

Craigslist for Small Business Owners

Small business owners can utilize Craigslist to reach a larger audience and grow their business. Those who have a small business have a couple of opportunities to use Craigslist to their advantage. The most obvious way to promote a business on Craigslist is by posting an advertisement in the appropriate category under the for sale or services sections of the community. This can be very effective because Craigslist receives more than four billion page views per month meaning there is a large potential audience using Craigslist.

Small business owners can also use the discussion forums portion of the Craigslist community to generate greater profit for their business. However, small business owners should use a great deal of caution to ensure their promotional postings are not viewed as spam. There is a distinct difference between posting information related to your business in a way that is informative to the reader and spamming the boards with useless posts intended solely to promote your business. Spamming is not only likely to be overlooked by readers but also runs the risk that the Craigslist moderators will delete your posts or take more severe actions against you.

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Understanding Craigslist

Many people hear the name Craigslist and know it refers to some sort of website but many are still unclear about the different ways in which Craigslist can be used. However, Craigslist receives over four billion page views per month so there are obviously many people who have a better understanding of the services offered by Craigslist. Essentially, Craigslist is similar to the classified section of a newspaper where individual can either post advertisements or respond to existing advertisements. There are a variety of different advertisements offered online and presented in a group of different categories to make it easier for users to find these advertisements. Whether you are new to Craigslist or a veteran of the online community this article may offer useful information about some of the uses of Craigslist. This article will discuss the following ways visitors can use Craigslist:

- * Promote your business with Craigslist
- * Find a job with Craigslist
- * Sell items with Craigslist
- * Meet dates with Craigslist

The above are just four of the most popular options for using Craigslist; however, these four options do not cover the vastness of Craigslist. Readers of this article are encouraged to investigate Craigslist on their own to learn more about what this online community has to offer.

Promote Your Business with Craigslist

One of the most popular uses of Craigslist is for business promotion. Both small businesses and large corporations can take advantage of the free advertising offered on Craigslist to promote their business and attract new customers. Business owners are free to place advertisements on Craigslist in the section for services offered. This section is broken down into a number of categories to allow business owners to place their advertisement in the most appropriate location where it is likely to reach the target audience. There is also a section for small business advertisements but it might be more worthwhile to place advertisements in one of the appropriate categories because it is more likely to be found by interested individuals.

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Participating in the discussion forums and providing insightful comments and accurate answers to questions while also placing a link to a business website can help to drive traffic to an ecommerce website. However, when doing this, care should be taken to avoid making posts which will be perceived as spam.

Find a Job with Craigslist

Individuals can also use Craigslist to find jobs. They can either browse through the listings available by selecting a location and a general category. Additionally, the search feature can be used to refine the search for a job. This may include using search criteria such as whether or not the position is a telecommute position, a contract position, an internship, a part time position or a position with a non-profit organization.

Conversely business owners and human resources representatives can use Craigslist to solicit resumes for open positions. Those who post job openings in an appropriate category on Craigslist are likely to receive a large number of responses.

Sell Items with Craigslist

Individuals can also sell new or used items through Craigslist. Here individual can post a host of items which they are offering for sale. These items can be posted into different categories and the user supplies a description of the item as well as a desired price. There are also categories for individuals to place items they are seeking as well as items they are offering free of charge. There are some restrictions placed on the type of items which can be sold through Craigslist. For example the sale of firearms is not permitted in the sporting goods section and pornographic items cannot be offered for sale in the CD/DVD/VHS section.

Meet Dates with Craigslist

Craigslist can also be used to find potential dates. There is however a number of strict restrictions enforced in the personals section. Most importantly Craigslist does not allow individuals to impersonate another individual in a personals advertisement. Those who place a personals advertisement on Craigslist have a number of categories from which to choose. They can post an advertisement seeking platonic relationships, seeking romantic relationships, seeking missed connections or other relationship related scenarios.

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Finding Everything You Need on Craigslist

Craigslist is an extensive community offering a variety of products and services as well as forums for likeminded individuals to discuss issues of importance to them and those who share opposing viewpoints to express their opinions as well. Craigslist also receives approximately four billion page views per month making it clear that there are many people who already realize the value of Craigslist. However, there are many who don't quite understand Craigslist yet. This article will focus on answering three important questions related to Craigslist for those who do not fully understand what Craigslist is and how they can use it.

What Is Craigslist?

One of the most elementary questions many people have regarding Craigslist, is what is it? Craigslist is essentially akin to a combination of a newspaper's classified section combined with the editorial page and a job seekers website all offered online for easy access. Craigslist is an online community which features an extensive classified section including sections for sales of a variety of products and services, sections for job advertisements and even a personals section. Additionally, Craigslist offers locations for individuals to post resumes and a discussion forum where a variety of subjects can be debated and information can be shared.

Sound confusing? It really isn't. A quick visit to the Craigslist.org website will make it immediately clear how much useful this online community really is to people seeking all types of information, products and services. Not only does Craigslist offer such a wealth of information but it also conveniently divides this information into geographical regions making it simple to search for products and services offered in a specific area.

How Can Craigslist Help You?

Now that you understand what Craigslist is, you may still wonder how it can help you specifically. There is no one simple answer to this question. The benefits you can gain from Craigslist will depend on what you are looking for from this community. In this section we will discuss some of the relevant uses of Craigslist for those who are seeking to purchase products or services, find a job or meet friends or romantic partners and in the following section we will discuss how Craigslist can be beneficial to a business.

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There is a section on Craigslist specifically for those who are looking to purchase or sell an item. Here those who have items for sale can post an advertisement in an appropriate category and receive responses from those who are interested in this item. Additionally, there is a section for individuals who are seeking a specific item to post an advertisement specifying the item they are looking for and the price they are willing to pay for this item.

Craigslist can also be an excellent place to find a job. Craigslist offers a section for job seekers to review job advertisements as well as a section for job seekers to post their resume. One of the major advantages to searching for a job on Craigslist is it offers a variety of flexible options such as telecommute positions and contract positions as well as full time and part time employment.

Craigslist can also help individuals meet platonic or romantic friends. There is a personals section on Craigslist where individuals can post advertisements or view advertisements in search of a friend or date. As with any online dating situation, care should be taken to ensure meetings with these potential friends or dates are safe. Arranging initial meetings in public locations or bringing a trusted friend along can help to make these meetings safer.

How Can Craigslist Help Your Business?

Business owners can benefit from using Craigslist. As previously mentioned, Craigslist receives approximately four billion page views per month so advertising on Craigslist makes it easy to reach a large audience with minimal effort. Business owners can use Craigslist in a number of ways. The most obvious use is to post advertisements touting products and services offered. Another way business owners can use Craigslist is to check out competitors on Craigslist and learn more about how they are reaching potential customers.

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Advertising on Craigslist

Advertising on Craigslist is worthwhile for just about any business offering products or services. Whether these products are offered through ecommerce websites or physical stores, the business owners can see financial gains through advertising on Craigslist. Firstly unlike other advertising opportunities there is very little risk involved in posting on Craigslist. With the exception of job postings and housing postings in specific markets, advertising is free on Craigslist. Users are asked to agree to the terms of service of the community and are expected to follow specific guidelines when posting advertisements but there are no financial obligations to those placing advertisements on Craigslist. This means those who post advertisements do not have to be concerned with whether or not the advertisement they place will meet their expectations in terms of sales generated.

Reaching Potential Customers on Craigslist

Another reason why posting advertisements for products or services on Craigslist is so worthwhile is the likelihood of reaching a large audience of potential customers. A review of the Craigslist fact sheet reveals pertinent information regarding the amount of traffic the website receives. According to this information Craigslist receives approximately four billion page views each month with ten million people using Craigslist each month. From these statistics it is clear that advertisements placed on Craigslist are likely to receive at least some attention from potential clients.

With so many visitors using Craigslist each month the advertising possibilities are limitless, however, there are no guarantee any of these visitors will be interested in your products or services. Like any marketing campaign, your advertisements on Craigslist must be intriguing, informative and in a location where you will reach your target audience.

Finding Your Target Audience on Craigslist

We've already discussed the number of visitors using Craigslist each month but the key to taking advantage of these numbers is to target your advertising in a way aimed at reaching your target audience as opposed to a wide audience of individuals who have no specific interest in your products or services. It is much more worthwhile to reach a small audience of those with a keen interest in your products or services than to reach a much larger audience of those who are not interested. Those who have an interest in your products or services are your target audience.

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The key to reaching your target audience on Craigslist is placing your advertisement in the most appropriate locations. Craigslist has a specific section for businesses to advertise their services. This section is broken down into a number of categories. Those who are in the business of computer repair would be wise to place their advertisement in the computer section as opposed to the automotive section because individuals looking for computer help will naturally migrate to the computer section. It may sometimes be appropriate to place an advertisement in more than one section. This is acceptable as long as it does not cross the line to spamming the section.

If there is not a specific section for the products or services offered by your business there are a couple of options. Business owners can place an advertisement in the section for small business advertisements where it might be found by those doing a search in this section. Alternately the business owner can contact Craigslist to suggest the addition of a new category. They might be willing to oblige if they believe this category warrants an addition.

The Difference between Advertising and Spamming

Advertising on Craigslist is one thing but spamming is quite another. Placing an advertisement in an appropriate section of Craigslist is acceptable; however, placing the same advertisement in nearly every section of Craigslist websites for a number of different geographical regions is considered spam. Spam is ineffective for a number of reasons. First of all potential customers who see a particular advertisement in a number of different locations are likely to recognize the spamming techniques and be less inclined to patronize this business. Also, if Craigslist detects the practice of spamming they may delete all of the postings and could potentially ban advertisements from the individual in the future.

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Can Craigslist Improve Your Business?

The answer to this question is yes and no and maybe. It all depends on the way in which the business owners utilize Craigslist. Savvy Internet marketers who are able to identify the target audience and create sales copy which entices the reader may find advertising on Craigslist to be incredibly profitable. Conversely Internet markets that do not do their research and take a spamming approach to advertising on Craigslist are not likely to see significant financial gains.

There is certainly an opportunity to gain financial benefit through advertising on Craigslist. Advertising for all products and services is free on Craigslist making it cost effectively. Additionally, Craigslist already receives extensive traffic with approximately ten million visitors generating four billion page views each month so there is no need to drive traffic to the website. While Craigslist offers so many advertising benefits, these benefits may be wasted if the advertiser does not do his research or evaluate the competition.

Research before Posting on Craigslist

Advertising on Craigslist is similar to advertising in other forms of media. Despite the existing heavy traffic flows to the website, successful marketing campaigns require extensive research. This research should provide the Internet marketer and his staff with insight into where post the advertisements to most effectively reach the target audience, how to word the copy of the advertisement to make it most appealing to the target audience and which relevant keywords should be included in the advertising copy to make it likely for members of the target audience to find the advertisement easily when searching for products and services offered by the company.

Research of this capacity can be conducted either online or offline. One of the most effective forms of this type of research is to have members of the target audience fill out market surveys. The answers provided by the participants should give the marketer a good idea of what the target audience is seeking. Incorporating this information into the marketing campaign can make it noticeably more successful.

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Evaluate the Competition on Craigslist

The search feature on Craigslist gives an Internet marketer an excellent way to evaluate the competition. Studying the competition is important because it can help you to learn how you can be more successful. This increased success can be a result of determining successful aspects of the competitor's marketing strategy and implementing these strategies as well as determining faulty aspects of the competitor's marketing strategy and avoiding these strategies.

To get a good idea of the competitors who are advertising on Craigslist, use the search feature to search for keywords relevant to your own products and services. You will likely receive search results including advertisements from competitors. Next, carefully analyze these advertisements to determine how you can not only create better products and services at more affordable prices but also write more engaging advertising copy. Many wise Internet marketers have the reasoning skills necessary to properly analyze the advertisements for competitors but they often falter when faced with the dilemma of creating better advertisements. This is when the services of a professional sales copywriter with search engine optimization (SEO) skills become a vital part of the equation. This writer can use his SEO training as well as his knowledge on the subject of writing advertising copy to effectively entice members of the target audience to either purchase products or services or at least investigate these products or services further.

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Reaching a Target Audience through Craigslist

The key to any successful Internet marketing campaign is reaching a target audience. Craigslist reaches a large audience but the size of this audience may not exactly translate to the advertiser being able to reach members of their target audience. There are, however, ways to help advertisers reach their target audience through Craigslist. This article will discuss how the discussion forums and the search feature can both be utilized to find the target audience.

Find the Target Audience in Discussion Forums

The discussion forums featured on Craigslist provide an excellent opportunity for users to find their target audience. This is important because misdirected advertising that does not reach the target audience is useless. Advertising on Craigslist is free but this does not mean business owners have nothing to lose by advertising on Craigslist without doing market research first. Time, energy and other resources can all be wasted when care is not taken to reach the target audience.

Visiting the discussion forums allows an Internet marketer to reach the target audience by providing insight into the members of the community and what they are looking for in products and services. Through visiting these forums, advertisers can simply lurk and take careful note of the ensuing conversations. This can provide a great deal of insight into the thoughts of the target audience including information on how to win over this audience. Advertisers who actively participate in these forums can further capitalize by engaging members of the community in conversation and soliciting feedback from them. All of this information can be used to target advertising specifically to the members of the target audience.

Hiring search engine optimization (SEO) specialist to assist in creating advertisements is a worthwhile investment. This is because an SEO specialist can provide useful information on how the advertisement should be structured. Additionally, they may have an SEO writer on staffs that is capable of writing advertising that is not only engaging but also optimized for search engines.

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Use the Search Feature to Find the Target Audience

The search feature on Craigslist can also provide valuable insight which can help advertisers to locate their target audience. Advertisers can start this process by entering keywords related to their products or services to search in various sections of Craigslist. During this time, take note of competitors' advertisements which are returned during these searches and the sections in which these advertisements are placed. If competitors' advertisements appear in sections which appear logical, it might be worthwhile to consider placing your own advertisements in these sections to ensure target audience members find your advertisement when searching these sections.

Next carefully examine all advertisements by competitors. Pay particular attention to the keywords used in the advertisements. This is important because savvy Internet marketers recognize the need to optimize their advertisements for the same keywords being used by competitors. Failure to do so may result in potential customers only viewing the competitors' advertisements when searching for these particular keywords.

Hiring a SEO firm might be useful in this situation. They can not only provide you with a set of new keywords but can also help you to optimize your advertisement for both sets of keywords. The copy for advertisements should be optimized for the keywords but should also be informative and enticing. An SEO firm with an on staff SEO copywriter can be especially helpful in this capacity.

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Finding Jobs through Craigslist

Craigslist.org has quickly become one of the most worthwhile resources for those who are in the market for a new job. There are many online resources for job seekers but Craigslist is one of the most extensive. Those who know how to use Craigslist properly can make their search for a new job as narrow or as broad as they wish. This makes it possible for job seekers to enjoy a wide variety of search options which can help them to find the job of their dreams. The advantages Craigslist offers to members of its community is a secure search environment, the ability to narrow the search down to a specific location, a variety of employment options offering flexibility and a large community featuring employers of all sizes.

Trust the Security Craigslist Offers

One of the major benefits of searching for a new job through Craigslist is the ability to contact potential employers through a secure environment. Most individuals who post a job listing through Craigslist supply an anonymous email address for job candidates to respond to with pertinent information. This email address is supplied through Craigslist which gives job seekers the security of knowing their response will go through the secure Craigslist email system. The downside to this system is employers may not know the name of the employer before they make their initial contact. This can be troublesome especially for potential employees who are concerned about their present employer finding out they are seeking a new job.

Craigslist also offers security to job seekers by carefully reviewing job advertisements for content. Craigslist even urges members of the community to report questionable job advertisements. Users are able to flag these advertisements for further review by Craigslist staff. Craigslist then reviews the advertisement carefully to determine whether or not the advertisement may remain or should be deleted. Examples of advertisements which may be deleted are those which appear to be scams. Such advertisements often promise users a great deal of money for very little work in a short period of time. Although there is still the potential for misleading or false advertisements to appear on Craigslist the precautions they take help to minimize the number of these advertisements circulating within the community.

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Find the Right Job in the Right Location

Another advantage to searching for a new job through Craigslist is the ability to narrow down a search to a specific region. Craigslist not only allows users to search for available positions by state but allows users to further refine this search by selecting major cities within the state to include in the search. This is significant because users who live in a particular area may only be interested in jobs within a certain radius. Even job seekers who are considering relocating to a particular state may only be willing to relocate to certain parts of the state.

Find Flexibility through Craigslist

Another advantage Craigslist offers to the job seeking community is flexibility in employment options. There are an increasing number of employees who are seeking more flexible employment options. Options such as telecommuting and contract employment appeal to many potential employees. Most job search websites do not include options for telecommute positions, contract employment or other flexibility options. However, on Craigslist these are prominent parts of the search feature. Both employers and employees realize Craigslist is the place to go when you are either an employer looking for employees capable of working offsite or you are an employee looking for telecommute, contract or other flex options.

Who is using Craigslist? Everyone

One final advantage to searching for a new job through Craigslist is an impressive amount of available positions. More and more employers are beginning to realize how widely Craigslist is being used and are also beginning to realize they cannot afford not to place their available positions on Craigslist. Available jobs positions appear on Craigslist communities from small Mom and Pop companies to multibillion dollar corporations. Companies of all sizes realize they cannot afford to miss out on the wealth of potential employees who are flocking to Craigslist in search of exciting new job opportunities.

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The Craigslist Community

If you are not part of the Craigslist community, you may be missing out on a wealth of financial opportunities as well as the opportunity to learn more about the happenings in your local geographic community, the chance to debate important issues, the opportunity to meet potential friends or romantic partners and the ability to buy or sell items. Each month, Craigslist receives over four billion page views making it abundantly clear that the Craigslist community is an extensive one with many members around the world. This article will focus on just a few aspects of the Craigslist community including finding jobs, meeting friends, buying or selling items and discussing important issues.

Finding Jobs on Craigslist

One of the most well known uses of Craigslist is to find a job. These jobs can be permanent full time jobs, temporary jobs, contract positions and even telecommute positions. Those who are interested in finding a new and exciting career opportunity can browse through Craigslist and search for potential matches in a number of different categories and locations. In addition to browsing through the different categories included on Craigslist, job seekers can also use the search function to search through all of the categories for jobs which may have been placed in categories the job seeker did not consider browsing.

Community members can also find potential jobs by posting their resume through Craigslist. There is a section dedicated to resumes in Craigslist and those who are interested in posting their resume can do so for any desired location. One secret to posting a resume that will gain attention is to include a descriptive headline for your resume. For example an administrative assistant looking for work in the medical field might consider posting a headline that reads, “Administrative Assistant in Medical Field” as opposed to “My Resume”. This is helpful because those who are browsing the resumes in search of an administrative assistant are more likely to click on the first resume than the second because the aforementioned headline is more descriptive.

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Meeting Friends on Craigslist

Craigslist can also provide a great opportunity for networking. Whether individuals are looking to meet a platonic friend or a romantic partner or simply looking for a roommate, there is a place on Craigslist for them to post an appropriate advertisement or view existing advertisements. Advertisements for roommates can be placed in the housing section of Craigslist while advertisements seeking friends or romantic partner may be placed in the appropriate category of the personals section. As with any posting on Craigslist, care should be taken to follow all guidelines and restrictions when posting in the personals section of the community.

Buying or Selling Items on Craigslist

Those who are looking to buy or sell items may also turn to Craigslist for assistance. Craigslist has a for sale section which is divided into sections such as bikes, furniture, musical instruments, computers, clothes, household items and even motorcycles and boats. There is even a section for those who are offering items free of charge and those who are seeking the opportunity to barter with others. There is also a wanted section for those who are seeking a specific item they cannot find offered for sale elsewhere on Craigslist. Care should be taken when purchasing any item online to ensure the item is in the condition reported in the advertisement. Craigslist offers a page dealing with scams to provide users with useful information which can help to ensure their transactions operate smoothly.

Discuss the Issues on Craigslist

Members of the Craigslist community can also discuss important local and national issues with other community members. There is a discussion forum with a number of different categories for users to exchange information or debate important issues. When participating in these forums it is wise to follow the guidelines set forth by Craigslist.

Additionally, there is a category in the personals sections called rants and raves for community members to sound off about issues which they feel are wrong. This section is restricted to community members over the age of 18 and all other visitors are cautioned that this section may contain offensive or otherwise objectionable material and should not be visited by those who are easily offended.

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Meeting People on Craigslist

The Internet and Craigslist in particular, is an excellent way to meet people. Whether the purpose of meeting people is to network, find friends who share a similar interest, find romantic matches or discuss important issues there is a place on Craigslist to help you find the people you are seeking. Although Craigslist can help people to meet others in a number of ways, this article will focus exclusively on networking on Craigslist and using Craigslist to find potential romantic dates. There will also be a brief section specifying a few precautions individuals should take when interacting with others online.

Using Craigslist to Network

Craigslist is an excellent place for networking for those who know how to find others with which they wish to network. The discussion forums on Craigslist provide the most obvious location for Craigslist users to network. By reading through the postings on a subject of interest, an individual will likely find others who share their interests and may be interested in further conversation. Each post on a discussion forum includes a contact email address for the individual who posted the remark. This may be a private email address or an anonymous email address provided by Craigslist. Other users of the forum can use these email address to contact those they wish to speak to further or can respond publicly on the discussion forum.

Finding Dates on Craigslist

Many turn to Craigslist to find potential romantic partners. Much like newspapers and dating services where individuals can either read advertisements left by others or post their own advertisements seeking potential matches, Craigslist also offers this type of opportunity. The personals section of Craigslist offers a variety of options for both heterosexual and homosexual adults. It is important to note that Craigslist does place some restrictions on the postings which are allowed in the personals section beyond the terms of use for the website. These additional restricts include restricting use of the section to those over the age of 18 and preventing individuals from impersonating others in their advertisements.

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Craigslist Precautions

The dating scene, in general, is one which requires a great deal of precaution. The need for precautions is amplified in situations where the potential dates are being met through an online resource such as Craigslist. This is because the Internet allows individuals a certain degree of anonymity allowing them to misrepresent themselves either intentionally or unintentionally.

The most serious potential for danger which exists in using the personals section of Craigslist is that the other person may be someone who has the potential to harm the other person physically. The potential for this type of situation can be mitigated by setting a few ground rules. First it is important to arrange for face to face meetings in a busy, public location as opposed to a secluded location. Also, giving out information such as address and phone number should be avoided. This will help to prevent those with malicious intent from finding the individual.

One final precaution for those using Craigslist to meet potential dates is to keep an open mind about the other individuals you might meet. It is possible for an individual to meet a perfect match right away but it is more likely for individuals to receive a series of responses from those who do not meet the posters expectations.

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Contract Positions Available through Craigslist

As outsourcing becomes a more and more popular options for both small business and large corporations, Craigslist is leading the way for employers and contract employees to connect. Craigslist is an expansive community and those who advertise on Craigslist are fully aware of the large audience reached by Craigslist. Potential employees are equally aware of the size of the Craigslist community and often turn to Craigslist first in their job search especially when they are looking for work to be completed on a contract basis.

Finding a Contract Position on Craigslist

The number of employees seeking work on a contract basis is increasing in leaps and bounds. More and more employees are making a move toward self employment where they are able to determine when and where they work, their fees, the types of projects they accept as well as their project deadlines. This movement is a reaction to the ever increasing propensity of corporate America to make outrageous demands on employees to generate a greater profit for the company. It is also linked to the increasing occurrence of outsourcing by corporations. Individuals see work being outsourced and realize there is an opportunity for them to work independently and accept these outsourced projects.

So, where does Craigslist fit into this picture? The simple answer is Craigslist is making it easier for employers looking to outsource and independent contractors to come into contact. Those who place a job advertisement on Craigslist are required to answer a series of questions. One of these questions is whether the position is a full time position, a part time position or a temporary contract position. Employers respond to this question and as a result the job advertisement is automatically searchable by the term of employment. Job seekers on Craigslist can enter the term, “contract” into the search to receive results which were listed as contract type employment.

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The ability to search by whether or not a position is a contract position on Craigslist provides an advantage over other websites designed specifically for job seekers. This is significant because it not only helps job seekers who are looking for this type of work to find potential matches more quickly but it also helps employers as well because they are less likely to receive applications from employees looking for contract work when they have an advertisement for a full time position and likewise they are less likely to receive applications from employees looking for full time employment when they are seeking to fill a contract position. This can help to make the process of finding an employee through Craigslist quicker and more efficient.

Why Contract Positions are So Appealing

There are a number of reasons why contract positions are so appealing to members of the Craigslist community. Many of these employees are drawn to contract type work because of the flexibility it offers them. Employees who are seeking contract employment may be doing so for a couple of reasons. This may include wanting to earn extra income around the confines of a traditional job or wanting to support oneself without committing to a regular nine to five job.

One of the main advantages to contract employment is it usually includes a higher hourly rate than similar positions offered on a full time basis. This is because companies are often required to offer additional benefits to full time employee such as medical coverage, social security and workers' compensation but they are not required to offer these benefits to contract employees. Therefore the company often compensates the contract employee for the lack of benefits with an increased hourly rate. Employees are also willing to offer a higher hourly rate because they realize they are in need of the special skills the contractor can bring to the company. This is especially true in the case of industries where there is a need to hire experts with highly specialized skills. In these cases it is much more economical for the company to pay these fees to a contractor than to hire, train and retain a full time employee with the same capabilities. Most companies are becoming aware that Craigslist is the best place to find the qualified individuals they are seeking.

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Scoping Out the Competition on Craigslist

It is no secret that business owners are constantly in direct competition with other businesses offering similar products or services. Whether advertising and sale of these products or services takes place online or offline, those who are truly successful in the business, are aware of the need to continually study the competition. This article will explain why studying the competition is necessary to the success of any business and will offer insight into how Craigslist can simplify this process for Internet marketers.

Why is it Necessary to Study the Competition?

Studying the competition is one of the most critical aspects to succeeding in any business. Whether you are marketing products or services, it is important to know what types of products are available on the market. This is necessary to ensure the products and services you are offering to your customers are comparable to the products or services offered by competitors. This is important because customers are not likely to either select your products or services or remain loyal to your business if the competitors are offering better products or better prices.

Consider a new lawn care business as an example in why studying the competition is worthwhile. Suppose this new lawn care company in a particular geographical region begins offering lawn trimmings at a price \$40 for an average sized yard with an additional fee of \$25 for edging the lawn. If there is three other existing lawn care businesses in the same region offering lawn trimmings and edging services combined for one fee of \$35, it is not likely the first lawn care business will thrive in this situation. A business owner who is not continually evaluating the competition may be confused by the lack of business. However, if he were to spend some time studying the competition, he would clearly see business is being lost because the other businesses are more affordable and offer a greater range of services for a comparable price.

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How does Craigslist make it Easy to Study the Competition?

Those who market their products or services via the Internet can use Craigslist in a number of ways. Craigslist is a popular advertising option because most advertisement postings are offered free of charge. Additionally, Craigslist receives approximately four billion page views per month making it possible to reach a large audience with minimal effort. While Craigslist makes a great deal of advertising sense, it is important to realize competitors will also realize the value of advertising on Craigslist.

While competitors advertising on Craigslist increase the competition level for the loyalty of customers, it also gives savvy business owners an easy way to study the competition. One way to study the competition is to do a search for your own products or services by using relevant keywords. In doing this you are likely to encounter other businesses offering comparable products and services. This instantly puts you in contact with the competition.

Once you realize who the competition is, you can carefully evaluate their advertisements to learn more about them. Key information which may be gleaned from studying competitors' advertisements may include the quality and type of the products and services they are offering, the prices they are charging and the relevant keywords they are using to promote their products or services.

Internet marketing is driven by content and keywords. It is definitely worthwhile to hire a consultant with search engine (SEO) skills to evaluate the competitors' advertisements and tailor your own advertisement to be optimized for these keywords as well. This will help to ensure potential customers looking for information on products or services you offer are directed to your advertisement and not just the competitors'.

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Using Craigslist to Network

Networking is an important part of any business and Craigslist offers individuals a variety of networking opportunities. Whether you have an established business and are looking to advertise, you are looking to learn more about a particular business or you just want to meet individuals who share a particular interest, Craigslist can be an excellent resource. Craigslist offers all of these opportunities and more to those who are interested in starting to network or expanding their networking capabilities.

Using Craigslist to Organize Offline Networking Opportunities

Organizing offline networking opportunities is just one of the many ways in which individuals can use Craigslist for networking purposes. One example of when this type of opportunity may be worthwhile is for a situation where a businessperson is in the line of direct sales. Often these direct sales opportunities involve the individual hosting parties where others can sample and learn more about the products offered. These types of parties can be very lucrative for a skilled salesperson that has a passion for the products they are selling.

Examples of the types of businesses which benefit from sales parties include direct sales opportunities including cosmetics, toys, pet products, romance items, nutritional supplements and other products. Whether the products are so wonderful they literally sell themselves or they require a skilled salesperson to convince the audience of their worth, the most important part of direct sales is networking. This is where Craigslist can really help. Those who are interested in organizing sales parties can take advantage of the large number of community members reached by Craigslist to find new potential clients. Placing an advertisement in an appropriate section on Craigslist gives the salesperson the ability to reach a large target audience.

The one major caveat to using Craigslist to organize offline networking opportunities is care should be taken to ensure the safety of all of those involved. When setting up offline meetings, sales parties or other networking opportunities it is wise to arrange for these meetings to take place in a busy public place. This will help to deter the possibility of a potentially dangerous situation. It will also help to put potential clients more at ease and make them more likely to participate in your networking opportunity.

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Using Craigslist to Organize Online Networking Opportunities

Craigslist can also be used to organize online networking opportunities. Examples of the ways in which Craigslist can be used to organize online network include the following:

- * Directing traffic to a website
- * Directing traffic to a message board
- * Soliciting participation in an e-newsletter

Those who sell a product or service through an ecommerce website may be interested in using Craigslist to advertise their web address. An advertisement which is placed in an appropriate location on Craigslist can have the effect of reaching a very large audience. The appropriateness of the location on the advertisement depends on a number of factors. In general an appropriate location is anywhere on Craigslist where the advertisement is likely to be viewed by a large amount of members of the target audience.

Those who are interested in organizing online networking opportunities for likeminded individuals to share ideas can also use Craigslist to accomplish their goal. Placing an advertisement on Craigslist which directs traffic to a message board can help to create a thriving community. Again it is important to place this advertisement in a location where the target audience will be reached.

Finally, those who publish a regular e-newsletter can also use Craigslist to increase their number of subscribers. Whether the e-newsletter is published daily, weekly, monthly or according to some other schedule Craigslist can be used to solicit email addresses from those who might be interested in receiving these newsletters.

Using Craigslist to Find Networking Opportunities

Craigslist is not only useful in situations where individuals are seeking to organize networking opportunities. It can also be helpful for individuals who are looking to join pre-existing networking opportunities. These individuals would benefit from following links pointing to websites or message boards placed in advertisements throughout the community.

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Why Your Business Cannot Afford Not to Advertise on Craigslist

Craigslist is not always the best advertising option but there are certain situations in which a business cannot afford not to advertise on Craigslist. For the purposes of this article we will examine two common scenarios where a business owner should definitely consider advertising on Craigslist because failure to do so can be detrimental to his business. These examples include small start-up companies without a large advertising budget and existing companies whose direct competitors are advertising extensively on Craigslist.

Small Start-up Companies Benefit from Advertising on Craigslist

Small start-up companies often have a great deal of work ahead of them to begin competing with existing companies who are already thriving. These companies may already have established client bases and may have substantial funding budgets for the purpose of obtaining new customers. Customer loyalty can be difficult to break and new companies either have to offer significantly better quality products or services, comparable products or services at reduced prices or a slick marketing campaign with consumer appeal.

However, smaller companies rarely have the advertising budget necessary to orchestrate an elaborate advertising campaign. This is when Craigslist becomes a necessity. Smaller companies can focus their energy on creating outstanding advertising copy without spending exorbitant amounts of money to run these advertisements in other forms of media such as newspapers, magazines, television or radio.

It is important to note that while free advertising is appealing, the advertising should be just as sophisticated as it would in markets where the business owners would be required to pay a fee to run the advertisement. This will help the business to maintain a professional image and will entice potential customer to try their products or services.

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Don't Let the Competition Corner the Market

Another scenario where a business cannot afford not to advertise on Craigslist is when direct competitors are making use of the advertising opportunities on Craigslist. This is important because businesses who do not advertise in the same locations as their competitors are essentially conceding potential customers who peruse those locations to the competitors.

Imagine you own a dog walking business in Portland, Oregon. If there are a large number of members of that community using the local Craigslist website to find dog walkers, you will likely miss out on these business opportunities because these individuals will likely select one of the individuals advertising on Craigslist for their dog walking needs. If you were to place a well written advertisement in an appropriate section of Craigslist you may find you are able to gain a market share of the available business.

There is, however, one caveat to placing advertisements wherever your competitors are advertising. This practice is not considered worthwhile when the market is already saturated with competition. Consider the above example of a dog walker in Portland. If there are a small number of competitors competing for business on Craigslist it is worthwhile to place your own advertisement here. However, if literally hundreds of dog walkers are flooding the website with their advertisement it is not worthwhile to post an advertisement because your advertisement will likely be lost in the shuffle. It is much more worthwhile to advertise in other locations. Checking Craigslist periodically may still be a good idea because those advertising on Craigslist are likely to not see great gain from this advertising and may resort to other options. When you notice a decline in competitor advertisements, it is a great opportunity to add your advertisement.

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Craigslist Precautions

Craigslist can be a very valuable online community for those who are looking for a variety of options including jobs, products, services, personal connections or housing opportunities. Users of this community can find all of the above listed opportunities and can also meet others and network or discuss important issues. However, because Craigslist is an online community there is always the opportunity for scammers and predators to be lurking on Craigslist.

Craigslist has approximately four billion page views per month and approximately ten million visitors each month. The majority of these visitors likely have no harmful intentions but there is a small percentage, as on any online community, who may be seeking to harm others either physically or financially. There are, however, a number of very worthwhile reasons to use the Craigslist community for finding more information on career possibilities, meeting platonic friends or romantic partners or purchasing products or services. This article will take a look at why Craigslist is so useful but will also offer sage advice on how to protect yourself while using Craigslist.

Why Choose Craigslist for Online Searches

Many might wonder why Craigslist is so appealing. While there are other websites which focus exclusively on job searches, product purchases or meeting potential platonic friends or partners, Craigslist is unique in that it provides one convenient location for all of these types of searches and more. Craigslist might have started as a small operation focusing exclusively on the events going on in the San Francisco Bay Area but has since mushroomed into a much larger community with websites specific to different geographic regions.

The different websites focusing on specific geographic regions makes Craigslist an excellent resource because the users can communicate with those in their area directly instead of having to search through a larger database to find information on people, products and events in their area.

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How to Protect Yourself on Craigslist

Craigslist is not any more dangerous than other online communities. As with an Internet gathering place, the biggest problem is the ease in which individuals can disguise themselves and trick others into believing they are trustworthy when they are not. This applies both to individuals who seek to physically harm others as well as those who have intentions to scam others out of money or tangible items.

One of the best ways to protect yourself on Craigslist, or any online community, is to safeguard your personal information. This means information such as credit card numbers, bank account numbers, social security numbers and other similar numbers should not be given out unless the individual is positive who will be receiving the information and that it is being transmitted over a secure server. This is important because this information can be used for identity theft or other fraudulent purposes.

Care should also be taken to avoid giving out personal information such as full name, address and phone number. This is especially important because such information could be used by someone with malicious intent to locate an individual. While name, address and phone number are obvious pieces of information which should be safeguarded, it is important to note other pieces of information could be used to find a person. For example a person can be identified and located by supplying seemingly harmless information such as a first name, where high school was attended and year of graduation. Determined criminals can use this information to deduce the last name of the person which could lead to finding their address and using this information to harm or harass the individual.

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Finding Telecommute Positions through Craigslist

Telecommuting is quickly becoming one of the most desirable types of employment. The ability to telecommute, either full time or part time, is appealing to employees for a number of reasons. Some of the reasons telecommuting is so appealing to many include the opportunity to spend more time with family, the ability to work according to your own schedule and the chance to avoid the hassles of commuting. While telecommuting is appealing for all of these reasons, there are some pitfalls to telecommuting.

Using Craigslist to Find Telecommute Positions

For those who are interested in securing a job where they are able to telecommute there is no better place to begin the search than Craigslist. While other popular websites designed specifically for job seekers have been slow to make telecommuting a prominent part of their community, Craigslist is leading the way in promoting telecommute options.

When employers post their job advertisements on Craigslist they are asked a series of questions regarding the position. These questions include some of the standard questions such as the salary range, years of experience required, education required and job locations. However, Craigslist also includes questions referring to whether telecommuting is an option for the position. The simple inclusion of this question makes it possible for job seekers to include whether or not telecommuting is acceptable in their search criteria.

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Spend More Time with Family

Why are so many users of Craigslist seeking telecommute positions? As previously mentioned there are a number of appealing aspects to telecommuting. Those who have a spouse or children prefer telecommuting because it gives them more time to spend with their family. Employees who telecommute do not have to spend time travelling to and from their job during rush hours. This travel time can really add up and can take time away from the family. Parents who commute to a traditional job are often much more tired than those who are able to work from home. Those who commute also endure additional amounts of stress which can detract from family time.

Work at Your Convenience

Another reason job seekers are flocking to Craigslist to find telecommute positions is because they enjoy the ability to work around their own schedule. Parents of young children who telecommute can wake up early and work for two or three hours before their children wake up. They can then spend the morning with their children and then work a couple more hours after lunch while their child naps. Finally, the parent can conclude their workday in the evening after their children go to bed for the evening. This allows the parents to put in a full eight hour workday without compromising anytime with their children.

Parents who have school aged children can be available to drive their children to school in the morning and pick them up in the afternoon but spend the time while their child is in school working. The parents may also wake early to work before their children wake up or put in additional hours after their child goes to bed. Again, it is clear why so many members of the Craigslist community are seeking these types of positions.

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Avoid the Hassles of Commuting

Still another reason why Craigslist members are delighted with the ability to search for positions which specifically offer a telecommute option is the desire to avoid the hassle of commuting. Whether an employee commutes to a job via car, bus or train, it is likely to add a significant amount of time to the workday. This is time for which the employee is not usually paid and is time which detracts from family time. Also, depending on the difficulty of the commute it can result in dramatically increased stress levels.

The Downside to Telecommuting

Although many Craigslist members fully understand the appeal of telecommute positions, it is important to note there are some pitfalls to telecommuting. One of the obvious downsides to telecommuting is friends and family members do not always respect your personal time. They often feel as though imposing is possible because you are at home and have flexibility in your schedule. Another downside to telecommuting is it may sometimes be difficult to separate work and home. Those who work in a traditional office often have an easier time leaving their work at the office while those who work from home are not always able to make this distinction and may spend too much time working just because it is convenient. One of the most important downsides to telecommuting is the employer may question the amount of work the employee is doing. Although many employers offer telecommuting options, these same employers often put less faith in these employees and do not allow them to climb the corporate ladder as quickly as those who work within the office.

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