

Earning a Living with Craigslist

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

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

Craigslist for Independent Contractors

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

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

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

Craigslist for Small Business Owners

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

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

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