

# **Stop Cold Calling And Start Enjoying The Flood Of New Prospects That Will Be Calling You**

*Thanks To A Completely FREE Advertising Technique One Web Designer Discovered For Getting Clients Fast*

One of the biggest questions most HMA consultants have is – how do I create a steady flow of prospects? No one likes cold calling, and studies show it's not the most effective way to land clients anyway. Prospects are more likely to become clients when they're the ones calling you.

So in this audio, you'll meet Michelle and hear how she uses free advertising sites, like Craigslist, to create this kind of constant flow. In fact, Michelle built and maintains her highly successful web designing business using nothing but these methods alone.

It all started when she was held up for eight months with a knee injury. She says she didn't have "two nickels to rub together," and she needed money fast. So she started playing around with free advertising and soon discovered there were hundreds of sites out there. She also discovered they weren't all created equal – in other words, some were huge wastes of time, others were goldmines.

So she sifted, and tested, and soon came up with a plan. Using her top five free advertising sites, she's able to get consistent click-throughs, create powerful SEO, and because she's using targeted ads, she's also able to qualify prospects while motivating them to contact her. Now, she uses this technique kind of like a faucet –

Michelle says whenever she's finishing up a project and needs a new flow of prospects, she throws some free ads up and waits for her phone to ring. And you'll hear all about it in this audio.

## **You'll Also Hear...**

- An in-depth look at each of Michelle's top five websites – the marketing strategy behind placing ads on each, how to use the sites for optimum benefit, when to renew your listings, and what to avoid
- A free (yet little-known) resource for creating a fake phone number that rings to your real one – so you can put your number all over your ads without worrying you're giving away too much personal info
- Examples of niche-specific headlines that grab the right kind of attention

- A two-step process for creating targeted Craigslist ads – and make every ad get noticed, get read, and get your phone ringing
- Where to go to find a Craigslist “cheat sheet” for creating the kind of amazing ads you’ve probably seen on Craigslist but thought only HTML experts made
- Why you really don't need to be local in order to find clients on Craigslist, but why Michelle says you may want to stick to your local area anyway
- The surprising place Michelle says you need to put your phone number in your listing if you want prospects to call you right away
- How to get around Craigslist’s ad restrictions by creating targeted listings for every part of your business – and the maximum number of ads you can run without making Craigslist angry
- Exactly how Michelle combines Craigslist with Meet Up to fill her workshops and seminars fast
- A step-by-step look at using Google Analytics and an Excel spreadsheet to track click-throughs, keep organized, and spot patterns in your marketing so you know exactly which ads to keep, which to tweak, and which ones to just throw away
- An “idiot’s guide” to creating free ads – from setting up an account to pressing the “post” button

## **You May Never Look At Craigslist The Same Way Again**

When Michelle first started tracking her results, she says she was stunned by how many multimillion-dollar companies were reaching her through Craigslist (and spending thousands of dollars on her services). And in this audio, you’ll hear her “STAR” method for creating high-quality Craigslist ads, but you’ll also hear how she uses the other four of her top five free sites for building SEO. She dominates the first page of Google for her keywords – and she didn’t spend a dime to get there. You can do it too. And in this audio, you’ll hear exactly how.

Hi I'm Michael Senoff, founder and CEO of HardToFindSeminars.com. For the last five years, I've interviewed the best business and marketing minds. Along the way, I've created a successful publishing all from home, from my two car garage. When my first child was born, he was very sick and it was then that I knew that I had to have a business that I could operate from home. Now my challenge is to build the world's largest free resource for online, downloadable mp3 audio business interviews. I knew I needed a site that contained strategies, solutions and inside angles to help you live better, to save and make more money, to stay healthier and to get more out of life. I've learned a lot in the last five years and today I'm going to show you the skills you need to survive.

Michael: Michelle, I appreciate you joining me today. I am excited that you are going to sharing some of your knowledge with my Hidden Marketing Assets Consultants.

Michelle: Wait until you hear all the stuff that I'm going to give you. You're going to be like, wow!

Michael: You are going to share with us how to add a flood of new customers through free internet advertising. Tell our HMA consultants what your name is, where you live, how long you've been doing this and how it all started, including your accident when you fell off your horse.

Michelle: Thank you, Michael. My name is Michelle Brubaker and I've been using free advertisements for about three years. I live just outside of Portland, Oregon about a half hour south in a rural area and like Michael said, I have a horses and a few years ago, I took a spill while I was trying to get on one of them and blew my knee out, spiraled my ankle and broke it and was laid up for about 8 months.

Michael: What were you doing work wise at that time?

Michelle: I was developing websites; I was a freelance web designer and I was also doing a few seminars and classes here and there for the community colleges in the local area and for myself, but primarily web design and development.

Michael: So did this develop out of a personal necessity to learn how to get clients for your web design firm?

Michelle: Absolutely. Because you see what happened is after those 8 months of being down and staring at the ceiling with your leg in the air, I was ready to get back to work. And when that occurred, I didn't have any budget. I didn't have any money to go create an advertising campaign. I didn't have two nickels to rub together and so I thought to myself, Michelle, you're a sharp cookie here. You can figure this out. You can find a way to do this. And so I started using free advertisements on the internet.

Michael: I'm going to interrupt now sorry. How did you get your clients before this? I know you were laid up and you were injured, but how were you generating your web clients before this occurred?

Michelle: Most of my web clients came before through referrals and I would attend networking events. Meet a lot of people through those networking events in the local area. If I was at a seminar class often times, I would get somebody that would come from that or that attended that would refer somebody.

Michael: Did that go good?

Michelle: It did go well. I still to this day get results from all the events I do. It might even be a year later, but someone will still call a year later and say, "my friend Suzie was in your class Michelle and she said you're the only person to call" and I have no clue who it is but I still have people coming from my events.

Michael: OK so you were injured and because you were injured, you weren't mobile and that killed your opportunity for going to the networking events?

Michelle: Ya, I couldn't walk for quite a few months at all and was completely laid up.

Michael: What about getting on the phone, could you use the phone?

Michelle: Ya I was jacked up on pain medicine quite a bit and then I had to have surgery too and therapies that were very painful.

Michael: So you were really out of it.

Michelle: Ya.

Michael: You didn't feel like working, you couldn't work? Ok so you were really down of the count.

Michelle: It was a really difficult time for me to because I enjoy being around people and the isolation was very hard, so anybody who's ever been laid up for a period of time and you're stuck in a room by yourself, if you don't have a good head on your shoulders, it'll send you to the funny farm. Its hard to be isolated like that.

Michael: Were you home or were you in a hospital?

Michelle: I was at home.

Michael: What did you break?

Michelle: I ruptured the ACL in my knee when my knee bent over sideways and then broke my ankle so I was from hip to toe in braces and casts and everything.

Michael: And how many years ago was that?

Michelle: 3.

Michael: How are you doing now?

Michelle: Wonderful. It all works great now.

Michael: Can you run on it?

Michelle: I actually started running last year.

Michael: Good job. OK so you were laid up, really out of business, your business went bye bye because you weren't there, correct?

Michelle: Yep, business complete came to a screeching halt.

Michael: Alright, now you're ready to get back into web design, is that what you wanted to get back into, what you were doing before?

Michelle: Ya, that was the easiest thing for me to get right back into because standing on my feet for a long period of time or a few hours in class was difficult so right away, I just needed to get some income, generate some business and get a couple of websites. Because if I could just do a few of those in a month, I could make a relatively good income on my own. So that was my goal, right away- ok, I'm ready to work. Let's buckle down and get it done. Let's find a way, make a way, and get some business rolling.

Michael: Alright, so what did you do first to get that going again?

Michelle: Well I started working with free advertisements and primarily started using Craigslist as one resource but then found that there were many other resources. And I just used all of my coding and HTML and tweaking and research and SEO skills that I had to turn that into something that would be really effective for me and I didn't even know it at the time, but when I started doing it, within about 2 months, I had 80 ads running all over the internet and those ads would make people go to my website and fill out the contact form on it and it would come to my email or they would just pick up the phone and call or send an email through the ad and I completely built my business that way. And to this day, three years later, I still don't spend any money at all on advertising for my business and my company. Because it works.

Michael: Ok, do you remember the very first ad you placed and what it was for and maybe take the listener through when maybe you generated a response and that was a real "ah ha" moment where you're saying- Yes, this is going to work.

Michelle: It was actually quite a long time ago and I've had so many "ah ha" moments since then that I don't remember the exact first one that I got. But what I have got is clients that have come from the free advertisements have been some of my biggest clients that I've ever had. They might spend thousands of dollars on web design, web work and it all came from free ads. So that's my "ah ha" right there.

Michael: Michelle, you've provided an outline for myself and for the listeners that outlines some of the important elements in doing free ads and generating free client work. Can we start with the first topic, which is Advertising Formats? What is Advertising Formats and what is important about that when placing an ad?

Michelle: Well Michael, I used a lot of different websites to place free ads on. Craigslist, of course, is one of them. But there's many, many other websites out there that will take free advertisements. And they come in different formats. Some websites will only allow you to use a text ad and a text ad is really easy to do- you just type it in, you can do it from your mobile device, anyone can do it. It's very simple.

Michael: Is Craigslist a text ad site?

Michelle: Craigslist will do text ads, yes. But it also will do HTML as well and a lot of people don't know that. What that means is I can make my text now include things such as bold, underline, heading text, bulleted lists; I could make links now because Craigslist is a site that allows HTML. In fact, you've probably been on Craigslist before and you've seen an advertisement that practically looks like somebody's website. And that's what you can do in Craigslist and those kind of ads really stand out when you put them on Craigslist.

Michael: And what is an image ad?

Michelle: I don't really recommend that because you put that text in or the text that's with your HTML, that then becomes searchable by Google. So it's really important to use only text and include some of your business keywords within that- headings and pictures and images and so on. Some of the sites only do text, like I said, some do text with a little bit of HTML, some do full HTML and some people will place just an image ad.

Michael: We have text ads, HTML ads and image ads. Are all of them good or are some better than others, if I'm looking for additional free websites and resources to advertise on? Should I try for HTML more than image or text?

Michelle: That's a really good question Michael and the answer is not necessarily, because the reason that we're doing the ads is two reasons. Reason #1 to do the ads is to get business. We want people to see the ad, we want people to call us or click through to our website. So #1 is to get business right there on the spot. So we need to write a really great ad. #2 reason is to get that traffic to our website and for search engine optimization purposes. So even though some of the ad sites are just text ad sites, they have some really good search engine optimization tools built within them that help with your traffic and search engine optimization so it isn't always about text or HTML, it has to do with the SEO as well.

Michael: So one thing that I'm thinking of, I understand about the HTML, for example if you're selling a garden hose on Ebay and you place that ad on Ebay or Craigslist for that matter, because they are ranked so high on the search engines, someone could be searching on Google or Yahoo, "green garden hose San Diego, California" and your ad will come up in the search rankings, even though it's on Ebay or Craigslist. Is that one of the advantages that you're speaking of?

Michelle: That's a very good advantage, you're right on. And I have had my web design business come up when someone searches for web design in the local city here, shows up on page one in the Google Maps. My website shows up on page one just because the website is search engine optimized really greatly and one of the advertisements shows up as well, so by now I've dominated that whole front page of Google just because of my ads and SEO.

Michael: And aren't we kind of host/parasite relationship? We're joint venturing and kind of benefiting off of the stature of these advertising sites by using their incredible search engine optimization placements.

Michelle: Exactly. And also, some of them have the advertisement address. So let's say I place an ad, like you said- "green garden hose in San Diego"- if I place that ad in Craigslist and the title of my ad is "green garden hose San Diego", then my URL or the website address of that advertisement is [craigslist.org/sandiego](http://craigslist.org/sandiego) (and a big long string of numbers)html. If I place that exact same ad in one of the other websites, the website address now becomes the name of the website/SanDiego/greengardenhoseinsandiego. So the key word you could put right there in the title and they now show up on that page and that's how I get them on page one.

Michael: I don't actually see, I'm a little confused so I want you to explain that to me so I can understand that. I'm placing an ad for green garden hose in San Diego on Craigslist. I've placed my headline, my description, the ad is placed and I'm using HTML- or do I need to use HTML to do that or do I just use Craigslist format that they offer for placing the ad- title, description, the area and the price? Do I need to do anything different when I'm placing that ad on Craigslist to get the best benefit? Or is it already HTML integrated as it is for anyone who wants to place an ad- does that make sense?

Michelle: Yes, Craigslist is already well integrated for search engine optimization. It's the address of the advertisement, so if you were to send somebody a link to your ad or link to it from one of your social media sites, that actual page that's reserved for your ad on the internet is a big long string of numbers. If you create that same ad but put it on one of the other websites, many of them will take the title of your ad and make the title of your ad actually be part of the website address.

Michael: I see. The name of the URL. Just like a blog. When you title your blog post, that will be the location of the blog post with the title included, is that correct?

Michelle: That's correct and that gives you a lot more SEO power.

Michael: So those free advertising sites that do that offer us more SEO power compared to Craigslist, that just gives you a number URL.

Michelle: Yes.

Michael: You're listening to an exclusive interview found on Michael Senoff's [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com) That makes sense. Writing an ad that gets viewed, how important is this?

Michelle: That's really important, especially on Craigslist because truth be told, everyone's going to go to Craigslist to try to find your products and services. That's generally how it works. Nobody knows about all the other sites or not very often do they. What the other ones all do is help you with that search engine optimization. Now since Craigslist is where folks are going to go to find you, it's really important to have a really awesome ad. So I made up what I call a STAR headline and it's very important to have a really great headline because isn't it true, then, in the newspaper, if you don't have a good headline, no one's going to read the rest of the article?

Michael: That is true.

Michelle: So it's very important to have that. So the ad title I tell people, it needs to be very specific. If you're going to put an advertisement out, that title has to tell exactly what it is or even if you can create more of a niche with it, you don't want to have it be real vague. For example, if you're a hair styling salon and you just say "we do hairstyles", that's great. But in the long list of Craigslist, if you create a more specific ad that says "special occasion hairstyling" or "hair styles for weddings", something like that, then you're more apt to get the person that's searching for that specific thing to click on your ad and read the rest of it. So #1 of STAR "S" is be very specific.

Michael: Why don't you give me an example for when you're advertising your website design. What kind of specific headline have you found that works good for you?

Michelle: For me, I've found really good headlines are things that are specific such as "custom wordpress editing", I've got a lot of results on that one. It was kind of a surprise to me. And "custom website design", I would get good results from that. Putting the word "local" in there in all capital letters. LOCAL web development because those are key points to issues that customers often will find out when you scan the list is that some of the people you click on aren't even local they're not around here or they're just doing templates so they want somebody that can do custom work and they're local. So whatever it is that your customer would be most likely to choose, niche it down and be very specific in your title. If your title isn't good, they're not going to click on it.

Michael: Ok that's good advice, let me ask you this because you bring something up. For your website design business, are we talking about this free advertising strategy as a local strategy or can be this be equally used for international? And how do you use it? Are you mainly local or national?

Michelle: If I can be anywhere of course, but I find that I do a lot of work locally and so I just try to hone in on that audience. I do have clients all over the United States but I'm really working primarily with the ones that are local. They want to come into the office, they want to meet me, I'm a real person, so I'm focusing on the local.

Michael: So any consultant that wants to build a local business, this strategy will work for you. All those free resources to places your ads are available for your local area, is that correct?

Michelle: Yes, that's absolutely correct. They're all available for local areas and they're also available global but I focus on the local.

Michael: Being specific in your ad headline is important. Next for the acronym STAR, "T": Telephone number. Tell me about why this is important.

Michelle: This is important to put your telephone number in the ad. If you've ever scanned down the list of say Craigslist and they put about 100 on the page and you scan down that page, every once in a while, you'll see one that has a telephone number right there in the heading. I often will put that over in the location field and put "Portland/Metro area" and then put my phone number because it looks like you're a local business when you have a phone number.

Michael: Oh so you'll put the phone number where it asks on Craigslist where you're located, correct?

Michelle: Yep.

Michael: And there's room for that?

Michelle: Oh ya, I put Portland/Metro and the phone number.

Michael: Oh you put the phone number after Portland/Metro. Ok that is a great tip right there.

Michelle: Now some people might be concerned with putting your phone number in there. A lot of us use our business number, so what I do is I just get a Google number which is completely free and forward the number to the cell phone. You can get that at [www.google.com/voice](http://www.google.com/voice). That free Google phone number will then forward to your cell phone so people won't have your actual cell phone number and you can actually call back from that number so that your caller ID doesn't show on that as well.

Michael: Ok very good. So phone number, put in the location area on Craigslist or some of your other resources in the headline. That's the place to put the phone number, is that correct?

Michelle: That's the place to put the phone number, yes.

Michael: Also in the body as well.

Michelle: Absolutely in the body as well because if somebody wants to call you right there, so many people are on mobile devices, they can just tap it there. If you have such a great headline, they don't even need the rest, give them the opportunity to call you right then and there.

Michael: Can they text you from your Google phone number?

Michelle: Yes, you can receive text messages and send text messages through your Google number. It'll also transcribe voicemail messages for you, although it's a little off when it does it but you get the idea that somebody left you a message.

Michael: I know when I advertise on Craigslist, I do mention text or call and I put my cell phone number because there are a lot of people who will text before they call and that may give someone a competitive advantage as well.

Michelle: That's a very good idea. So certainly put that in the body of the ad-text or call, I like that.

Michael: Ok we're working in the acronym STAR, we're down to "A". Attention Grabbing, tell me more about that.

Michelle: If you can have some kind of attention grabbing phrase that will get the attention of the audience, sometimes if you ask a question- put a question mark after it, that makes people ponder or think in their mind, "are you looking for- and then the question mark?"

Michael: Give me an example from maybe you doing your website design, a question that you've asked and one of your ads that you've seemed to use over and over again. It looks like it works.

Michelle: "Are you looking for a local web developer?"

Michael: Why would someone be willing be more apt to use someone local than someone in another area. What have you found?

Michelle: Because they don't know if they're being outsourced. You don't know if the web developer you're hiring is just taking your project and outsourcing it to a foreign country where the person is just sitting in there, working on their computer, unemployed college student sitting in their underwear in the parent's basement, cranking out websites and putting any encrypted code in there. A lot of websites take hundreds of files to create and so if you don't know that those website files are being well structured and have no encryption and have anything like that in them, and they're safe and secure, that's why you want to go with somebody that you can trust that's local.

Michael: I agree and I'll give you a personal story that's happening right now, I placed an ad on Craigslist several weeks ago for a website designer. We're doing a whole revamp of our HMA marketing consulting backend website and I had a ton of calls and I've got a gentleman here from Brazil who has been working with me and he's right here in my office and I wanted someone local this time. I got plenty of national calls, but I wanted someone that I could see every

day and look at the work as he continues to do it and that makes a big difference from an employer's point of view.

Michelle: It does, I found people that like to come into the office or meet me in a coffee shop in the area and they just want to shake your hand and see that you're a real person. And so that local seems to really be effective for me.

Michael: Ok so attention grabbing. You gave a specific example of maybe asking a question- "are you looking for a local web designer?" and then you go into your ad. We have the "R" from your acronym STAR- "realistic", what does realistic represent?

Michelle: Realistic- what I mean is, some of the ads you see out there will be lose 100 pounds in 30 days or make a six figure income in 60 days. And that's not realistic. So just really encouraging people to just be real when they're writing their ads and be real when they're writing a title and don't be outlandish and its best to just really state what your product or service is, make it attention grabbing, get that telephone number and be really specific with it.

Michael: How about capitalization? All capitals on the headline? Capital, upper lowercase? What is your opinion on that?

Michelle: My opinion is only a word or two otherwise you just look like everybody else out there.

Michael: Alright, let's go to the writing your ad body and you have hook, line and sinker. Those are three words that anyone can remember: hook, line and sinker. So what is a hook and maybe give us an example of a hook you've used in one of your ads to generate website design business.

Michelle: Well, it's really important in the body of your ad to have those three elements and the hook I say is that first sentence that the person reads because really, if that first sentence isn't very good, they're not going to read the rest of it. So you need to come right out of the shoot, someone clicks on your ad and the first thing they read is something really great about you. Maybe you have more experience than anyone else in the area. Maybe you've worked with some high end clients. Whatever that is, kind of like your unique selling proposition in a way, or again- asking a question. So I would ask things in mine or state things that have to do with the local aspect.

Michael: Give me some examples or an example.

Michelle: Ok. Here's a great one I used. Impressive, high performance, affordable websites. I put affordable in there as one of the key points and then I say, our local programmers can design to any specification you can imagine. Letting them know that we can do anything.

Michael: Alright, that's right from the get go.

Michelle: Right from the get go.

Michael: So read that gain: what's the hook?

Michelle: Impressive looking, high performance, affordable websites. And the phone number. Our LOCAL programmers can design to any specification you can imagine. And then we have the best and most experienced team of talented local developers, designers and programmers in the area. And then when you get into the hook line and sinker, the line is all the things you can do. Maybe it's your experience, credentials of any kind, so whatever that is. So then you go into listing what those things are and a bulleted list works really nice. So for me, its web design, web development, internet marketing, social media marketing, DIY workshops.

Michael: Alright and what's the sinker?

Michelle: It's the call to action. That the call to action. Whatever that is for the business. For me, call now to get started today. We have everything web all in one place. And then also, at the very bottom, I often go ahead and throw the keywords in kind of like footer at the very bottom, just to get one more jab of keywords in there. I don't like it when I see people say "visit my website for more information". Well are you really putting this out there to get information or do you want people to call? Or do you want them to go there? So whatever that is, be real specific in that sinker. That call to action.

Michael: So your call to action is to generate a phone call?

Michelle: Generate a phone call, and I put my website all over on there and the oddest thing is that I generally do get people that go to my website fill out the form and click "submit" and probably 9 out of 10 times they do that and then pick up the phone and call me.

Michael: Alright but you don't say in your ads, "go to my website" but you'll have your URL there, they're naturally going to want to check you out and see

what your site looks like to see if you got the chops to do the work. For more exclusive interviews on business, marketing, advertising and copywriting, go to Michael Senoff's [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com)

Michelle: You bet. And I think my ad needs to look really good too because that says something. It's kind of like a graphic designer that has an ugly ad. The graphic designer should have the best looking ad there or a web person should have a great looking ad because they know this stuff.

Michael: So is your ad in Craigslist, is it a color HTML type looking ad? Or is it the text ad?

Michelle: Oh it's full on HTML. I have my logo, it's all set up and if you know anything about HTML tables, Craigslist will accept tables. It's a little tweaky but it works pretty good.

Michael: Ya, you're designing like the full color ad.

Michelle: Yep.

Michael: That stands out on Craigslist and some of these sites because 99% of the people don't know how to do that, is that correct?

Michelle: Oh it stands out very much so. Now I have the opportunity to put in testimonials, or images of my work, like a portfolio of images so people can see right there how great I am without even having to click over. They know I'm the one to see and the one to call and the one to inquire with. They can email me directly through there too although I don't recommend putting your email address in any Craigslist ads to avoid Spam.

Michael: OK, here's what I hear you saying. I see your competitive advantage is that you really understand website design and you've taken that understanding and put that in these free advertising sites that 99.9% of people would not know how to do. That's how you're really able to differentiate yourself in addition to having a great headline, a hook, line, and sinker and using your STAR formula for headlines. That's what's generating you a lot of business compared to everyone else, would you agree?

Michelle: I would think it would certainly have something to do with it. And an interesting thing I found out recently too because the internet changes so rapidly, I'm always finding new things. Is that when I was searching for my iPad, I have

the Craigslist app on there and on my mobile device but on my iPad, when I was scrolling through Craigslist ads, if I had an image in my ad, I noticed that the top most image in that HTML ad was showing up as an icon for the ad. So you could scan through this whole list of ads on the internet and the one that would stick out is the one that had my big huge web design logo on it so it looked really sharp for mobile devices too.

Michael: Nice. So here's what I'm thinking. Michelle, I don't know how to do that. How am I going to learn how to make these types of ads? Do I have to go a web design school to be able to figure this out? Or is it going to be easy to do?

Michelle: It's not very hard; in fact if you even just do a Google search for "Craigslist HTML", they will provide you a page there. I often will just print that page out and have it handy to give to people who are trying to learn how to do the same thing. And it shows you what code to use to make something bold and what code to use to turn it red or blue and to make a heading and to make a bulleted list. I had an 80 year old woman in one of my classes who sold cutlery and she sat there in class and made a bulleted list out of HTML code. So if she can do it, anybody can do it.

Michael: So we can get the instructions to know how to do it and all I'm going to need is an HTML editor on my computer?

Michelle: You don't even need an HTML editor on your computer, you can type it directly into the body section in Craigslist and it will look a little funky because it'll have those elements of code in it but when you click "continue" and "next" and it shows you a preview of that ad, you will be able to see right there before its published all of the words that are bold and the headings and the bulleted list and any images that you've put in there.

Michael: If I'm using images in my ad, where are those images stored?

Michelle: You will need to have the image stored somewhere or hosted somewhere, so that image might be hosted on your website. If you have just the URL of that image, you can put that in to link it up. If you're using a website such as Word press website, you just upload it into the Media Gallery there and grab the link to the image and you can put that in there.

Michael: For my HMA consultants whose eyes are rolling in the back of their head and they're thinking there's no way that I can do this, there are plenty of people who could help them do this, correct?

Michelle: Oh you bet. I can help you do it, anyone can help you do it. But I really encourage you to give it a try though. Print that list out when you just do a Google search for "Craigslist HTML" and it will show I think it's about a page and a half, it shows examples of exactly how to do it. So even just to try it, you'd be quite surprised at what you can do just from that list of instructions.

Michael: Alright now, for the basic overall strategy, I think I understand what we're trying to do. We're going to create a set of ads for our product or our service or whatever we're selling and we're going to pretty much use this same ad in all different kinds of websites that I can advertise. Is that correct? So I'm not going to have to keep making a hundred new ads, I'm going to use the same ad and basically use that on all these free resources that we're going to talk about shortly.

Michelle: And what I recommend for folks to do is just to start with one because like you said, it can be kind of overwhelming at first. And you might spend some time really creating a fantastic ad and just take that one ad and put it on one site. Put it on Craigslist and then take that same ad and then maybe it put it on two more sites and now you have one ad on three sites. Maybe the next week, make another one and then you've got two and take those two and put it on three. 3 ads in 3 places makes 9 ads. 3 ads in 5 places is 15 ads. So you can see how quickly it can add up.

Michael: Let's go to some of the ad sites that you have tested that you have found generate the best results. What is your secret list of the most effective sites that you have found from your experience and your clients experience.

Michelle: Yes, the best sites. Obviously, Craigslist is number one because that's where I get most of the traffic from and also, people calling from Craigslist. So that's where I try to put most of my effort. However, Craigslist is only going to let you have one ad per city so what you'll need to do in order to use Craigslist is to have multiple ads. So for my business, I can have an ad about web design, an ad about social media marketing, and an ad about development. Or an ad about the seminars and do it yourself classes. So really if the consultants you're working with really want to have maximum impact, they'll want to make an ad for

every one of those areas of service that they have. Then you can have multiple ads on Craigslist, other than that Craigslist will only let you have one ad per city.

Michael: So is that within Craigslist's guidelines? You can legitimately have multiple ads if you're advertising different services, even though you're the same business?

Michelle: I haven't had any issues with it. I have found if I place more than six ads in one day, then they kind of get a little cranky at you, so I really try to stay under the radar completely and don't ever try to break any rules there because they can ghost your account so that no one will ever see your ads except for you, they can kick you off and you'll never be on there again, so the best thing to do is just always follow the guidelines for Craigslist.

Michael: I see, so give me a couple DON'T do's on Craigslist.

Michelle: Don't overpost or try and post the same ad, if you try and post the same ad, they're going to throw a red flag up right away. The same ad would be an ad that has the same exact title and you're trying to place that in a different city, so they'll flag that and not allow you to post something like that. If the content in the body of your ad is very similar, then they may flag you for that too. So the best rule of thumb is really make them specific, so one ad is on one area of service and another ad is on another area of service. Or it's just written in a different way. And it takes time to do those but the benefit is huge.

Michael: So what percentage of business would you say is coming through Craigslist compared to your other sites?

Michelle: It's difficult to know where it comes from except for through the links that I can track from Craigslist and when people fill out a form on my website, then I ask where did they find me and they'll say they found me under Google search or they found me under Craigslist, so the main benefit again on Craigslist is to get people to call or go to my website and take an action but the other ones are more for search engine optimization purposes.

Michael: Ok great, what are some other effective sites that you've found useful?

Michelle: I use a lot of different sites. I narrowed it down to about a dozen and then I found that the top 5 for me were really seeing the best results so I just stuck with that 5. So I'm going to tell you my secret top 5 list.

Michael: Ok let's do it.

Michelle: And Backpage would be #2. [www.Backpage.com](http://www.Backpage.com).

Michael: Who owns Backpage?

Michelle: I don't think I really know who owns Backpage.

Michael: I've never even heard of that, what is Backpage?

Michelle: Backpage is a lot like Craigslist, it's just a big huge directory, categorized by city and country and categorized by different services. So the really neat thing about Backpage is you can post in multiple cities and they don't care, whereas Craigslist does. Craigslist doesn't want you to post the multiple cities with the same ad. You can do that over in Backpage. The other neat thing about Backpage is that it also accepts full HTML just like Craigslist. So you can basically take what you create over on Craigslist, pop it over in Backpage and double whammy.

Michael: Looks very similar to Craigslist, they've got a lot of listings. I've never heard of it. How did you find out about them, do you remember?

Michelle: Oh I don't even know, I'm always on the alert for stuff like this. It was really hard when I discovered all these things and this is all trial and error, so I was in the trenches with this stuff testing what worked, what didn't work and try to hone it in and when I got it all honed in, I just used the daylight out of these suckers.

Michael: Ok, this is very good. [www.backpage.com](http://www.backpage.com) Anything else you want to say about Backpage?

Michelle: I also want to say about Backpage that this site lets you use the title of your ad in the URL, the website address. So this is one where maybe on Craigslist, where I had that big attention grabbing headline just to get people to click on it, on Backpage I want to create my headline title over there something that would have my keywords in it or maybe my business name or even my phone number because then that will become part of the address of that advertisement. Part of this is also expanding your web presence all over the internet. Every time you do something like this, you're creating one more instance of you or your business on the internet. So creating that title in Backpage, whether that's web design in Portland, web developer in Portland,

Oregon. Custom web design developer. I would use that in the title of anything on Backpage for the search engine optimization purposes.

Michael: Do you know what the duration of a standard ad is in Craigslist and also in Backpage? How many days does it run for before you have the ability to repost?

Michelle: Ya, Craigslist will run for 7 days. They will after a few days allow you to repost it so it moves to the top of the list because all these places, they're put in reverse chronological order so that the one that's closest to the top is the most recent one and you can very quickly be moved to the bottom of the list. So Craigslist, you can post your ad, hit "renew it" every few days, but after a week, you do need to repost it on Craigslist. Backpage is just going to sit it out there for 45 days which is great- set it and forget it practically. If you shoot one out there every day or even every week, see how quickly you can have a lot of instances of you and your business on the internet, just through Backpage.

Michael: 45 days and you've got great SEO presence from Backpage and you have your keywords in your headline.

Michelle: That's right.

Michael: So you're generating some business from this Backpage. That's #2 on your list.

Michelle: That's my #2.

Michael: A special note on Craigslist. Explain to the listeners how easy it is to repost an ad that you already have up on Craigslist and I believe it's a fairly new feature. Before, you had to redo everything but with the repost option, explain what that is and how someone who may be thinking that it's a pain to keep reposting these ads, how they solve that problem. You're listening to an interview on Michael Senoff's [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com)

Michelle: The way that you can make this process more streamlined is by creating an account with Craigslist. And I would recommend creating an account with all the ad sites I'm telling you about today because we're not just out there just to post something, this is a business marketing strategy, so create an account with it and then when you have that account created on, say, Craigslist for example, it's going to show you a list of all of your ads that you have and which ones are active ads and which ones are not. I make a spreadsheet that

reminds me when my 7 days are up for my ads and I just go in there and hit the “renew” button, so it’s really just click the button- less than a minute, maybe 10 seconds.

Michael: It’s very easy. Alright, let’s go to your #3 resource.

Michelle: My #3 resource is [www.Oodle.com](http://www.Oodle.com) and a lot of people haven’t heard of Oodle, but Oodle looks a whole lot different than Craigslist or Backpage. It’s very colorful, has a really nice user interface, so it doesn’t look anything like the other ones. And the really neat thing about Oodle is that it connects to Facebook marketplace, so you can tell my trends- I’m always into this, get the biggest thing for my time. So when I place an ad on Oodle, it can also simultaneously post to Facebook Marketplace. So anywhere I can get more leverage on the internet, more instances of what I’m doing out there to create a wider internet presence. Oodle is just an image and text ad, so I’m not going to get to use all that fancy HTML stuff. But I do get to upload an image and that image can be a nice big image that lists all of those things or it can just be an image of my product or service. I can put whatever I want in that image, if you have an image program, maybe you can scan your business card, anything like that on Oodle. The reason I keep using Oodle is because they let me have a profile page and in that profile page, that’s where I can put links to my website and all about what I do and an image of myself or my logo can be out there. I believe now they’re even accepting that I can put in video, so that’s a really neat feature of Oodle.

Michael: Do you know if Facebook owns them?

Michelle: Not that I’ve read recently, I had used them before they even connected to Facebook, so I’m not sure if they’re an affiliate of Facebook or not.

Michael: Ok very interesting. Oodle.

Michelle: Oodle lets ads be up for a month, so it’s a really great place to post ads.

Michael: How about the titles of the ads, do those end up in the URL similar to Backpage?

Michelle: Yes, they do indeed. Oodle lets the ad title be part of the URL, so whatever you’re selling. Someone is searching for black Labrador dogs/puppies, then that’s the title of the web page.

Michael: Alright, very good. That's #3, what's #4 on your top 5?

Michelle: Number four is a site called [www.OLX.com](http://www.OLX.com), it's again one of those colorful pretty sites, it's not like Craigslist or Backpage, so it's very interactive and pleasing to look at it. Again, the only reason I'm using it is for search engine purposes and to have incoming links to my website. OLX is kind of like Oodle, you only get image and a text but you also get a profile page and the title is in the URL. So that's why I use OLX also.

Michael: So an additional part of this strategy is to have backlinks from high SEO websites linking back to your main website to further enhance the position of your main website?

Michelle: Absolutely. When a Google searcher types in some search terms, such as "web marketing in Portland or San Diego", they type in those keywords and Google scans the internet to search for matches to that. So when they find it on your website or whether it's through the titles of your ads because that's the name of the website, then it'll return those as results. So you can easily have more instances of you on the internet that Google picks up and it also drives traffic to your website.

Michael: I see and then the profile pages for each one of these sites also allow you a more permanent backlink to your site. Is that correct?

Michelle: That's also correct.

Michael: Because the ads you have to keep renewing, once those expire, you've got to redo it and you lose that SEO benefit.

Michelle: Yes, so you'd want to always keep it renewed.

Michael: OK, what's the 5<sup>th</sup> and final top 5?

Michelle: 5<sup>th</sup> and final is Ebay Classifieds. This site used to be a site called Keijiji and I used it back then and then Ebay bought them out and then it became Ebay Classifieds. The site looks exactly the same; it just has the Ebay logo on it now. But when you are putting something on Ebay and if you don't sell it, you can move it over to Ebay Classifieds and I think that's a purpose of why they put it up there initially, but I noticed over time it's just getting higher and higher Google search results, Ebay Classifieds. And by gosh, Ebay, if you know- they're a giant on the internet, certainly Ebay Classifieds is going to follow right

along in step with that. And Ebay Classifieds is actually one of the sites that I found show up on my page one of Google search results for my business, because of those key words in the title of the ad.

Michael: Same one, so 4 of these top 5 allow the keyword and the title of the ad.

Michelle: That's exactly right. And Ebay classifieds sits out there for 60 days, so again- set it and forget it. And it just sits out there working for you.

Michael: Alright, that's wonderful. So on some of these resources, what can't you use in these ads, Michelle?

Michelle: One thing you can't use is a YouTube video because that requires you to embed the YouTube code, so if you wanted a video in your Craigslist ad or Backpage ad, it doesn't work like that. I have had opportunities where I take maybe a screen shot of the video and then link the video over to my video from the picture- that will work. You can also not use any other kind of scripting or CSS or coding of any kind. So just let people know that if they're really techy. It's very basic HTML that it allows only.

Michael: So with these 5 ads, with the consultant breaking down the different services that he offers as a marketing consultant, so maybe creating 5 different ads and you have 5 different sites (your top 5) you've done all the work and probably filtered through hundreds of them to come up with this top 5 list. One consultant could have 25 ads with strategically placed keywords in the titles of 4 of those 5 at any one time. 25 ads out there, free ads, generating leads and business for potential consulting clients.

Michelle: That's exactly right and that's the beauty of it because I didn't spend one single solitary cent on it, just a little bit of my time. So you bet, I mean there is power in it. I had a lady come to my class all about how I did this, a little seminar I had in the area and she was sitting in the class and when I had everybody introduce themselves, she was telling me that her business was search engine optimization for plumbers. Plumbing contractors. And I thought to myself, initially, I thought wow- she works with web marketing clients and she came to my class? But then, you know, there's plenty of business, so I wasn't too unnerved about it but what was interesting was that she was placing ads on sites like Craigslist and other sites and she wasn't even writing really great ads, she was just getting the ad up there for the main number one purpose of getting

that traffic to the website because of the high power of the search engine optimization that you get from it. Then in my classroom, I told them how to write a STAR ad, write that great headline and the hook, line and sinker, then all the pieces went together for her – hey, these ads I can also get business from, not just be driving traffic with them.

Michael: I see, that's a great story. What are some of the other types of students who have come to your local class, where you teach this?

Michelle: Wow, everything. Massage therapists, chiropractors, people in direct sales- they've been able to utilize some of this stuff too. Coaches- business coaches, authors...

Michael: Can you think of any students who have called you back who said, Michelle I love the class; before I was struggling and now I'm getting all kinds of leads for my business?

Michelle: Oh ya, all the time. I had a woman in my class and she was a plastic surgeon and she did reconstructive surgery for people after cancers and breasts and facial stuff, but also she supplemented her business financially with augmentations and stuff like that, so when she was in class, she was trying to think- how can she use this because that is a difficult thing to write an ad about, kind of. But what she did is she found a great way to do it. Put in a great headline, just really talked about how you're going to feel and how you're going to look when you have that service by her. And then of course, images are really important, and she found it hard to put an image of something like that out there, but really- no matter what your product or service is, you can find an image that will work. It doesn't matter if you're a flooring contractor or you're putting in solar systems, or whatever. If you just have pictures of happy, smiling people; if you're a concrete contractor, have pictures of some beautiful work that either you've done or even stock images that you're capable of doing with people in the pictures that are smiling and happy for your services.

Michael: We talked about searching online- how to do an HTML formatted ad for Craigslist. Would we do the same thing for the other 4 sites? Are they going to be different than what Craigslist allows for HTML or is the HTML a standard language that will work in all 5?

Michelle: No, Craigslist is going to have its own HTML. It's very basic HTML, so if somebody knows a lot about it, they're going to find that that's really very,

very basic. Backpage has its own but it's just about the same as Craigslist, so once you see one, that's why they translate real well to each other. The other three, they don't have HTML. It's just text. Just type in your words on your computer directly into it or from your mobile device.

Michael: Ok, what about I've heard Google local listing. Would that be a resource for free SEO benefits, other than these 5, are there maybe another 3 that you could share that are still pretty good?

Michelle: Oh ya, I could share quite a few. Definitely, you should if you're a local business, use a Google Map listing because that puts your little bubble on the map, so I would highly recommend that. It would probably be the first place that you put something.

Michael: Alright so explain to the consultant. What to do and what that's going to look like for someone searching on Google for a marketing consultant in San Diego. What are they going to see and how is the consultant going to benefit by having that free Google place listing is it called? You're listening to an exclusive interview found on Michael Senoff's [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com).

Michelle: Ya, its Google Place Listing. It used to be called Google Local Business Center, but now it's Google Places and it's free to do, so certainly you can do this yourself. Unfortunately, there's people that'll call you up and try to hard sell you into paying money for it but don't go for that, you can do this yourself. And it's just at [www.google.com/places](http://www.google.com/places) and you can create a map listing for your business. That's a little thing you see when you're searching, maybe you're searching for a pizza restaurant or something and you see that big map pop up on the Google search results and they have the little bubbles all over them. So if you have an ad for your business and it has an address and a local area, although if you're home based, that's ok too because Google does now allow you to say that you service a region, so you don't have to put your address visible for people to see, which is a really nice feature. So it gets you right there on the map and you notice those map listings come up before the organic search results. So you definitely want to be on that Google map.

Michael: Ok, share a few additional resources, other than the top 5 that if someone really wants to go all out and go for 10 sites, can you give me 5 more that are still pretty good?

Michelle: Ya, I sure can.

Michael: Let's do it. What's #6?

Michelle: I don't know if they're in order, but probably INetGiant.  
[www.inetgiant.com](http://www.inetgiant.com). I've used that one, they're an image and text ad, they let you have a profile site and the title is in the URL. So I like that one too.

Michael: Ok. I see that. INetGiant, free classifieds in the USA.

Michelle: Yep and again- create an account with all these sites because if you're going to use them, you want to be able to manage your ads.

Michael: Ok wonderful, what's another one?

Michelle: USFreeAds and they let you have one ad out there. After that, they want you to pay. I would never pay for any of these sites I'm telling you about. Don't pay for it because you get such benefit from the free stuff, so I think I paid a couple bucks to Backpage once and saw zero results, so I wouldn't do it. But USFreeAds is great, if I recall they let you put a video in too, which is a really nice feature.

Michael: Do you know how long you can leave your ad up on USFreeAds?

Michelle: My notes say 32 days for INetGiant and 42 days for USFreeAds.

Michael: There's a lot of ads on this FreeAds website. Ok what else?

Michelle: Epage.[www.epage.com](http://www.epage.com), very simple site.

Michael: So are there thousands of these types of free classified ad websites?

Michelle: Yes.

Michael: How many have you tried out of all these over the years?

Michelle: A couple dozen probably.

Michael: So a consultant listening to this, you've only just scratched the slight surface of the amount of free ads if someone wanted to, they could probably find 100 decent sites to do this to if they really wanted to.

Michelle: Oh you could completely go crazy with it, you bet. I'm just myself, so I just get so busy where I can only take so much business in, so if I put too many ads up there, I can't service everybody and provide good customer service.

Whenever I'm just about to finish a project, my husband will tell me- better get some more ads up, get more business! He knows it works for me, too.

Michael: Are there services that will help you put multiple free ads out there on multiple sites? I think that's something I've seen where they claim, "we'll put your ad on 100 websites."

Michelle: Ya I've seen those but I've just really never subscribed to it because again- I'm all about doing it for free and I want to have control of it. I don't want the bottom of my ad to say "this ad provided by somebody else's service" because the ad is all about me.

Michael: That's true. Ok so how do we set this all up, how do we track it, how do we get it set up, what are some of the tools that you use to keep organized and make this go smoothly and quickly once we do the additional work of the ad designs?

Michelle: That's a very good question is how to keep track of it because you can see how quickly it can become huge. If you have 5 ads that you put in 5 different sites, that's 25 ads and tracking that is important. I want to know which ads are performing best for me, so if there's a way that I can track and find that out, I've even had opportunities where I've seen a couple of my ads were just getting zero click throughs, or zero results. So I thought, you know I like that ad, its pretty- it says something, but man it's getting nothing. And then I pull it and put something else up because I want this stuff to work. So it's important to track, even though the ROI- there's no money involved, your time is still really important. So you can set up a worksheet or a spreadsheet in Excel or even just a paper and a pad and write this stuff down. In Excel, I have a worksheet and in my worksheet, I make different tabs across the bottom- one for Craigslist, one for Backpage, one for Oodle, Ebay and all across the bottom. I've got a dozen of them across the bottom, focusing kind of left to right on most important ones and then if I have more time, I'll place on the other sites but in that order, left to right. So I'll put on the Excel spreadsheet the ad number, especially for Craigslist. This is really important on Craigslist because the ad number is part of the URL, remember?

Michael: Yes.

Michelle: And I can track that later through my analytics which I'll tell you about in a bit. But I put in the ad number, I put in what day and time that I placed

the ad, just in case I see any patterns in that. If I see that more people are clicking in the morning, or the evening, or on the weekends, I kind of want to watch for that. So I put the time and the date in there and then because I'm an Excel geek, I also tell the program to tell me when 7 days is from the date that I put in there, so I can see when it expires.

Michael: Do each one of the sites offer an ad number, I know Craigslist does, do the other sites give you an ad number as well?

Michelle: The ad number is the URL, so whatever the title of my ad is, that's the name of the ad.

Michael: Ok, so you categorize those. Where are you keeping all the designs of your ads, do you have a folder on your computer, do you have subfolders where if you need to renew and replace ads, how do you do that?

Michelle: Ya it's important to keep it all organized so I'll take, especially the coded ads that are in Craigslist and Backpage, and just copy that and paste it into a notepad file. You don't want to paste it into Word or anything like that because code doesn't work in those files and it messes it all up. So just a plain old notepad file that I can later open, copy and just paste it back in, or even make a couple edits to it. So organize all those in one place, have your main worksheet, your classified ad worksheet with your sites on it, where you're keeping track of your titles. I've noticed that if I get a form filled out on my website and maybe I put an ad in at 12:25 and I notice that I get somebody filling out the form on my website, 10 or 15 minutes later, I can probably guess that it came from that ad. Most likely because it was the one at the top of the list, I can later confirm that through Google Analytics. But I like to track that and say, you know what- I noticed that ad, I get a lot more clicks on it, or a lot more inquiries from that particular ad so I want to track that in my worksheet because if it works, I want to keep doing it. If it doesn't, I want to dump it. So tracking it is really important.

Michael: How about a specific time of day that you place the ads? Are there any benefit to that? I guess maybe on Craigslist, because the minute you place it, it's kind of up on the top of the list, but with the other sites and since the duration is a lot longer, I guess it doesn't matter when you place it, as long as it's up there.

Michelle: Especially if someone's doing a search, then it won't matter quite as much. If someone just goes to Craigslist and types in the search box "web developer, web marketing in San Diego", then they're all going to come up on the list that's there. But if I'm going into this services category and searching through the computer service category or small business category, keeping your ad towards the top of the list keeps it fresher in front of people.

Michael: You've got all these sites, take me through the step by step method of creating your ad, I can't imagine it's that difficult, maybe for some of the consultants who have never done this, can you just review the steps to do that?

Michelle: It is pretty easy to do. It is just step by step. #1 again, just create that account on all the sites. You're working on this as part of a business marketing strategy, even though you don't require to create the account, we're going to be managing this so it's important that you have an account. So create an account. If the site has a profile with it, create a profile for yourself too. So any time you go to go the site and you're ready to place an ad, log into your account.

Michael: And when you create that account, it's important if you have a website, to put your URL and make sure its hyperlinked and live linking back, if they allow it to your website.

Michelle: And your phone number.

Michael: Ok next. Create an account, then what?

Michelle: Click on "Post Your Ad" or "Place Your Ad", some websites will have a big button and say "Post Your Ad", some will say "Place Your Ad". Kind of like email, they're all the same create an email or compose an email- it means the same thing. So post or place, you're going to click on.

Michael: Ok. What next?

Michelle: You're going to fill in the ad title, remember the STAR title. Make it specific, don't forget to put your telephone number in there and make it attention getting and realistic. So put an ad title in there. If you're writing an ad for one of the other sites for search engine purposes, then you may want to put your keywords in the title.

Michael: Hey let me ask you this- does Craigslist offer you to do the titles in color?

Michelle: I haven't observed that yet. Internet changes rapidly, so as of this recording, I haven't noticed that.

Michael: What's the next step, after you've got your title down?

Michelle: Put in your ad body. That's the hook, line and sinker. Or your code that you're pasting in. Whatever that is, write the ad body. Always include pictures with that. So either you're linking to pictures or you're clicking the UPLOAD button to ad pictures, always, always put pictures in with that.

Michael: So do you do some of your ads where instead of just the images in your whole HTML ad, you'll do basically a text base ad and you'll upload images that have pictures related to what you're offering?

Michelle: I mostly do the Craigslist and Backpage ads with the HTML but for all the other sites that are text ads; they allow you to upload pictures. So for those ones, definitely upload a picture too.

Michael: I see, should we name the picture? Is there any advantage to titling your picture in any specific manner or once that picture is uploaded to the advertising site, do they change that?

Michelle: I haven't seen them change it.

Michael: So if you tittle your picture "marketing consulting", you upload that, that could possibly have some maybe small benefit in the SEO for images?

Michelle: Possibly.

Michael: Alright, what's the final step?

Michelle: You're going to confirm your ad. So review it and if it all looks good, confirm it and you're done. If you need to make edits, click EDIT, go back and edit it but your last step is to confirm it and you're done.

Michael: Now for people who want to track their ads using Google Analytics, can you talk a little bit about how one would want to do that? For more exclusive interviews on business, marketing, advertising and copywriting, go to Michael Senoff's [www.HardToFindSeminars.com](http://www.HardToFindSeminars.com)

Michelle: This is a wonderful tool and I would highly recommend you take advantage of it. If you're directing traffic to a website by putting your website URL in your ad, such as on Craigslist or any of these sites, you'll want to make sure you have the Google Analytics code installed on your website. If you have a static HTML website, you're just going to paste the Google Analytics code in your index file. But if you have a Wordpress site, you can just put the UA code in the spot that it specifies. You can get Google Analytics at [www.google.com/analytics](http://www.google.com/analytics). It's completely free. You don't have to pay for it, so don't let anybody talk you into that and you just add your website there. Once you put that little code on your site, takes about 24 hours for Google to start aggregating data and then the next day, you'll be able to see where your clicks all came from. So when you click on "traffic sources", the really cool part is you'll be able to see where these came from. The reason I gave you those top 5 Michael is because those are ones I saw traffic come from. I could see OLX sending traffic. I could see Backpage and Craigslist, all those were sending traffic. So that's why I picked those as my top 5 and kept using those.

Michael: Because those got the most results.

Michelle: It gave me click throughs.

Michael: So with Google Analytics, you set up an account, you're able to log into your Google Analytics account and you can see everything right there.

Michelle: Its all right there and you will see referral sources so you might see you had some traffic come in through Facebook.com, or you had traffic come in from LinkedIn, but you'll also see your traffic comes in – it'll say "Craigslist.org". So what you do is you'll have to click on that link, Craigslist.org and in my case it would say Portland.Craigslist.org and yours would probably be the city that you're in down there. When you click on that link, it will show you the exact page within that site that that link came through. Now remember, in our spreadsheet, we were tracking which ads were numbered on Craigslist. So now I can come back and I can see which ad gave me a click through. Ad #2408 gave me three click throughs and ad #7019 gave me 4 click throughs.

Michael: Ya that's very powerful. Let's get to the most important aspect of this entire thing and that's how to get started. How are my consultants going to get started with his, how long is it going to take to get started, how much effort? What would you advise them to do first?

Michelle: What you're going to want to do first is just get in front of the computer and get started. Just open up that account in Craigslist and write one ad. It might take you 20 minutes or 30 minutes, so just write one. Even if you just get one ad out there, it all can kind of sound overwhelming at first. How did I get 20-50-80 ads out there? Who has time for that? But really, the best thing to do is just get started writing one and then you'll see how easy it is because that one ad can just get duplicated to 2 or 3 sites real easily. Then just maybe next week if you have time, sit down and create a second one. Now you have 2. Maybe even a half an hour to write those because as soon as you create a few of them, they can be replicated so quickly on all the other sites and just paste it in. Like you said, 5 ads in 5 places is 25 ads. And that can really happen quite quickly for people. So to get started, just start with one just get the ball rolling, buckle down and do it.

Michael: And for the consultants at My First HMA Client, this can absolutely totally replace all your cold call prospecting, all your walking in on businesses cold, all your referral generation systems. Once you get this machine going, you can have an ongoing stream of potential prospects to talk to, to sell an opportunity analysis and then once you get the ball rolling, even from these existing new accounts, you can generate the referral business. Once you do a good job consulting for them, they'll refer people to you. You can do joint ventures. This is just one strategy to just get your marketing consulting business off the ground without spending a dime on advertising. These ad sites are free and that's the best part about it, right?

Michelle: That is THE best part about it, that's its completely free. Like I said, I've never spent one penny on advertising and there's no need to because I can do it all completely free. And it's very easy to do, it does take a little bit of my time which is why I make sure to do the tracking piece of it, to track the ROI on my time. But it's just a fantastic tool that's out there and a lot of people don't fully take advantage of it. And the benefits that you get are just huge with search engine optimization as well as calls. I like to call this inbound marketing, instead of outbound marketing. The customers come to me. That's what I like about the inbound piece of it.

Michael: Ya and psychologically, you want your customers coming to you, you've got a huge advantage when they're contacting you rather than you contacting them.

Michelle: That's right. And people are actually going to Craigslist, searching for this stuff. You know, it's really funny. I'll have \$3 million companies will contact me through Craigslist and spend thousands of dollars on work with me. Who would have thought that that's how they would have done it, so really I wouldn't ever discount who is using Craigslist for searching for services. Just get it out there because you never know what is going to come up of it. And multiple times over and over, I've made more money through Craigslist for my services than I have any other avenue.

Michael: So what's important for the consultants to hear you say and I heard you and I'd love you to repeat it- don't ever guess what type of person is searching Craigslist. So give me an example. You've got CEOs of huge companies who have found you through Craigslist?

Michelle: Yes, I've had big companies contact me and just write out the check right there. I'll go in and I'll meet them and they'll have found me on Craigslist. I have had people find me on Craigslist who have contacted me for products and services and then over the telephone without even meeting me, given me their credit card number or told me to go ahead and start on a project and send them a Pay Pal invoice right there. So I wouldn't discount who is using that at all. There's people that are either with big companies or business owners themselves who are using this- I've had attorneys call me from Craigslist and all kinds of business owners.

Michael: Alright let's talk just a little bit about this and we'll close it out. You've given all the consultants the tools on how to get the phone to ring or how to get someone who is interested in your product or service to fill out a form. Now what advice would you have once that phone call comes in or once someone inquires about your ad, what advice do you have to optimize that relationship for the consultant? I think what we're describing here- people when they are looking on Craigslist, they are hot. They want something now. And if they call you or leave you a message or if they email you, as a consultant or as any service provider and I have found this personally, you better get back to them very quickly because if they don't hear back from you, they're just going to go onto the next ad. Would you agree?

Michelle: Absolutely. You are 100% dead on, Michael. Because if I don't call them right back and I have- I have not called back for a period of time, maybe a half an hour or later in the day when I got to it and they went right down to the

next person on the line and said they found somebody else. And I don't want that to happen because I know I'm the best source for them- I don't want them to go to somebody else. If you get an email in your email box that says they are contacting you, pick up the phone right away and call them. I always try to set an appointment up to meet with them- whether it's at my office or at their office or somewhere in between because then that provides an opportunity for them to at least see that I'm a real person and who I am. And then the other people may not be doing that, taking that extra step, so I always want to try and schedule an appointment with them. I will always be very careful of quoting prices over the telephone because people might be searching for something like that. Because I have a wide range of services I can offer to somebody.

Michael: Alright let me ask you this. I'm a marketing consultant, this sounds great. I'm ready to put the ads up, I'm not real technically capable, what if I said Michelle, what would you charge me to put together a series of ads for my HMA marketing consulting business where you do the ads and you provide me the HTML code and notepad, is that something you would be willing to offer our consultants?

Michelle: Most definitely. And it would be customized so it would look like their website with their logo, sometimes I put a picture in there of myself. It just depends. I've found that people see a picture of me, they can kind of relate to me as a person, so sometimes I've done that. So it would be a customized ad matching the same look and feel as their website, which is great for continuity across the internet. Looks like you're working with a professional person. So usually I do those for about \$100, so you can use them over and over and over in your advertisements.

Michael: \$100 per ad?

Michelle: Ya.

Michael: Alright so if someone wanted to take you up on that offer, what would be the best way for one of our consultants to contact you- would it be going to your website or calling you by phone? What would you prefer?

Michelle: Either one. You can go to my website, my main website is <http://michellebrubaker.com> and from there, I have my business websites listed. Or you can just pick up the phone and call the number that's listed there.

Michael: Ok, wonderful. Alright here's something I wanted to ask you about. A lot of our consultants one way for them, in addition to these great, wonderful resources for generating clients, one of the ways the HMA system offers our consultant to generate clients is by doing group workshops and I understand you have put on multiple group workshops on how to do this very thing: how to advertise your business and generate clients. Can you talk about when did you start doing your group workshops and how were you able to fill the group workshops up- was it the same method that we're talking about here?

Michelle: It's the same method we're talking about here. I actually do get asked that question a lot- how do I get people to come to my events? And I say, I use the exact same marketing tools I tell you all to use. I used them myself. I'm a product of my product and I walk the walk here and exactly that. Now you can put your information in multiple categories on Craigslist in a different way, so I will put my workshop information over say in the Computer section. I might write it up a little differently and put it in the Services section. And then maybe over in the Community and Events calendar area.

Michael: Do you have any existing Group Workshop advertisements that you can access now, what would you say? What's the headline and what do you say in the body copy for your workshop?

Michelle: I put the title of the workshop in the ad.

Michael: Is that ad "How to Get A Flood Of New Customers Through Free Internet Advertising"?

Michelle: It's a little bit long, might shorten it up to "How To Use Free Ads to Market Your Business", something like that. More of a How To, since it's a workshop; putting that How To in there. And then the body of it being really specific, about you're going to learn this and you're going to learn this and then how to register. Register by calling, register by email, I also have a Meet Up page so a lot of people are on my [www.meetup.com](http://www.meetup.com) group and they'll register through there too.

Michael: Do they register through there and do they pay before they come?

Michelle: They can pay before they come through MeetUp or even on my own website, either way.

Michael: I see. And how many of these workshops have you run, how long have you been doing these?

Michelle: I've had about 60 workshops through MeetUp that I've had.

Michael: 60? 6-0?

Michelle: Yes.

Michael: So how many people would you say you've put through your workshops?

Michelle: Oh wow, hundreds.

Michael: So what's an average size for a workshop?

Michelle: You know, I've have small groups and then probably the biggest group I've had would be about 16 or 18 in a group, so they're not really large workshop groups. It can be as small as 5 or 6 people.

Michael: And what do you charge for people to come to the workshop?

Michelle: I hold some free events, you'll probably recognize this one. I named one of them "Harness the Power of the Internet". Any idea where I got that name from Michael?

Michael: Harness the power of the internet? I'm not sure.

Michelle: I think you had an audio one time with somebody that was suggesting that as a title. So I heisted it from you.

Michael: That's ok, my pleasure. I don't even remember that. Ok Harness the Power of the Internet. So you'll do some free ones and you'll get client work for website design from the free workshops.

Michelle: Yep, and I have another one called Make Your Small Business Big on the Internet.

Michael: And what's that one about- is that one about free advertising?

Michelle: It includes a little of everything. You should be on social media, you should have a website and some key points that you should have on your website. You should use free ads and get on the Google Maps. Just kind of all

the basic things that you should do on the internet and then if they need further information, they can take a class or hire me for services.

Michael: Ok so what do you charge for your workshop for “Add a Flood of New Customers through Free Internet Advertising”?

Michelle: Right now, I’m only charging \$45 for that because its only a 2-3 hours session and we do a lot of ad writing during the event, so it’s very interactive and workshop oriented. We just talked about it here in a short period of time, so you can see if not a very long class.

Michael: And from that, do you find you generate client work after those workshops that people pay \$45 to go to, they come back to you?

Michelle: I sure do.

Michael: You get website design work and what else?

Michelle: Oh I absolutely do. I get consulting work, people will say- you know this is really great Michelle, I can see the power in this. I don’t really have time to do it, can you just do it for me? Or can you just build my website for me? I have people come to my free events that later will hire me for big jobs, big web development and marketing jobs. Now the truth is that some of those people are just out for something free and that’s true and they’re just going to take you up on every free thing you have. But really, there is gold in there. And I found some really great customers that have been long term customers who have referred business over and over and over to me as a result of those events that I’ve held.

Michael: You are a marketing consultant. You’re an internet marketing consultant, a social media consultant, a how to get free internet advertising consultant, you’re no different than what my HMA marketing consultants are doing. They’re just selling different types of project work, formatted in a different way. And you are really doing it all through free advertising.

Michelle: Exactly and whether it’s my products and services of web development and marketing that I’m posting ads for or to register and sign up to come to one of my events, both of those things are generating results through free advertisement.

Michael: Perfect, well this has been a valuable recording. I thank you for sharing all with my HMA consultants. Anyone who doesn’t find this valuable, I’d

be very surprised and I'm looking forward to testing out some of these sites myself.

Michelle: Well great! Well thank you so much for having me, Michael. It's been just a pleasure and as you know, I've been reading all of your emails that have come through the last couple years; I just love what you're doing out there as well.

Michael: Well I appreciate that, thank you for being a fan and thank you for contacting me and I'm glad we were able to do this!

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