



Internet Insider

Financial Freedom Through Online Business

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How to Make Money Placing Free Classified Ads Online

*Just Another Way to Broaden
Your Marketing Efforts*
By James L. Paris

I want to discuss this topic in terms of a book that I purchased not terribly long ago with the exact, same title. This is a book available at the Amazon Kindle store, and it is written by a lady by the name of Yuwanda Black. You are more than welcome to purchase the book on your own, and may be inclined to do so if you like what you see here in this article. In a nutshell, the book is a how-to on making money for your Internet marketing products by placing classified ads on free ad sites like Craigslist, Backpage, and Kijiji. The author focuses principally on her use of Backpage, and so references to that site will be plentiful in the article before you.

Backpage.com is a very similar site to Craigslist, although it's not as popular as Craigslist, so it does not see the same level of traffic. That

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Overcoming Obstacles to Success *Avoiding the Wrong Mindset Can Be the Key to Energizing Your IM Earnings*

By James L. Paris & Robert G. Yetman, Jr.

We love Internet marketing, and the evidence suggests that people can indeed be very successful at it, one way or another. So what do we mean by "one way or another?" Well, the reality is that "Internet marketing" is now such a broad category, characterized by so many sub-categories, that opportunities abound by which people can realize a noticeable, useful part-time income, at the very least. There are, of course a large and growing variety of ways that people can make money from affiliate opportunities and pay-per-click ads. We have addressed before the challenges associated with being successful exclusively, or even largely, through those mechanisms, but the point is that they exist and they work, if you exploit them in the best fashions possible.

What about selecting a quality product to promote from a place like ClickBank? Unlike lower-paying affiliate opportunities and pay-per-click ads, you don't have nearly the reliance on traffic that you do when seeking to earn money from the other two. Oh, sure, regardless of what you're selling or how you're selling it, the more traffic you have, the better, but the nice thing about ClickBank is that because the payouts are so high, you don't have to sell many different products from your site to earn a few hundred dollars; it is perfectly common to see ClickBank products available that pay 50, 60, and 70 percent commissions to you, and these same products will often have price points of around \$100. This means that one sale can put \$50

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Also Inside This Month's Issue: Like It or Not...Grammar Counts

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to \$70 in your pocket – one sale!

How about creating your *own* products? We have focused a lot over the years on ways in which you can develop interesting, useful products of your own, like ebooks. However, don't get sidetracked just on ebooks; it is even easier to create audio and video products that are made available for digital download. We think that having an opportunity to sell your own stuff online is about the best way, overall, to make money from this.

This brings us the next, or new, frontier of Internet marketing: offline marketing. With offline marketing, you can take all of the wisdom and knowledge you've cultivated in the field and apply it to help offline businesses gain more of a benefit from the Internet resources available to them. There is a lot of room for an enterprising, Internet marketing "guy" or "gal" who wants to take the business from the home office and make it mobile, getting in front of local business owners so as to assist those good people in the local community with becoming more profitable.

There is no shortage of ways by which a dedicated, Internet marketing professional can make money here, but there is also, apparently, no shortage of ways by which well-intended people can fail at this, even with all that is available to them.

You Don't See Yourself as a Professional

Let's start with this, because we alluded to it

briefly in the previous paragraph. One of the challenges associated with Internet marketing has to do with where it is now in the culture. Say to someone that you're an Internet marketer, and you may be in store for a variety of responses. How those curious folks ultimately come to feel about you and what you do may have a great deal to do with how you represent yourself. If you describe yourself and what you do in a rather unsure fashion, that will resonate with those around you, and you will then take your cues from *their* responses. That is, if you convey the impression that you're not doing anything special or unique, the appropriate reaction will be reflected in those around you, and you will be given "confirmation" that, yup, what you're now doing is nothing very great.

However, if you show great confidence and enthusiasm about what it is you do, and can speak intelligently and vigorously about it, then that's a very *good* sign. For one thing, your enthusiasm is likely very genuine, and so you do not need validation from those around you, but when those around are able to dial into that energy you're projecting, it acts to give you even greater confidence and to feel even more excited about what it is you do.

Internet marketing is a profession – it is. We're not saying that it carries the same weight in society as a physician or as that of a lawyer, but it has grown very quickly to become a useful area of employment for many companies, large and small, across the country and around the world. Assuming

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you are truly interested in this and seeking to become expert at it (and *maintaining* that expertise), act accordingly.

Let me (Bob) let you in on something. A few years back, my wife, who is an excellent seamstress, started her own line of unique fashion apparel. She started it part time, and she still does it part time. However, her business continues to grow, and she is becoming well-known in certain circles for her fine creations. Now, remember that I said - she does this part-time still; that is true. However, whenever someone happens to ask her what she does in the workforce, she says that she's a seamstress. She has another, full-time job to which she applies herself diligently, but her mindset is geared to think of herself like she is a professional, full-time seamstress. Once you "see" yourself that way, it takes you over, and that's who you become. She hands out professional business cards at every opportunity, talks up what she loves all of the time, and presents herself in her own vision. Of course, when she is on the clock at what is currently her "real" job, she is dedicated to and focused on that, but away from that environment, she resides inside of her alter-ego. The result? Business continues to grow at a steady pace.

Some of this may seem a bit "hokey" to some of you, but rest assured, there's a lot to it. Before anything else, you have to *see yourself* as a budding professional in this field, and if you do not...if you simply decide that you're a "big toe in the water" person about all of this...your results will likely be reflective of that approach.

On a related issue, there is the matter of your approach to life thus far. Forget, for a moment, the matter of how you see yourself in

this new, burgeoning opportunity; how do you see yourself, or how have you *seen* yourself, in recent years? When you made the decision to get involved with, to try, Internet marketing, what is the core mindset behind your decision to do this? Were you excited and energized, thinking, "Wow, this looks awesome – I definitely want to be a part of this!" Perhaps, instead, you simply felt like you needed a change, this sounded about as good as anything out there, and you figured, "Why not? I can always quit."

Let us let you in on a private thought we sometimes have. For those people who seek to enroll in our Internet coaching program, we generally make a coupon available that coincides with an online presentation program – that's not the private thought. The thought is that we often wonder if students would not be better served, overall, if the cost to access the membership was a lot higher, as it is at so many other places. We have found that those people who are willing to pay a higher price for training and resources like these are generally more invested, in all ways, at the outset, and we ponder if we're, in turn, perhaps doing a disservice to a few members by making it inexpensive enough so that they feel no inherent, personal obligation to follow through with it. In the end, we always opt to keep the cost low, but we believe it remains an interesting consideration.

Unwillingness to Commit

Getting involved in Internet marketing to a degree that the fruits of your labors can make a positive, significant impact on your life requires a genuine commitment. It is this unwillingness to commit that we see as perhaps the biggest impediment to success for those

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people who are not realizing it to the extent they had hoped.

One of the more frustrating interactions we'll sometimes have with someone who claims to want to be successful at this involves trying to get a handle on what that person is doing *currently*. What we find as an all-too-familiar circumstance on behalf of those frustrated at their earnings is that they simply don't do much, or even any, work. That may be difficult for most to understand, as the average person, it seems, at least recognizes that you generally get out of something what you put into it, and if you put little or nothing into this, then that's about the sort of yield you'll realize.

The techniques and skills associated with Internet marketing may be learned, for sure, but they must then be *applied*. For people who seek to be successful at this on a part-time basis, that still means putting in part-time hours. What, precisely, might that mean? Well, if one were to have a part-time job out in the traditional workforce, how many hours per week might that person work at it? 15? 20? Now, for that person who is disappointed with where he is at thus far with his Internet marketing earnings, we would ask...how many hours per week are you applying to this? We *will* ask that question sometimes, and while we are very inspired by some of the answers, a few can be disheartening. Make no mistake: To be successful at this requires diligent application of your efforts to the relevant tasks, and not just for an hour or two each week. Until you reach the point where you have incorporated within every part of yourself the idea that you are an Internet marketer and that as much of every day as possible can be spent working on this, you may find yourself frus-

trated at your progress.

Changing Who You Are

Ultimately, what you may have to consider is a bit of a change to who you are and how you have done things up to this point. That is, think about the habits and patterns of your life, where you are at currently, and if any of those habits and patterns have perhaps contributed, even inadvertently, to holding you back from where you would rather be right now. Are you naturally fearful of trying new things? Are you guilty of procrastinating a lot? Is your attention easily diverted from one thing to another? Are you guilty of being indecisive?

You might be surprised at just impactful even the most innocent of "flaws," if that's even the best word, can be to our personal and *professional* growth. Of course here we're not concerning ourselves with the personal, and we wish you well with that part of your life. However, if you suspect that these or any like them may be conspiring to limit your ability to be successful, you would do well to address them head-on. You will surely find that these are components of each of us that, if not themselves optimized, will absolutely limit our ability to achieve success in anything that we're doing, even in our full-time professions.

Ultimately, what this is about is commitment; commitment to yourself, commitment to this profession, commitment to your goals. Assuming you're truly doing the things you should to the degree you should...and only you know if that's the case...you will be just fine and never regret having traveled down the Internet marketing road in the first place. We wish you well!

How to Make Money Placing Free Classified Ads Online

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said, Backpage is also not as strict or as difficult to deal with as Craigslist. Over the years, as Craigslist has grown, it has become much more difficult to deal with, in the sense that it now has a lot of rules about things you must or must not do in order to keep your ad alive with them.

(As a quick disclaimer, allow me to mention that Backpage, like Craigslist and so many others of these free classified ad sites, has that seedy section to it, where people are advertising things that most of us would consider to be rather unsavory. Unfortunately, because we're still living in a world that is pretty corrupted in many ways, it is getting increasingly difficult to try to take advantage of some interesting opportunities without having to hold one's nose at the same time. Ultimately, this will have to be a personal decision for you, but I wanted to mention it so that when you go to Backpage.com or some of these other sites and see these things, you're not taken by surprise or wondering if I've lost my mind in pointing you to them.)

OK, so let's get to the meat of what this lady is claiming. She claims that she makes between \$50 and \$150 per day placing ads in free classified ad sites like those mentioned. Now, as I said earlier, this author principally focuses on Backpage.com with her efforts, and so it is the site that she would suggest should be the focus of yours. However, you can do a Google search for "free classified ads," and you'll find that there is a bunch of sites out there for you to pursue with this, if you wish. Who's to say that Backpage will work best for you? One of the reasons she seems to recommend Backpage so highly is because she was using a software program (which she does not identify) that allowed

her to put her ad into hundreds of Backpage sites with one insertion on this software. She doesn't mention the software by name, but if you type in "classified ad listing software," you'll find all types of these classified ad software programs. To be honest with you, I've not historically been a big fan of these programs, where they will post for you on people's blogs or automatically insert ads for you at different classified ad site locations. I know that with the technology of *Captcha*, a lot of this isn't even possible anymore. However, I want to be fair to her in my explanation by pointing out that she suggests using this software in your efforts.

Ms. Black says she's averaging between \$50 and \$150 per day promoting affiliate products inside these ad sites. Now, in my opinion, you do not need the use of these specialized software programs in order to place these ads. If you're a stay-at-home mom, if you're retired, perhaps unemployed, or just someone who has a little extra time in your day to apply to your Internet marketing efforts, you can simply go to these sites and place the ads yourself, manually, to promote affiliate products.

What we're talking about here, ultimately, is another idea, another way, for you to grow your business. So frequently what I'm discussing in these articles are more, new, and different ideas that you can try to help see your business realize more revenue. Again, time for another disclaimer: these things I bring to your attention will definitely not work if you do not diligently pursue and apply them. What I'm saying is, I will occasionally receive emails from people who seem frustrated at their earnings levels, and yet when I ask what, specifically, they're doing or how much time they spend doing

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them, those same folks won't have much in the way of a good response. That's unfortunate, because these are avenues to pursue that can result in tangible results, but you have to be diligent about the follow-through.

To continue, Ms. Black says that she will sometimes post a link in the ad that goes to an *article advertisement*. Let me explain to you what she's doing. For example, she may have a headline in her ad that will read, "How to Make \$250 or More a Day Writing Simple 500-Word Articles." Then, when you click on it and read the ad, the ad will have link in it to an article on the topic. In other words, instead of having just an ad, go ahead and make a link to an article you write about that product, and then have a link in the article for people to use to buy that product.

Also, Ms. Black greatly emphasizes the importance of choosing the right category for your ad, for a couple of reasons. Number one, most of these free classified ad sites will shut off your ad if it's placed in the wrong category. Number two, you're likely not to get a very good response if you put your ad in the wrong category. Finally, you may end up being viewed as a spammer and blocked altogether from placing any ads with that site.

Timing is something to keep in mind when posting ads. First thing in the morning is always good, as is the evening period following dinner, when folks are home and getting in front of their computers for perhaps the first time since they checked them before they left the house that day. Now, of course, the ads that get the most attention are the ads that are ranked the highest, and the way these sites work, ads are listed based on when they

were inserted. So, if I put in an ad right now, and you put in an ad two hours ago, my ad will be ahead of yours. Some folks may take the time to scroll through every ad, but we know that is generally not how the Internet works. People have short attention spans these days, and the Internet is tailor-made for short attention spans, encouraging them to be even shorter. In the case of these ads, people may well look at the first two or three ads they see, click on one, go down sort of a "rabbit trail" investigating that particular one, and then that's it; their eyes won't see anyone else's ads. We know this happens with Google search results; most people will click on the first one or two search results, and then they're finished.

Now, this *is* one of the benefits of the auto-posting software programs; with those, the ad can be placed for you if you're not available to place it yourself, so that can be helpful, for sure.

Ms. Black also talks about the importance of placing your ad repeatedly. She talks about placing the same ad three or four times each week. I know in some cases, like with Craigslist, if you place an ad and then come back in two or three days and place the same, exact ad again, they're going to flag it and delete it. One option is to delete the previous ad you placed days before and place it again, which puts you back at the top of the list.

In the end, this is a numbers game, but one that can work for you if you're committed to it. It's no different than any other aspect of the Internet marketing business – we have to be diligent and engage in a great deal of activity on behalf of a variety of strategies, but that remains the very key to succeeding at all of this.

Like It or Not...Grammar Counts

By Robert G. Yetman, Jr.

Depending on how long you've been alive, you may have noticed that the quality of grammar...either spoken or written...is not anywhere close to where it once was. There seems to be a lot of reasons for this, but the end result has been a horrific "dumbing-down" in the way that we communicate with one another.

This issue is important for Internet marketing, in particular, and especially important for those who write and sell ebooks. It should be obvious. Let's look just at the realm of general Internet marketing first: A huge part of content generation is done, and, to our knowledge, will always be done, in the form of the written word. Even if you don't wish to create an ebook or any other kind of book, your blog or website presence will demand fresh content from you on a constant basis, and so you will be doing a lot of writing. If the quality of that writing is poor, few will find you to be a credible source on anything, including your chosen subject area. That's just how we are; what feeling do you get when you read something that is full of grammatical errors? Be honest – you think the person who wrote it is either very careless or not very bright, and regardless of which it is, would you go on to see that person as worthy of your positive attention? Probably not. No one would blame you. I am the same way, and I am accused by those around me as being a member of the "grammar police." That's funny, I suppose, but it might be funnier if the grammar problems I see nowadays were not quite so plentiful. The point for you is that if one's content

is reflective of a great many grammar problems, it may mean that this person is not someone who should be receiving a customer's hard-earned dollars.

That's just regarding the matter of Internet marketing, more generally. The issue is a lot more important if you actually fashion yourself to be a *writer*, like an ebook writer. I am amazed at the number of ebooks I've read that were just poorly assembled from a grammatical standpoint, and yet are available for sale from the most fashionable ebook retailers.

Speaking of that, this is one big risk of the ebook, if your writing skills are not the strongest; although it's important that the information you're distributing is valuable, all of that value can be lost in an instant if your readers begin to notice things like the misuse of "its" and "it's," "lets" and "let's," "to" and "too," and the rest of the other kinds of transgressions that are not as minor in the minds of so many as others might hope. At the end of the day, a writer is *supposed* to be a member of the "grammar police;" that person for whom clear, correct, and concise language is paramount.

Don't be fooled by this apparent shift in the culture that grammar is "no big deal" anymore. It is. You may find, if you take a sort of informal survey, that the people who declare it is, in fact, no big deal for them, are also not the most successful people you know. Every professional, upwardly-mobile person I know, whether he is a writer or is a

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member of another career field, is articulate and writes well. I know some of those who think that the importance of good grammar is rather minor, and they're all very young people or folks who've not had great success in life. That's just the way it is.

Mind you, one can sometimes make a distinction between the grammar found in the most casual of conversations or emails, and that which is intended to be more professionally disseminated, but, personally, I don't make much of one. While I might make a glaring error when I'm quickly spitting out an informal email to a family member or business associate, I apply a different standard to my professional writing, and even in those casual emails, I keep the errors to a minimum – bad habits have a way of developing quickly.

By All Means, Have Your Manuscript Proofread By a Member of the Grammar Police

I made reference to the “grammar police” above, but let's be honest – grammar policemen (and women) can be very useful. Before you publish an ebook, it is always an excellent idea to have it proofread on two bases: for clarity of information, as well as for grammar and spelling. As to the former, the idea there is that someone who is reading your book for the first time can understand the information you want to impart. As to the latter, you want to be sure that the ebook, in its final form, is as grammatically correct and as free from spelling errors as possible. We all have that person in our lives who we know to be a bit of a stickler about grammar and language (actually, for those I know, I believe that person is *me*); that is one person who should certainly proof your ebook be-

fore you publish it, and if he is someone who is also a good candidate to review your work on the basis of general clarity of information, then you can kill two birds with one stone.

The point is that if you feel your command of grammar and spelling is not the very best (no, spell check will not always catch everything), take the extra time and effort to have the piece proofread by a qualified person. Pay him a few bucks or take him to dinner if you feel that's appropriate, but please do it. Do not underestimate the damage that can be done to your reputation by publishing a book that falls short in this area.

Get Some Help

It's never too late to brush up on your grammar skills, and if you fashion yourself a writer, it may not be a bad idea to avail yourself of some quality resources. For example, *The Only Grammar Book You'll Ever Need* (Adams Media) by Susan Thurman and Larry Shea, as well as *The McGraw-Hill Handbook of English Grammar and Usage* (McGraw-Hill) by Mark Lester and Larry Beason, are two easy-to-digest resources that may be smart to have on-hand. You certainly don't have to back to school, but honestly, I don't know of any professional writer who does not find himself needing to refer to handbooks like these from time to time.

Remember that this is about more than being a “responsible communicator;” this directly affects your bottom line. I can tell you that there is now a growing backlash against those people who have become too casual about the way in which they use the English language. Please pay attention to this now, so that both your Internet marketing and ebook businesses can fully flourish.