

## **USING CRAIGSLIST & AN 800# TO BUILD YOUR TEMPO WIRELESS BUSINESS**



**Roger Rench**

My name is Roger, I live in Des Moines, IA and I joined Tempo as a Regional Mgr. in September 2013. Because I'm self-employed and the sole income earner in a large family with significant needs, I work most every day of the week and have little time or money to invest in building my Tempo business. I couldn't afford to put ads in magazines, mail out post cards, or invest in some of the other paid sources of promoting my business. Yet I saw the great opportunity with Tempo, so I'm building my business from scratch using free and low-cost marketing.

In recent years I built a successful moving and transportation business advertising exclusively for free on Craigslist. I've learned a lot about advertising there, so I decided to use it to build Tempo as well. Instead of advertising my Tempo retail site and ACWS webinar links; I advertise an 800# that people call, where they listen to a three-minute recorded introduction to Lightyear. In the message I give them my domain name and personal phone # and email address. It took a few weeks to fine-tune my system, and as of this writing three months later I now have eight reps on my team, four of whom joined Tempo in the last 30 days.

If you're looking for a way to build your Tempo business without spending a lot, this is one way to do it. In this 800#/Craigslist training program I will show you:

- **A realistic picture of the time investment required and results you can expect**
- **How to use the 800# system with Craigslist**
- **How Craigslist works and the mindset you'll need**
- **How to register multiple Craigslist accounts**
- **How to post and renew ads**
- **The do's and don'ts of what to put in your ads**
- **The best categories to place your ads**
- **Sample ads you can use**

### **Time Investment Required / Expected Results (ROI)**

Before getting into the how-to's of using an 800# and Craigslist, let's talk about how much time you'll need to invest and what kind of results you'll get for your efforts. I make no guarantees; I can only tell you what I've experienced. If you follow the guidelines in this training, I believe you'll experience similar results. Your results will get better with practice and as you understand Craigslist better.

Obviously, the more time you invest, the better your results will be. The more ads you place on Craigslist, the more people will call your 800# and hear the Tempo intro, the more people will visit your ACWS webinar, and the more contacts you'll get from other prospects. The more you follow-up with prospects, the faster you build your business.

I spend an average of about an hour a day four or five days a week placing and renewing Craigslist ads, sending follow-up texts to people who call my 800#, responding to phone/email/text contacts from prospects, and making a few calls to prospects in my ACWS back office. At the time of this writing I have about 100 active ads on Craigslist. Here are my results:

- 30-60 calls per day to my 800#
- 5-10 prospects per day in my ACWS back office
- 2-5 calls, emails & texts from other prospects per day
- 8 reps on my team / 4 in the last 30 days

If I had twice the amount of active ads on Craigslist, my results would most likely be double those numbers. I'm seeing a consistent 15-20% of 800# callers go to my ACWS webinar. These are *qualified* leads – people who have some genuine interest in learning more. The more follow-up calls you make, the better your results will be.

Here's the key ingredient to making this work: **CONSISTENCY**. What matters most is not how much time you spend each day, but that you invest at least a little time *on a daily or regular basis*. A little time daily is better than trying to spend a whole Saturday once a week, because it's important to follow-up with people soon after they've visited your ACWS webinar or contacted you. The sooner you follow-up, the hotter the prospect and the more likely they will join Tempo.

In case you're wondering... yes, you could just put up the Craigslist ads, use the 800#, and let the ACWS do it's automated magic. I've had a couple reps join without any personal contact from me. But the more personal contact, the faster your business will grow. Don't just depend on ads and automation to build your business. Take action daily to follow-up.

Here are two questions to consider based on my numbers above:

- 1) How much response do you want? How much can you handle?
- 2) How much time can you invest on a consistent regular basis?

Answer those questions and get to it!

### **The 800# System**

Eric Bechtold created the awesome Automatic Cell Phone Wealth System(ACWS) that has made his team the fastest-growing team of reps in Tempo. Much of his marketing is targeted at people who are already interested in a home business opportunity – “direct-response” marketing. He has a number of great direct-response tools and resources in the marketing section of your back office you can use to reach these hot prospects. The ACWS webinar is an effective way to give these folks detailed information on Tempo and how our business program works. If you have the means to use paid advertising tools and resources to drive them to your ACWS webinar, I encourage you to do so. You’ll build your business faster, because the people you’re marketing to are already qualified leads.

However, if you’re like me and can’t afford paid marketing programs when you’re getting started, you’ll have to use free and low-cost ways of marketing your ACWS website. Craigslist, flyers, t-shirts, biz cards, etc. are just a few ways of doing it. Many of the people you’ll be reaching are not looking for a home business, at least not yet. So I softened the initial intro to Tempo by recording a brief message that would tell them just enough to wet their appetite, then give them the websites where they can go and learn more. With this approach, two things happen:

- 1) I get response from people who have never considered a home business, but are interested in phones and becoming a Tempo customer.
- 2) The people who visit my ACWS webinar are now *qualified* leads to follow-up.

With the 800# system, you are *personalizing* your intro to Tempo by giving people your name, phone # and email address in addition to your website links. This really helps, because it speaks to the integrity of our company and program. People think, “*Wow, they’re giving me their phone # and I can call them anytime. That’s different.*” Because of that, you will get a few phone calls, texts, and emails as well as ACWS leads showing up in your back office. It gives you more points of contact and opportunity to reach people you might not reach otherwise. When people call the 800#, their phone # is also recorded in your iTelecenter back office. Each morning I follow up those phone numbers with this brief text:

*“Thanks for calling our Tempo Wireless intro. See our phones & plans at [www.myphonefree.net](http://www.myphonefree.net) and biz program webinar at [www.myphoneservicefree.com](http://www.myphoneservicefree.com) Feel free to call me anytime. Roger”*

Every day I get response from these follow-up texts. Some people thank me for reminding them of the websites. Some ask questions. Others tell me they’re going to watch the webinar later that day. I do my best to listen, get to know them a bit, and send them to one or both of my websites. I follow-up again later if I don’t hear back.

iTelecenter has given Tempo reps a special low rate of only \$34.95 per month which includes your own toll-free number (*choose from several #'s available*) and 5000 minutes of incoming calls each month. In the iTelecenter back office, you will find a 3-minute script and instructions to record your personal greeting. All you need to do is follow the instructions and record your greeting which will include your name, domain name, phone # and email address. (*If you don't feel comfortable doing this yourself, have a friend with a nice "radio voice" to do it for you.*) To hear this message, you can call my personal 800# at 1-877-557-7222 to hear the greeting in action. You can also deviate from my script if you'd like to do something a little different.

If you haven't signed up yet for an 800#, visit and sign up at [www.iTeleCenterSignup.com/TempoWireless](http://www.iTeleCenterSignup.com/TempoWireless)

**NOTE:** You may be thinking, ***"Why would I spend \$35 a month for an 800# when I could just advertise my domain name on craigslist and have everyone go directly to my webinar?"*** A number of reasons:

1) Craigslist recently changed the rules for advertising website links. People can no longer click directly on your link and go to your website; they now have to copy and paste your link into their browser. Some people won't do that.

2) If you advertise your domain name on craigslist, it will be tracked. If Craigslist sees that link over and over in your ads and figures out it's for a business opportunity, guess what? Any ad you post with that link may never show up and you're sunk!

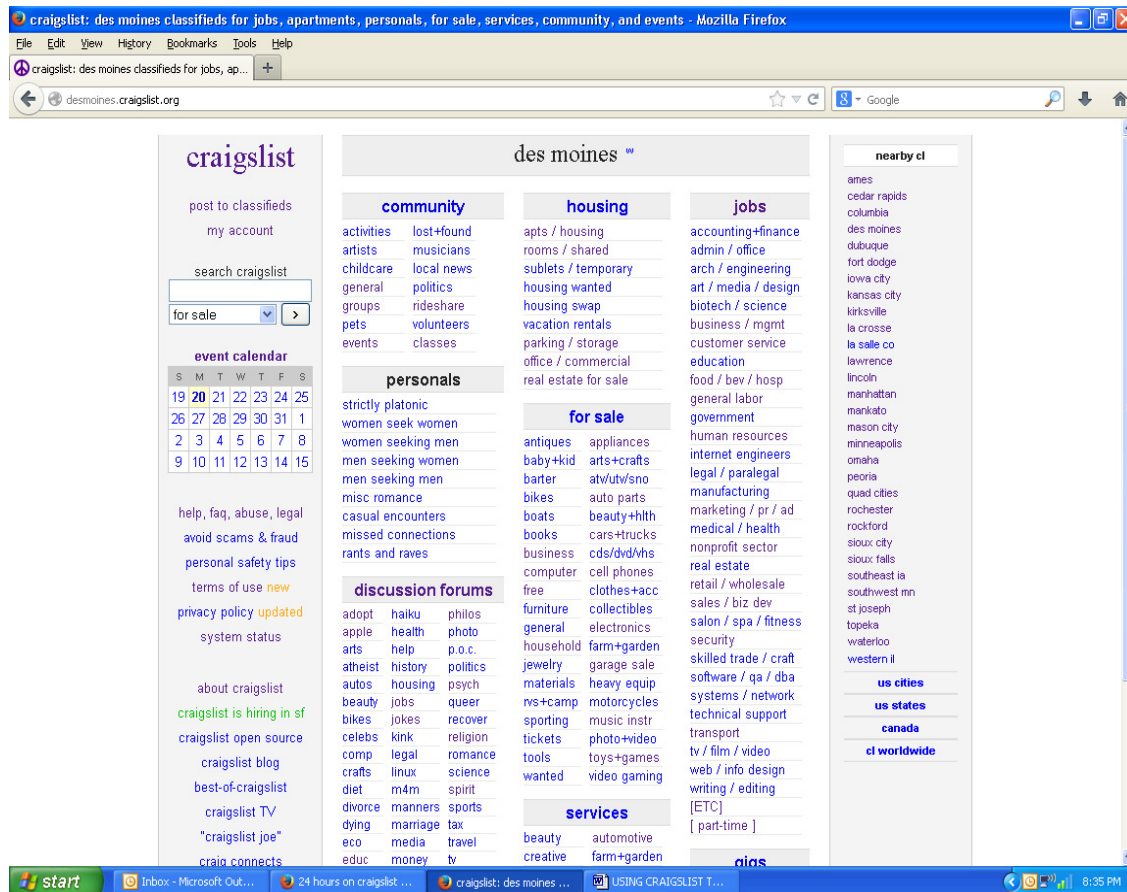
*(See Do's & Don'ts of Placing Ads On Craigslist page)*

3) The biggest reason you'd want an 800# is because almost everyone is willing to call a brief recorded message. It wets the appetite if it's done well, and if they're someone who genuinely wants to learn more, they are now a qualified prospect. I have been perfecting this system for a while, tried several things, and the current 3-minute message has tripled the response that I originally received.

Keep in mind that the people finding your ad on craigslist are not there *looking* for a home business. They are looking for other things, but just happen to come across your ad. If they go directly to the Tempo webinar and see all the bells and whistles, some won't stick around long enough to learn anything. If you have a brief introduction message with the 800#, they will know what they're going to be seeing ahead of time and be more likely to watch the webinar.

## How Craigslist Works / The Right Mindset

Craigslist currently ranks #9 on Alexa rankings and is the largest free classifieds website in the world. It was started several years ago by a guy named Craig (imagine that!) in San Francisco. Most mid-size to large cities in every state of the U.S. have a craigslist classifieds page, and you can advertise in any category in any city, even if you live thousands of miles away from that location. (see <http://www.craigslist.org/about/sites> for list of cities)



There are hundreds of categories where you can advertise. You can buy and sell, promote events, find a class or support group, post jobs and resumes, discuss issues, get/give a ride, etc. You name it and there is a category to advertise on Craigslist. Millions of people visit Craigslist every day. With the exception of a few large cities that charge \$25 for ads in the jobs section, ALL craigslist ads are free. Some sections also require that you have a craigslist account – more on that later.

You can advertise anything on Craigslist, including your Tempo business. However, Craigslist, unlike many other free classifieds sites, does NOT have a business opportunity section and does not like home business and network marketing programs advertised on their sites. But don't let that scare you. Obviously I'm doing it and seeing some pretty good results. And so are many others. It just requires that you be a little creative in the location and content of your ads – more on that later.

Craigslist has a lot of rules for placing ads, and they occasionally change them. Here are just a few: \*You must have an account to advertise in the “services” section. \*You can’t post more than 3 new ads a day from any one account. \*You can’t place the same ad more than once a day from any one account. \*Each account must have a different e-mail address and password for login and a different phone # assigned to it for verification.

In addition to those rules there are guidelines for each category. If someone who’s looking at your ad thinks you have broken the rules or guidelines, they can “flag” your ad. Get 3 flags and your ad comes off. No matter how creative you get with your ads, get used to your ads being flagged and coming off. It’s inevitable. It happens to me every day. Don’t take it personally. Just as many if not more of your ads will stick and you can renew them several times without them counting as a new ad. As you keep placing ads on a regular basis, your pool of active ads will grow. Keep trying different ad copy and subject headings. The number of accounts you have and the number of active ads you want to maintain will determine how many new ads you will need to add each day/week.

Don’t worry or stress over placing ads on craigslist. As long as you’re placing clean ads for Tempo or anything else, the worst thing that can happen is your ad comes off. It’s not personal and you can’t get in any kind of trouble. Just pay close attention and learn from your results. Keep posting and keep track of your ads, what categories you post them in, and what kind of response you get. Learn from the results. Consider it a game, because it is and can be fun. Like a baseball player learning how to swing and increase his batting average, take lessons and your results will improve. Don’t miss the forest for the trees by worrying about ads that don’t stick. Just keep posting, watch those prospects come into your back office and know that your efforts are paying off!

As Eric says all the time, we only need to do two things to build our Tempo business:

- 1) Get people to the ACWS webinar and
- 2) Follow-up with personal contact.

Craigslist is simply a tool to get people introduced to Tempo. Keep posting ads and you will get customers and reps on your team!

## **How To Register And Use Multiple Craigslist Accounts**

Because you can only post three new ads from any one account each day, if you want to place a lot of ads on Craigslist and get the desired response, you'll need to create a few different Craigslist accounts. I have three accounts that I use for my other businesses and six accounts that I use for Tempo. I generally post about a dozen new Tempo ads three or four days a week to maintain my active ad pool at around 100 ads. I recommend that you have a *minimum* of three separate craigslist accounts.

**NOTE: If you don't have enough craigslist accounts, you will not be able to place the amount of ads needed to get the desired response.**

To create an account on Craigslist, you will need an email address, password, and phone # assigned to it. If you want to post more than three ads in a day, you'll need more than one Craigslist account. To figure out how many accounts you will need – each with separate e-mail address & phone #, you need to decide how many active ads you'd like to maintain.

For example, let's say you'd like to maintain 50 active ads... Generally speaking, you can count on about half your ads sticking and not being flagged and taken off. If you have two Craigslist accounts, you can post 6 ads a day and count on 3 of them sticking. Every 3<sup>rd</sup> day you can renew ads you've previously posted that are still active. So it would take you approximately 17 days (assuming you post daily) to get up to 50 active ads. Once you get to 50, you'd only need to post those 6 new ads about three days a week and keep renewing older active ads to maintain your 50 active ads. If you want to maintain 100 active ads, you will probably need at least 4 separate Craigslist accounts. If you want to maintain more than 100 ads, figure one account for every 25 active ads.

If you don't have multiple e-mail addresses, you can create them at [www.gmail.com](http://www.gmail.com) or other free e-mail sites. If you create new free Gmail accounts and have Outlook or Outlook Express on your computer, I recommend setting up your account to forward your email from all accounts directly into your Outlook inbox, so you don't have to go log into each account separately on Gmail. It will save you lots of time. For phone numbers, you can use your own home & cell #, your wife's #, your kids' #'s, work #, etc. You only need it for verification once and occasionally to re-verify.

**To register a new Craigslist account, follow these directions:**

- 1) Click "My Account" in the upper left of the Craigslist home page at [www.craigslist.org](http://www.craigslist.org)
- 2) Click "Sign Up For An Account" under the Login box.
- 3) Enter the e-mail address you want to use and click "Create Account".  
(*an e-mail will be sent to that address and you'll have to open it*)
- 4) In the body of the e-mail from Craigslist it will say the following,

Thank you for signing up for a craigslist account. To log in to your account, please go to: <https://accounts.craigslist.org/pass?ui=93813587&ip=eT%2FOhH2A>

- 5) Click the link in the e-mail and create a password. Submit and Login.
- 6) Click "Return To Your Account"
- 7) Read the terms and click "I Accept"

At this point you can create your first ad with your new Craigslist account. (See *next section for how to post and renew ads*) After you create your first ad, Craigslist will send you an e-mail at that e-mail address. To publish your ad, click on the link in the e-mail. Then you will go to a phone verification page and you need to put a phone # in the box and check either "via voice" or "text message". Check one and click "Send verification code". You will go to another page where it asks you to put in the verification code. You'll receive either a phone call or text message with a code number in it. (usually 4 or 5 digits) Put the call/text code # in the box and your account is now active!

Yes, that may seem like a lot of hoops to jump through to create a Craigslist account. But **you only have to do it once** for each account. From that point on you only need to login with your email address and password and you can post multiple ads. You can manage them in your account back office, which we'll show you how to do in the next section. To log out of an account, just click "Log Out" in the upper right corner. Occasionally you will need to verify your account by phone again. You will need to go through this process for EACH Craigslist account you create.



## How To Post And Renew Ads

Posting ads on craigslist is very simple. There are many categories to choose from (*more on where to post in next section*) and you can advertise in any city of the country with a Craigslist page. My strategy focuses on cities in the Midwest close to where I live, so I have 13 states where I'm posting now. You can post ads anywhere you choose.

To prepare to post, go to the home page at [www.craigslist.org](http://www.craigslist.org) and choose a city. You will see a list of nearby city craigslist pages, and underneath you can click "US Cities" or "US States" to find other locations. After you decide on a particular city, click "My Account" in the upper left, then log in with your e-mail address and password for that account. You will come to a screen that looks like this:

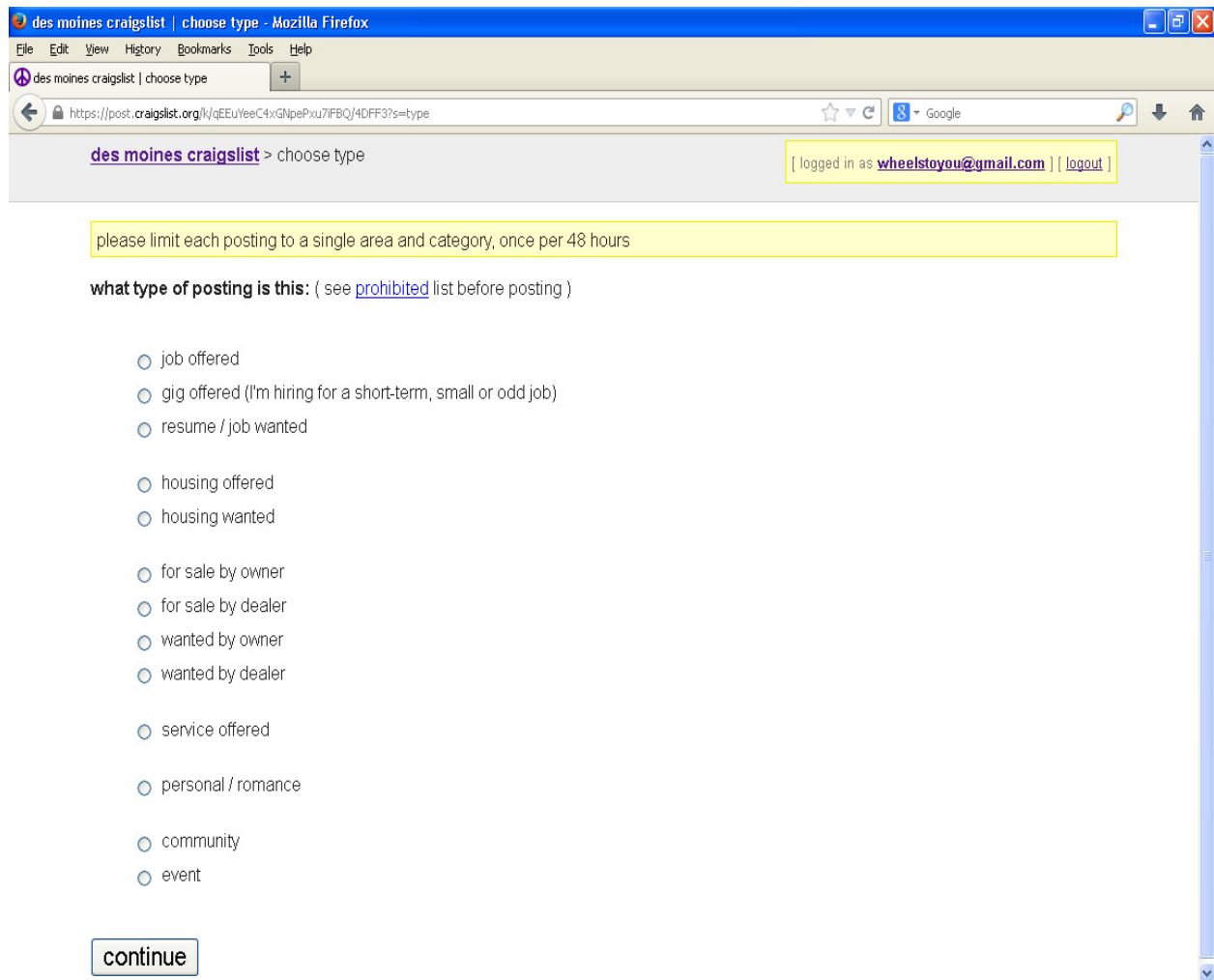
Showing postings posted during **2014** new posting in:

( page: 1 )

status	manage	posting title	area and category	posted date	id
Active	<a href="#">edit</a> <a href="#">delete</a>	<a href="#">Sales Managers Needed - FREE Cell Service Company -</a>	law sales jobs	2014-01-05 13:50, renewed 2014-01-21 10:48	4273863529
Active	<a href="#">edit</a> <a href="#">delete</a>	<a href="#">Reps Needed For FREE Cell Phone Service Company -</a>	wic etcetera jobs	2014-01-02 21:43, renewed 2014-01-21 10:47	4269978909
Active	<a href="#">edit</a> <a href="#">delete</a>	<a href="#">Reps Needed For FREE Cell Phone Service Company -</a>	txk etcetera jobs	2014-01-15 19:50, renewed 2014-01-20 09:46	4289685736
Active	<a href="#">edit</a> <a href="#">delete</a>	<a href="#">FREE Smartphone &amp; 2 Lines w. Unlimited TTD For Under \$100/mo? No Way!</a>	txk cell phones - by dealer	2014-01-15 19:52, renewed 2014-01-20 09:46	4289683303
Active	<a href="#">edit</a> <a href="#">delete</a>	<a href="#">Sales Managers Needed - FREE Cell Service Company -</a>	sns sales jobs	2014-01-03 21:13, renewed 2014-01-20 09:46	4271546465
Active	<a href="#">edit</a> <a href="#">delete</a>	<a href="#">Sales Managers Needed - FREE Cell Service Company -</a>	fsd sales jobs	2014-01-12 21:27, renewed 2014-01-20 09:46	4284955841
Active	<a href="#">edit</a> <a href="#">delete</a>	<a href="#">FREE Smartphone &amp; Cell Service / No Contracts / Unlimited TTD -</a>	fsd general	2014-01-12 21:25, renewed 2014-01-20 09:46	4284954783
Deleted		<a href="#">Free ZTE Fury Smartphone / Free Service On Sprint Or Verizon -</a>	aus cell phones - by dealer	2014-01-19 19:23	4295501385
Deleted		<a href="#">FREE Cell Phone &amp; Service On Sprint/Verizon Networks -</a>	abi household services	2014-01-19 19:24	4295502804
Active	<a href="#">edit</a> <a href="#">delete</a>	<a href="#">FREE Cell Phone, FREE Cell Service (Sprint / Verizon networks) -</a>	abi general	2014-01-19 19:26	4295503922
Active	<a href="#">edit</a> <a href="#">delete</a>	<a href="#">Reps Needed For FREE Cell Phone Service Company -</a>	lit etcetera jobs	2014-01-14 19:53, renewed 2014-01-19 18:13	4288087679
Active	<a href="#">edit</a> <a href="#">delete</a>	<a href="#">Free ZTE Fury Smartphone / Free Service On Sprint Or Verizon -</a>	lit cell phones - by dealer	2014-01-14 19:57, renewed 2014-01-19 18:13	4288091162

This is your account management page. If it's a new account, you won't see all those ads there until you've placed a few. To the left under "Status" you'll see if it's an active ad or a deleted ad. To look at your ad, just click on the posting title. Under "Manage" there are three options: 1) Edit 2) Delete 3) Renew. Under "Area and Category" you'll see an abbreviation of the city and category where the ad was placed. Under "Posted Date" is the date and time it was placed or renewed.

To post an ad, click “craigslist” in the upper left and you’ll go back to the home page. Then choose your category and click on it, and you’ll see the recent ads that have been placed in that category. Click “Post” in the upper right, then you will see this screen:



Under “what type of post is this”, you now choose the section where your ad will be posted. For example, if you’re posting an ad in the cell phone category, you’ll click “for sale by dealer”. If it’s a small business ad, click “service offered”. If it’s a sales ad, click “job offered”. So click the appropriate section and you will come to another screen with more specific categories on it. Again, select the correct category and click it.

At first the sections and categories may be a little confusing, but you’ll figure them out as you keep posting and get more familiar with all the options.

Now you've come to the ad creation page which looks like this:

des moines craigslist | create posting - Mozilla Firefox

File Edit View History Bookmarks Tools Help

des moines craigslist | create posting

https://post.craigslist.org/k/qEEuYeeC4xGNpePxu7IFBQ/4DFF3?s=edit

des moines craigslist > services offered > small biz ads > create posting

[ logged in as [wheelstoyou@gmail.com](#) ] [ [logout](#) ]

contact info

CL mail relay (recommended) [?](#)

show my real email address

no replies to this email

email wheelstoyou@gmail.com

users can also contact me:

by phone  by text

phone number

contact name

posting title

specific location

postal code

posting body

show on maps [?](#)

street  optional

cross street  optional

This is where you put the title and the body of your ad. (*I've included several sample ads in the last section for you*) There are only 4 boxes you need to fill out on this page: 1) Posting title 2) Posting body 3) Specific location(city) 4) Zip code.

Note: Craigslist recently added this last step and it requires a zip code. However, even if its not your own city, put any zip code in. (*you can even make one up randomly*) Once you've created your ad, click "Continue" in the lower right. It will go to a map page, and you want to click "do not show on maps" in the lower left. Then click "Continue".

The next screen allows you to add a picture to your ad if you choose. Just click “browse” and you can choose an image you’ve saved on your computer. In your ACWS back office in the marketing section under “marketing images”, you can find several Lightyear images you can use to place in your ads. You can also find images on Google of specific phones you might want to include in your ad. I don’t generally use pictures in my ads because it adds more time to the posting process. I would suggest that you experiment posting ads with and without images.

After you’ve chosen an image or if you’re not using one, click “Done with images”.

The next page is your final editing page. Here you can change your text and/or images before publishing your ad. If you choose to make any changes, it will go back to the ad creation page. After editing, click “Continue” again and it will take you again to the final editing page. When you’re satisfied with your ad, click “Publish” and you should see:

**Thanks for posting with us, we really appreciate it!**

- Your posting can be seen at <http://desmoines.craigslist.org/biz/4298415250.html>
- [Manage your ad](#)

Congratulations! Now your ad has entered the Craigsphere, though it will probably take 5-15 minutes for it to appear live. Unless the ad is flagged and removed, it will remain active for 45 days. Three days after posting it will show up in your account management page with the option to renew it.

After a few days of posting, some of your ads will be up for renewal. All you need to do is click the “renew” button and your ad goes right back up at the top of that category again! Today I renewed 40 Lightyear ads in six Craigslist accounts in about 5 minutes.

Approximately half of your ads will stick and remain active. I suggest making a chart of cities and ad categories where you are posting on Craigslist. Also note which ads you’re posting if you’re testing different ones in the same category. I use a green financial ledger book for this. Put a checkmark by the city and category when you post an ad, and mark a red X over the checkmark for any ads that get removed. (*they’ll show up in pink on your account management page*) This way you’ll know how many active ads you have at any given time, and you’ll also be able to track which ads and categories are working the best.

**NOTE: Your ads will be up for renewal every 3 days** in your account management page, and you can keep renewing them up to a total of 45 days. After that you will have to re-post the ad if you want to keep it active. Each ad will stay live on craigslist for 45 days if you keep renewing it. Renewing an ad does not count as a new ad; re-posting an ad, however, counts as a new ad in each account, but the ad copy will remain in the box so it saves time. Renewing every 3 days puts your ad *back on top* of the list where it will be seen.

### Do's And Don'ts Of Posting Ads On Craigslist

First, remember that you can only post three ads per day with each of your Craigslist accounts, and you can't post the same ad more than once a day from any one account. If Craigslist catches you posting the same ad in multiple cities, they may remove your ad or even shut your account down if you do this regularly.

However, when you have more than one account, you can post some of the same ads again (in a different location or category) that you posted from another Craigslist account. For instance, I have six ads that I'm using right now in six different categories. I have six Craigslist accounts. I take one city at a time, posting an ad in all six categories (see on sample page) -, each ad from a different Craigslist account. Then I go to another city and repeat, but switch the order so I'm not posting the same ad from any one account. I place two separate ads in two different categories from each of my accounts. Since I'm placing about a dozen ads at a time, I'm placing each twice, but from different accounts. It works. It is very important to follow these rules so you get the most from your Craigslist ads.

**NOTE:** Although you *can* post the same ad in different categories and from different Craigslist accounts, I highly recommend that you **consistently create new ads and do not overuse your ads**. If Craigslist sees a particular ad again and again, it may "ghost" your ad. Ghosting is when it tells you your ad has been published, but it never shows up on Craigslist. In addition, I also recommend that you **change your IP address regularly**. Every ad you post has an address that can be tracked by Craigslist. If they see too many ads coming from the same IP address, many of your ads will get ghosted. Changing your IP address is very simple: just unplug your modem for 15-30 minutes, then plug it back in and you will have a new address. Ideally, you should probably do this weekly if you are posting ads on Craigslist consistently. I also recommend that you **place ads from different computers** and even go to the library and place ads from their computers. The more you vary your ads, categories, and computer IP addresses, the more your ads will stick and the less Craigslist knows they are coming from the same person.

Remember that Craigslist doesn't like home business or network marketing programs. So when creating ad content, try to avoid using language and words that would give away it's a home business. Words and phrases you'll want to limit or avoid using include: "opportunity", "cash", "home business", "get rich", "network marketing", "MLM", etc. Though you can use it, also try to limit the use of the word "free".

I've found that it's better to be simple, brief, and matter-of-fact when posting on Craigslist. If there's too much hype, Craigslist may take the ad off or it will be flagged by others. You'll notice that my sample ads are all brief and to the point. Feel free to use any of the sample ads I've included here.

**NOTE:** No matter how hard you work to place good ads that stick, **some of your ads will be flagged or deleted**. If a particular ad is flagged enough times, that ad will automatically be deleted by Craigslist every time you post it. So you will want to use a variety of different ads with different headings and wording in the body of the ad and mix things up consistently.

I encourage you to get creative and try different types of ads. If you create an ad that's doing phenomenal, I'd love for you to share it with me if you're comfortable with other Lightyear reps using it. Remember, we're all working for the same team helping each other make money together!

**NOTE: Advertising a website link can be tricky** on Craigslist, particularly if it includes certain words or has a long drawn out coded link. Craigslist has spiders crawling around looking for anything that hints of a biz opportunity. This is another reason I advertise my 800# instead of my retail site and ACWS webinar links. With free ads, you can put a website address in your ad, but people can no longer click on it directly. To visit your website, they will have to copy and paste the address into their browser. If you're going to advertise your ACWS website link, make sure you use a simple redirected domain name (*see training video on this in your back office*) like [www.myphoneservicefree.com](http://www.myphoneservicefree.com). Again, **I caution you from advertising your domain name in all of your ads.** If Craigslist figures out it is a business opportunity ad, they could block your domain name entirely.

### **The Best Categories To Post Your Ads**

I am constantly experimenting with different locations on Craigslist. One of the reasons people flag ads is when they feel it's not in an appropriate category. There are many categories where you obviously wouldn't place ads for Tempo. However, in addition to the obvious categories like cell phones, jobs, and services, I'm trying a few others. I put ads in the "general" category of the community section and the "domestic gig" section. Below is my list of the sections where I'm posting ads:

Community Section: "General"

Services Section: "Household", "Small Biz Ads"

Jobs Section: "Sales", "Business/Mgmt", "Marketing/PR/Ad", "Sales", "Etc"

For Sale Section: "Cell Phones" (by dealer)

Be creative and try new and different ads and locations!

## **Sample Ads**

On the last 3 pages are a few ads I'm currently using on Craigslist. They are here **as examples**. If you use them, be sure to make a few changes so they aren't the same as mine. You can also disguise the ads with characters in front/behind sentences like \* # @ + - etc. And, though I'd love the extra leads coming my way, be sure to exchange my 800# for yours!

It is important that you change your ads and create new ones regularly. My samples below are only to be used as examples. If you keep using the same ads over and over, Craigslist will recognize the ads in time and they may not show up when you post them. Again, Craigslist is on the lookout for home business ads and if they see the same ad too often, your ad will end up getting ghosted every time you try to post it.

### **FREE Cell Phone & Service On Sprint/Verizon Networks** (Services: Household)

*Get your cell phone service for FREE on the Sprint/Verizon/T-Mobile networks + get a FREE smartphone. No contracts, unlimited talk/text/data, & eliminate your cell phone bill with an A+ rated wireless company. Join our network of satisfied customers across the country who have eliminated their cell phone bill.*

*Call our 3-minute intro message at 1-877-557-7222 for details.*

### **FREE Cell Phone, FREE Cell Service (Sprint/ Verizon/T-Mobile)** (Community: General)

- *FREE Cell Service on Sprint/Verizon/T-Mobile networks*
- *FREE Smartphone for new customers & reps.*
- *Port Your Existing #*
- *No Contracts / Unlimited Talk/Text/Data*
- *18-Year Old Company with A+ Rating with the BBB*

*Call our 3-minute intro message at 1-877-557-7222 for details.*

### **FREE Smartphone & Cell Service / No Contracts / Unlimited TTD** (Community: General)

- *18 year old company with A+ rating*
- *New customers & reps get FREE smartphone*
- *No contracts*
- *FREE service on Sprint/Verizon/T-Mobile networks*
- *Eliminate your cell phone bill completely*

*Call our 3-minute intro message at 1-877-557-7222 for details.*

**Reps Needed For FREE Cell Phone Service Company** (Employment: Etc.)

*Our 18-year old A+ rated wireless company is looking for people to work from home showing others how to get their cell phone service for free on the Sprint/Verizon/T-Mobile networks. Unlimited talk/text/data with no contracts. Free smartphone for new customers & reps.*

*Call our 3-minute intro message at 1-877-557-7222 for details.*

**Sales Managers Needed - FREE Cell Service Company** (Employment: Sales)

*Wireless company looking for managers for our free wireless program on the Sprint / Verizon / T-Mobile networks with unlimited talk/text/data. Customers & reps get free smartphone & earn free cell service. Eliminate your cell phone bill and help others do the same while earning a growing income with commissions, bonuses and residuals. We are the only wireless company that offers the free phone & service program. A+ rating with the BBB.*

*Call our 3-minute intro message at 1-877-557-7222 for details.*

**A Real Business With Just A Phone & A Computer** (Employment: Bus/Mgmt)

*What if I could show you a way to start a business for only \$50 with only a phone and computer giving away FREE smartphones and FREE cell phone service on three of the nation's largest wireless networks?*

*What if we gave you a FREE smartphone to get started? What if the sponsor of this program was an 18-year old company with an A+ rating from the BBB?*

*Check out our 3-minute intro at 1-877-557-7222*

**A Business Giving Away FREE Cell Service** (Services: Small Biz)

*We are looking for independent entrepreneurs with a commitment to success to work with our A+ rated wireless company. We are one of the fastest growing companies in America and offer a unique program that offers customers and managers FREE cell service with unlimited talk/text/data on the Sprint/Verizon/T-Mobile networks, including FREE smartphone. This business is for those who want more and desire to control their time, schedule, and build an unlimited income.*

*Call our 3-minute intro message at 1-877-557-7222 for details.*



**Free Smartphone / Free Service on Sprint/Verizon/T-Mobile** (Cell Phones: Dealer)

*Tempo Wireless offers free cell phone service on the Sprint/Verizon/T-Mobile networks. We have no contracts and an unlimited \$59.99 talk/text/data plan. You can also get a 2nd line on the family plan for only \$39.99/mo - two phones with unlimited everything for under \$100!*

*During January all phones are discounted and the BLU Dash Jr. is free to new customers.*

*Customers & company reps can get their service free & eliminate their cell phone bill when they refer others who become Tempo customers. Free phone & service with no contracts & unlimited talk/text/data – it's a no-brainer!*

*Call our 3-minute recorded intro at 1-877-557-7222 for details.*

**FREE Smartphone & 2 Lines w. Unlimited TTD For Under \$100/mo? No Way!** (Cell Phones: Dealer)

*Yes, Way! The Tempo Wireless way, that is.*

*Perhaps you've never heard of us. Well, have you heard of Sprint? Have you heard of Verizon? T-Mobile? When you join Tempo as a customer, you get a free smartphone and unlimited talk/text/data for only \$59.99/mo. Add a 2<sup>nd</sup> family plan line for only \$39.99/mo = two phone lines with unlimited everything for under \$100/month! And get this: NO CONTRACTS.*

*Dare ya to find another cell phone company that does that!*

*But hey, we're not even to the good stuff yet... Tempo is the only company that offers its customers and representatives the opportunity to get their cell phone service for FREE. How do we do that?*

*To hear the answer to that question and learn more about our awesome company and program, call our 3-minute intro at 1-877-557-7222.*

**Closing**

Thank you for reading through this 800# / Craigslist training document. Craigslist is constantly changing rules and policies, so I will be updating this document occasionally. I also send out email updates to Lightyear reps using this system. I hope this training has been helpful and I wish you great success in using it to build your Lightyear business!

If you get an 800#, iTelecenter has a "refer 3 and get yours free" program, so if you get some of your team to also get an 800#, yours will be free.

If I can help in any way, call me at (515)422-1405 or email me at [rogerrench@gmail.com](mailto:rogerrench@gmail.com)

Roger Rench