INSTRUCTIONS FOR POSTING YOUR LRIS MESSAGE TO CRAIGSLIST’S LEGAL CLASSIFIEDS

The first time you post to Craiglist takes longer than subsequent postings because you’ll have to create an account if you don’t already have one. After you’ve created your account and posted your first message, you’ll be able to skip directly to step 9 for future posts.

Remember that Craigslist will not allow you to post the same message more than once every 48 hours, so if you are going to post more often than that, you’ll need to change up your message (for example, today you post a message about your qualified family lawyers, and tomorrow you post about your experienced bankruptcy attorneys, and so on).

You will find that if you post first thing in the morning, your posting will get buried quickly with other people posting to the legal classifieds. At the Workshop, one attendee told me that she doesn’t get buried as quickly if she posts her message in the late morning.

For LRIS programs that are posting for the first time, follow these steps. (If you already have a Craigslist account because you have posted before, skip to step 9).

Step 1:

Go to Craigslist (http://craigslist.org)
Step 2:

Find your geographical area and click on it (in this example, I’m choosing “SF Bay Area”)

Step 3:

Find the “Post to Classifieds” link and click on it.
**Step 4:**

The first time you post to Craigslist you need to create an account.

Find the “Apply for Account” link and click on it.

**Step 5:**

Enter an email address* and create a unique username (the username you select will be your Craigslist “handle”).

Write your “handle” down somewhere where you can easily access it next time you post.

*You must use a real email address because Craigslist will send activation instructions to that email account.
Step 6:

Follow the activation instructions in the email Craigslist sent you.

Step 7:

Select a password when prompted to do so.
Step 8:

Bookmark this page. Next time you post, you will not need to go through the registration process of Steps 1-7.

Next time, you will login and start here.

Step 9:

Go here to post an ad.

Select your geographical area on the list and click on the button labeled “Go.”
Step 10:
Select “service offered” from the list of posting categories:

Step 11:
Select “legal services” from the list of service categories:
Step 12:

To verify that you’re not a robot, Craigslist will make you provide authentication over the telephone the first time.

Click on the link that says “Go To Phone Authentication.”

Step 13:

Enter your phone number. Decide whether you want to receive the authentication code by voice or text.

If your phone does not accept text messaging (or if you’re not sure whether it does), select “Voice.”

Click the “verify” button to send your information to Craigslist.

IMPORTANT: Keep the browser window open because your authentication code will be coming momentarily.
Step 14:

In a minute or two you should receive a code by text or recorded voice.

Enter the code you were given and click “verify”:

Step 15:

Assuming you have entered your code correctly, you should be looking at a page like the one to the right.

Click on “continue posting”: 
Step 16:

Depending on where you’re located, Craigslist may ask you to refine your geographic area.

Step 17:

Put in a Title for your post. Make it catchy because this will be the link that displays in Craigslist results. Avoid using too many capital letters or exclamation points.

Vary up and experiment with different Titles on subsequent posts so that frequent visitors to Craigslist Legal Classifieds don’t acquire “ad blindness.”

The body of your post will go in the “Posting Description” text box.

When you’re done, click “Continue.”

Make sure that you’ve provided a link back to your website’s LRIS page from the post. If the posting is about a specific subject area, for example, family law, and you have a page about family law on the LRIS part of your website, link people back to that specific page.
Step 18:

Preview your ad. If there is anything you want to change, click “Edit.”

When you’re happy with it, click “Continue.”

Step 19:

You’ll be required to enter a code to again verify that you’re still not a robot.

When you’re done, click “Continue.”
The next time you post to Craigslist, using your bookmark from Step 8, above, you’ll be taken directly to this page and be prompted to login.

You’ll find that after you’ve done it a few times, it gets easy and routine to post regularly.

A few final notes:

**Build a Library:**

Keep a collection of messages you post. After you have five or so messages that you like about different types of cases (e.g., personal injury or family law), or different selling points of your service (e.g., personalized service or qualified lawyers), rotate the messages.

**Measure Your Results:**

Your website statistics software should be able to tell you how many people click through to your website from Craigslist.

Most people will call you rather than use the contact form on your website, so make sure your staff asks how the caller found out about the service. And if the caller says “Internet” or “website,” try to get the caller to be more specific – “Was it Craigslist or Google or somewhere else?” This will tell you whether your Craigslist postings are working and which postings are working best.

Dashiell says, “Have fun!”