



## **Make \$100 a Day Placing Free Ads!**

By: *Bill Long*

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### **ABOUT THE AUTHOR**

Bill Long is a nationally recognized sales trainer, marketing expert, business consultant, author and motivational speaker with over twenty five years experience. Bill has won national recognition as an Inc. Magazine award winner for building one of the top fifty companies in the nation in the category of Innovative Marketing. His pioneer leadership in the Internet marketing field has catapulted his company to the forefront of the payment processing industry as he has built a network of over 15,000 referral agents worldwide. Bill's payment processing company was one of the very first to offer credit card processing on the Internet.

As a consultant, trainer and public speaker, Bill has traveled country lecturing on behalf of one of the nation's largest direct sales organizations and is sought after for his expertise in the areas of sales, marketing and business development.

Some of Bill's earlier experiences and accomplishments include the development and implementation of the first full time, paid, professional police paramedic program in New York State in 1974. Bill attended Ohio University and the Kansas University Medical School. He served in the United States Army, and attended the Empire State Military Academy at Camp Smith, West Point. He has been a pilot, "triple A" travel hockey coach and has served as Director of Fund Raising for the Federation of Catholic Schools. Apart from his business activities, Bill's time is often consumed by his passion for the study of classical guitar.

Bill attributes his success to his strong faith, the support of his family and his commitment to helping others achieve their goals. In doing so, the rewards always follow. He also attributes much his success to the very early attention to the teachings and principles of Napoleon Hill and Earl Nightingale.

And now, for you, this publication is written.

# Make \$100 a Day Placing Free Ads!

Dear Friend,

I am pleased to share with you a simple system that is widely used to make a great deal of money working just a couple hours a day from home. It is not rocket science and costs little or nothing to start. I am going to condense this as much as I can to get you into the money making mode right away.

As you probably already know, Craigslist is the world's largest free classified advertising site on the Internet today. If you spend a little time on it, (<http://craigslist.org>), you will notice that everything from soup to nuts is advertised. Employment ads, business services, items for sale, community events and more are loaded with thousands of ads. There are over 400 cities that are represented. It is truly massive in size and scope.

The screenshot shows the Craigslist website for the San Francisco Bay Area. The main navigation bar includes the Craigslist logo, the location "san francisco bay area", and a list of nearby cities: sfc, sby, eby, pen, nby. Below this, there are several category buttons: community (14225), housing (37849), jobs, personals (48735), and services (30518). Each category has a list of sub-categories. For example, under "community", there are "activities", "lost+found", "artists", "musicians", "childcare", "new+view", "general", "politics", "groups", "rideshare", "pets", "volunteers", and "events", "classes". Under "housing", there are "apts / housing", "rooms / shared", "sublets / temporary", "housing wanted", "housing swap", "vacation rentals", "parking / storage", and "office / commercial", "real estate for sale". Under "jobs", there are "accounting+finance", "admin / office", "arch / engineering", "art / media / design", "biotech / science", "business / mgmt", "customer service", "education", "government", "human resources", "internet engineers", "legal / paralegal", "marketing / pr / ad", "medical / health", "nonprofit sector", "retail / food / hosp", "sales / biz dev", "skilled trade / craft", "software / qa / dba", "systems / network", "technical support", "tv / film / video", "web / info design", "writing / editing", and "[ETC] [part time]". Under "personals", there are "strictly platonic", "women seek women", "women seeking men", "men seeking women", "men seeking men", "misc romance", "casual encounters", "missed connections", and "rants and raves". Under "services", there are "computer", "automotive", "creative", "household", "erotic", "labor/move", "event", "skill'd trade", "financial", "real estate", "legal", "sm biz ads", "lessons", and "therapeutic". There are also buttons for "for sale (14914)", "discussion forums", "gigs (4864)", and "resumes (7450)". On the left side, there is a search bar, a "post to classifieds" button, and a "help, faq, abuse, legal" link. At the bottom, there is a copyright notice: "© 2006 craigslist, inc".

# The Craigslist Overview

How about starting this section by saying "Wow." If you take a little time and read the Craigslist fact sheet, you will see that the size and scope of Craigslist is enormous by anyone's standards.

## What is Craigslist?

**Q:** What is Craigslist?

**A:** Local online classifieds and forums for 450 cities worldwide - community moderated, and largely free.

**Q:** What can I find there?

**A:** Jobs, housing, goods, services, romance, local activities, advice - just about anything really.

**Q:** How did Craigslist get started?

**A:** In early 1995, by Craig Newmark, in San Francisco, CA

**Q:** Is Craigslist a nonprofit?

**A:** No, Craigslist was incorporated as a for-profit in 1999.

**Q:** Why does Craigslist still use a .ORG domain?

**A:** It symbolizes our service mission and non-corporate culture.

**Q:** How much traffic does Craigslist get?

**A:** More than 7 billion page views per month

**Q:** How does that compare with other English-language sites?

**A:** Craigslist is #7, behind Yahoo, AOL, Microsoft, Google, eBay, and News Corp

**Q:** How many people use Craigslist?

**A:** More than 20 million each month

**Q:** How many classified ads does Craigslist receive?

**A:** Craigslist users self-publish more than 17 million new classified ads each month

**Q:** How many job listings does Craigslist receive?

**A:** More than 1 million new job listings each month

**Q:** How many images are uploaded to Craigslist?

**A:** More than 10 million new images per month

**Q:** What about Craigslist discussion forums?

**A:** More than 60 million user postings in 100 topical forums

In comparison, the New York Times has a daily circulation of a little over a million.

Those are extremely large numbers of people. If you spend time on Craigslist, you will find that anything and everything is bought, sold or advertised. Every product and service that you can think of is being sold. Jobs are posted and forums are loaded with people posting messages. It is not only a free classified ad site; it has become a social networking site.

If you want to see if Craigslist works, just find something that you are willing to give away. Place it near your sidewalk and put an ad for it in the "free" section in your town. Just mention what it is and where it is and whoever takes it first gets it. Watch how fast it disappears.

The beauty of Craigslist is that you can place ads all over the country and in other countries totally free. Do you think you could make money if you could place ads in the classified section of the New York Times for free? I think you could!

## **Getting an Account**

Signing up for a Craigslist account could not be easier. Go to <http://Craigslist.org> Click on "my account" in the upper left hand corner. Click on create and account. Enter your e-mail address and the code letters and you are done! Now you are eligible to create ads.

## **Rules**

This may be a little disappointing to some but there are rules that need to be followed. The rules and terms and conditions are clearly posted. Make sure you read them. There is a little wiggle room when it comes to posting multiple ads and you will learn as you go along. Whatever you do, make sure that you do not go placing hundreds of frivolous ads in every location. The Craigslist staff will ban you from their site. You will undoubtedly have many of your ads flagged and deleted. There are a number of reasons but basically it means it was an inappropriate ad for that category.

Do not get discouraged if your ads sometimes get flagged or deleted. This will happen. It is part of the game.

It happened to me! I spent a couple hours placing ads and those ads had brought over 500 hits to just one of my web sites. I thought "this is cool!" I came back an hour later and every ad that I had place was "deleted by the Craigslist staff". I was shocked and I thought that this wasn't going to work. I modified my frequency and method and now it is rare when my ads are deleted.

As you learn how Craigslist works, you will rapidly gain the experience you need to avoid the little pitfalls and pot holes along the way.

Read the rules. Be a good business person. Be respectful of the Craigslist community. Always provide something of value. Always remember that one of the great keys to success is to always give MORE than what you are paid for. If your motives are totally self centered, you will have a difficult time achieving your objectives.

## Placing Craigslist Ads

I am not going to give a tutorial on placing ads in this publication as there are many other resources for that. You should make yourself very familiar with the best way to place ads on Craigslist.

Now that you are a total expert on Craigslist and how to place ads, I am going to take you a little deeper into the Internet marketing world.

## What to Advertise

You could place an ad and sell an old TV or anything else that you wanted that is lying around the house or perhaps a product or service from your current business.

For the sake of this publication, I am going to share with you how to make money using both Craigslist and Google AdSense. A picture is worth a thousand words so let's go to a picture first: Click around on the articles and notice the Google ads on those pages.

<http://greatmoneymaker.net/adsense/marketing>



Notice that there are a thousand articles on that entire website. Each article has its own page and its own set of Google ads on each page.

That happens to be one of my sites and it has a thousand articles that I didn't write. Actually I did not provide any of the content at all.

I used the **Google AdSense Cash Machine** program to create those pages. It really is pretty cool. And because I advertised those articles on Craigslist, Google automatically indexed them on the search engine and people just seem to find them now and click on my AdSense links. I don't have to do a thing other than check my AdSense results to see how much I made.

The **Google AdSense Cash Machine** program found all of those articles from the Internet and automatically created each page.

Here is another example: <http://greatmoneymaker.net/adsense/salesletters>

More on creating these pages later. Let's talk about Google AdSense first:



You obviously know that Google is a household word. You may have done a Google search once or twice. ☺ (<http://google.com>) . You may also have noticed that many website that you navigate to, prominently display Google ads. They look something like this: The example above prominently displayed them.

[Cheap hotels](#)  
Find Hotels By Price, Star Rating Or Location. Cheap hotels  
[www.ResortGateway.com](http://www.ResortGateway.com)

[Hotel Atlantic City NJ](#)  
We Are Right Where You Want To Be Americas Best Value Inn  
Book It  
[www.bestvalueinn.com](http://www.bestvalueinn.com)

[Boston Discount Hotels](#)  
Hyatt - Official Site. View Rates, Book Rooms & Get Online  
Specials.  
[www.Hyatt.com](http://www.Hyatt.com)

[Vegas Cheap Hotel](#)  
Searching for cheap Vegas hotels? See our Vegas cheap hotel  
guide.  
[VegasCheapHotel.net](http://VegasCheapHotel.net)

Ads by Google

Ads by Google

[Free Cheddar Cheese](#)  
4.4 lbs Of English  
Cheddar Cheese.  
Shipping Included. Act  
Now!  
[Food-Of-the.com](http://Food-Of-the.com)

[Vermont Cheese](#)  
Made Fresh and Aged  
Slowly for a Great Taste.  
Variety of Types!  
[www.vermontcountrystore.com](http://www.vermontcountrystore.com)

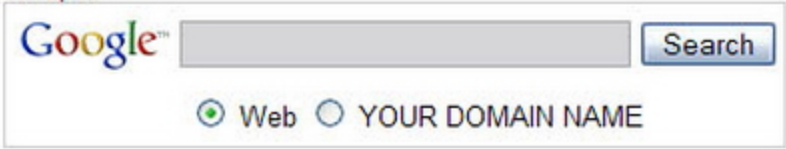
[Lost Garlic Bread  
Secret](#)  
A long, lost Italian recipe  
for marvelous old country  
garlic bread.  
[www.GarlicValleyFarms.com](http://www.GarlicValleyFarms.com)

[Cheese Info](#)  
Get Info on Cheese from  
14 search engines in 1.  
[www.info.com/Cheese](http://www.info.com/Cheese)

[Home Cheesemaking  
Secrets](#)  
Making Camembert,Brie,  
Blue cheese is easy with  
my Kit and eBook.  
[www.thecheesemaker.com](http://www.thecheesemaker.com)

**Search box style**

Sample



Web  YOUR DOMAIN NAME

**Logo type**  Google Logo  Logo above text

**Search button**  Search button below text box

**Background**  White  Text color



These are referred to as Google AdSense Ads.

Did you know that **EVERY TIME** one of those links is clicked, the owner of the website makes money? It might be a nickel or it might be a few dollars. It all depends on what the advertiser is spending on Google advertising. Yes, Google will give **YOU** a portion of that advertising revenue if someone clicks from your efforts!



## **When your content changes, so do your ads.**

Google AdSense technology goes beyond simple keyword or category matching. We work hard to understand your content and deliver ads that are relevant to specific pages, automatically, no matter how many thousands of pages your site may have, or how specialized or broad your content. As your content changes, Google's ads change to match. And since our ads are also targeted by country, global businesses can display local advertising with no additional effort.\*

## **Safeguarding your business standards is our business too.**

**We're committed to maintaining our customers' business standards. That's why Google AdSense features these safeguards:**

- Competitive ad filters. You can block competitive ads, or other ads you want to keep off your site, simply by telling us which URLs to block.
- Ad Review. Before ads appear on your site, they're reviewed using a combination of human and automated processes. The review process takes into account a variety of factors, including the quality of the ad and whether it's suitable for all audiences.
- Sensitive content filters. At times, certain ads may be inappropriate for some pages. For example, Google automatically filters out ads that would be inappropriate on a news page about a catastrophic event.
- Choose your own default ads. In the unlikely event that Google is unable to serve targeted ads on your page, we offer you the option of displaying a default ad of your choice. This ensures that your advertising space is always being used as effectively as possible.

## **Customize ads to complement your site.**

You spend lots of time perfecting your website's look and feel, and we want AdSense to fit in. So we let you customize the appearance of your ads to fully complement your site by choosing from over 200 colors and 24 pre-set color palettes (you can create and save your own custom palettes using a simple point-and-click color selection tool).

### **Track your earnings with online reports.**

With AdSense, you can monitor your ad performance with customizable online reports that offer details like the number of page impressions, clicks and click-through rate. You can track the performance of specific ad formats, colors and pages, and spot trends quickly and easily. Our flexible reporting tools let you group your pages however you want, so you can gain insight into your earnings by viewing results by URL, domain, ad type, category and more.

**And best of all, of course, you can check your earnings anytime.**

**Getting started is fast and easy.**

Getting started as a Google AdSense publisher is easy. It only takes a few moments to apply online for both content and search ads. Once you're approved, simply log in to your account, copy a block of HTML code and paste it into your existing ad server or any of your web pages. And that's it—you're done. Relevant ads start to appear on your web pages, and your earnings start to add up.

To sign up for AdSense: <http://google.com/adsense>

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### **Google AdSense for search**

When you join the AdSense program, you get access to Google AdSense for search, and that's a good thing; adding a Google search box to your site means monetizing more web pages while offering your users an even better site experience. Visitors hang around longer, since they can search from right on your site. And since AdSense serves targeted ads on search results pages, you can make more money from your Google search box as well.

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\* **AdSense is available in over a dozen languages.**



## Some things you will need:

1. A domain name
2. Web hosting
3. A web site editor

If you already have these goodies, you are way ahead of the pack. If you don't have them, you will need to get them. It's not that hard.

With the **Hostgator** service, you can register a domain name, secure your web hosting and create your own web site with "Sitebuilder" and be up and running in under an hour.

With your own hosting program, and I recommend the **reseller program**, you can have an unlimited number of domain names and web sites. You could literally have a thousand web pages making you a dollar or two per day. Naturally it would take time to make them.

You can resell web sites and web hosting. With this program you get hundreds of readymade web site templates. This can be a business by itself, if you like.



[Click](#) for Hosting



You don't need to be a web designer to make your own web pages. It is simple point and click and you can make as many web pages as you like. All of them can have Google ads on them. When you advertise your pages, they get clicks and you get paid!

## Bringing It All Together

Now that you are an expert in placing Craigslist ads, you have your web hosting system set up, and you have your Google AdSense account, you are ready to begin to:

- Make your web pages!
- Advertise them on Craigslist!
- Count the Google cash you earn from the clicks!

You might ask what web sites to make. Well you can make a website about just about anything you like. If you wanted to make a web site about dental implants, you could go to your control panel on your Hostgator system and use one of the dental web site templates.

Then to add a little content, you could go to any number of “free content” sites and use any of the **three thousand** plus articles written on dental implants. That is an amazing number of articles.

Go to: <http://ezinearticles.com> and type in the term dental implants and see for yourself. You might also note how every article page has Google AdSense ads on it.

Now you copy and paste your Google AdSense code on your website and when you view your new dental implant site, you will see all the Google ads on dental implants.

So you place a **Craigslist ad** that looks something like this:

**Where to Get Dental Implants at a  
Fraction of the Normal Cost!!**

**[CLICK HERE](#)**

Implant-supported replacement teeth look,  
feel and function like natural teeth



The diagram illustrates a dental implant system. It shows a cross-section of a tooth and its supporting structures. Labels include: Crown (the top part of the tooth), Gum (the soft tissue surrounding the tooth), Tooth Root (the part of the tooth embedded in the jawbone), Dental Implant (a metal post inserted into the jawbone), and Jawbone (the bone supporting the tooth and implant). The implant is shown as a threaded metal post that has fused with the jawbone, supporting a crown that looks like a natural tooth.

When the viewer of your ad, clicks to learn about dental implants, they are taken to your website that has information on implants and when they click on the **Google ads**, you make money!!



Now because you have advertised your dental implant site on Craigslist and perhaps other free classified ad sites, Google will automatically find your web site and index it in their search engine. So will Yahoo and others.

Now in the course of searching, people will begin to find your website on the search engines and get clicks.

As an example, I advertised the website: <http://investigate.net> It is one of my websites. Now the pages that are in that site are found on the search engines separately and I make a couple dollars every day on those pages.

Example:

<http://investigate.net/pages/inmates.htm>

Notice that the page that is part of the investigate.net website shows up. There are Google links on that page.

I decided to take my advertising program to a new level. I could have been content to just make a few web pages, fill them with ezinearticle content, put my Google ads on them and advertise them.

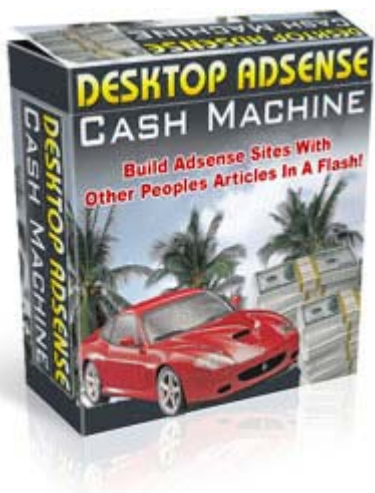
What I did was purchase the **Desktop Adsense Cash Machine** program. Instead of making a few web pages, I made thousands!!

Needless to say, the return on investment has been magnificent! I didn't make the program, I just bought it. Now because I bought it, I also have resale rights. I bought it for \$97 and now I sell it for \$97 and keep \$100 percent of the profit!

## **In Conclusion**

This program is what has made it all work for me. If you buy it, you can not only use it but you have unlimited resale rights. You can sell it over and over.

## **This Cutting Edge Desktop Robot Automatically Finds Articles, Builds Content Rich Adsense Sites With Them, And Even Uploads The Completed Sites To Your Server!**



*Are you ready to start building your  
Adsense empire quickly and easily?*

*Until now, it's required hundreds of hours of  
technical work and complicated systems to  
make any money...*

*The New Adsense Cash Machine Is Literally  
So Simple A Child Can Run it... Maybe It's  
Time To Put The Kids To Work! Heh...*

**If you would like to learn more about Desktop Adsense Cash Machine,  
the information is just a click away!**

[http://greatmoneymaker.net/adsense\\_cm](http://greatmoneymaker.net/adsense_cm)

If you get stuck, don't worry. Send me an e-mail and I will help you.

Enjoy a prosperous day!

*Bill Long*

[support@namesecured.com](mailto:support@namesecured.com)

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