

# ***A Max Steingart Special Report***

Instant Messaging Case Studies Volume 11

Before the Internet came along, the sales world was a tough place for shy, reserved, introverted people. Now, with the advent of instant messaging, even the shyest person in the world can take on a completely different image online, exuding confidence, courage and an outgoing nature.

In this lesson, you'll see that there's an amazingly bright future for every type of personality. You just have to know the secrets.

This series is designed to help you understand the process of Instant Messaging and how it can help you to network, prospect and close at an accelerated pace. What follows are real life examples of my students in action on the Internet. I critique, analyze and advise every step of the way (see my comments in *red* throughout).

After reading through this report you may get an urge to continue your training and up-grade your prospecting methods. That's normal. My methods for using Instant Messages to expand and grow your business are proven to work.

To aggressively grow your business, just enroll in my next Prospecting Mastery course by [clicking here](#).

Or, to take a smaller step, just pick up a copy of my Internet Power Pack by [clicking here](#).

**Carpe Diem – Seize the Day!**

**Warmest Regards,**

**Max Steingart  
The Internet Matchmaker**

**Anyone can make new friends online.  
Even if they're shy.  
Sending a simple Instant message can start a  
conversation with a total stranger...**

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Hi Max, Would you critique this conversation? I had it after reading just a few of your emails, and quit the conversation because I didn't want to mess up by introducing my business too soon or inappropriately. Sigh! I'm even shy online.  
Thanks for all that you do, Becky

*(You did a pretty good job conversationally, but I'm not sure why you picked Robert in the first place. There are so many fabulous people online. Why Him? I'm not that impressed with his profile.)*

**Posted screen name in Member Directory for:** [KahunaHiloLani](#)

**Name:** Robert

**Location:** Born in Hawaii currently in OKC

**Sex:** Male

**Marital Status:** Divorced

**Hobbies & Interests:** Computers, Gemstones

**Favorite Gadgets:** Computer stuff

**Occupation:** computer programmer

**Personal Quote:** Ua Mao Kea Okeaina Ika Pono O HAWAII

*(Asking someone "what their personal quote means?" when it's written in another language is a good way to get an online conversation going. If it has a positive message, you'll want to continue the conversation. If it has a negative message, you can end your conversation with, "Thanks!! Have a fabulous day I've got some things to do." Bye.)*

**EBizTeacher2003:** Hi Rod. Am I interrupting?/

*(This opening line can be effectively used to start a conversation with anyone.)*

**KahunaHiloLani:** Hi there. Not really. Got a download going. How are you doing ?

*(His profile says that he's a computer programmer. Is he working now? You can select any part of a person's profile to comment on. Since he's downloading something, you have an open invitation to talk about his work.)*

**EBizTeacher2003:** Great. What would bring someone from Hawaii to OKC?

*(Any question you ask about any part of a person's profile will get the conversation off and running. You've chosen to comment on the comments he makes in the location part of his profile. I would have gone right to what he does and asked, "Are you at work or do you have some time to talk? I enjoy talking to nice people this way." )*

**KahunaHiloLani:** work.... not many jobs outside tourism on the islands

*(What is he doing now? Was he a computer programmer in the Islands? Would he rather be*

*back in the islands?)*

**EBizTeacher2003:** Too bad. I'd like to say I like your quote, but I don't know what it means!  
*(Good job. You could have started your conversation with this. A negative response would have immediately told you to start talking to someone else.)*

**KahunaHiloLani:** the life of the land is perpetuated in rightneous  
*(At least you know the quote doesn't indicate a negative outlook on life, but the jury is still out on his being a good prospect for your business.)*

**KahunaHiloLani:** what do you teach ?  
*(He's asking you this question because you've indicated in your profile that you "teach." This is another opportunity for you to start talking about your business.)*

**EBizTeacher2003:** 7th grade special education reading, and online marketing  
*(I'd have responded with, "I teach people about online marketing and help set them up in their own business when I'm not teaching 7th grade special education. How long have you been programming computers?" You want to answer his question and ask one of your own in the same Instant Message. Doing so, moves your online conversations along much faster.)*

**KahunaHiloLani:** cool , where are you at ?

**EBizTeacher2003:** Tulsa. *(I would have said, "Tulsa. How long have you lived in OKC?")*

**KahunaHiloLani:** just up the road huh ?

**EBizTeacher2003:** Yep. *(I would have said, "Yep. Aren't there computer programming jobs in the islands or is there another reason he's in OKC?" Every time you answer someone's online question you're perfectly positioned to ask a question of your own in the same Instant Message.)*

**KahunaHiloLani:** I never been there

**EBizTeacher2003:** How long have you been in OKC?

**KahunaHiloLani:** be 4yrs next month

**EBizTeacher2003:** Hawaii before that?

**KahunaHiloLani:** no Arkansas 10yrs before that DC 13yrs

**KahunaHiloLani:** was home 2yrs ago

**EBizTeacher2003:** You've got to miss it!

*(He's been away at least 27 years. How old is he? Would he like to return to the islands to live? What's prevented him from returning? You know something that he can be doing online that could position him to live anywhere in the world. Don't you? I would have responded with, "You've sure covered a lot of ground. What other kinds of things have you done besides computer programming?")*

**KahunaHiloLani:** yes but I get to go back every now and then and I get care packages from home

**KahunaHiloLani:** you ever been there ?

**EBizTeacher2003:** No.

*(Your one word answer leaves it to him to move the conversation on any topic he choses. Had you answered his question and asked one of your own at the same time, you could be talking about things more relevant to learning if he's a prospect for your business. I would have answered, "No. How long have you been programming computers and what kind of computers do you program?" )*

**KahunaHiloLani:** I'm debating what to do next vacation might go back or maybe Germany  
*(Your previous one word answer just gave him the chance to talk about his next vacation.*

*Does he like to travel? Does he travel often?)*

**EBizTeacher2003:** Two great options! Would you move back to Hawaii if you could?  
*(Good question to ask at this time.)*

**KahunaHiloLani:** yes but I'd have to win a lottery for that very expensive  
*(He just gave you another chance to move this conversation to your business. Does he make enough money as a computer programmer to live well in OKC? How much money would he have to be making to live well in the islands? Does he know what residual income is? Has he ever heard about network marketing?)*

**EBizTeacher2003:** What did your parents do?  
*(Whoa!! Where did this question come from? What kind of work has he done? What was the best job he ever had? Has he ever thought about working for himself in his own business? Does he know what residual income is? Has he ever heard about network marketing?)*

**KahunaHiloLani:** dad had several jobs from movie theater projectionist to Butcher, Mom worked in a bakery

**KahunaHiloLani:** dad's gone .....now mom is here in OKC

**EBizTeacher2003:** Sorry --- Nice to have your mom nearby.

**KahunaHiloLani:** well we have our problems

**EBizTeacher2003:** Parents and problems seem to go together!  
*(You could be asking any of the questions previously listed.)*

**EBizTeacher2003:** I get along well with mine, but their health is a concern, They live in Edmond.

**KahunaHiloLani:** are you from Tulsa ?

**KahunaHiloLani:** I work with some folks who live in Edmon  
*(He doesn't want to talk about this any longer so he's changing the subject.)*

**EBizTeacher2003:** Most of my life, yes. Hey Robert, nice talking with you. Got to go now.

**KahunaHiloLani:** bye

**EBizTeacher2003:** bye

*(You missed several chances to discuss your business in your initial conversation with Robert, but you've got a potential prospect here. Add Robert to your buddy list, so you'll see when he's online in the future. In your next conversation, get the answers to all of the questions I mention above, BEFORE you mention your business. That wasn't too bad was it?)*

*Over all, I think you did a great job. I can't wait to see your second conversation with Robert.*

## **Seven vital business questions to ask yourself:**

There are seven vital questions you need to ask yourself if you're seriously interested in being successful in your business.

**Question #1: How many new clients and customers have signed up in your business so far this month?**

**Question #2: How many new clients and customers do you expect to add**

**to your business by the end of the month?**

**Question #3: How many prospects do you have in your sales pipeline that may get into your business before the end of the month?**

**Question #4: Are you going to close out the month with higher numbers than you did last year?**

**Question #5: How much money have you spent this month on advertising, lead sources prospect acquisition and is it working for you?**

**Question #6: How much money have you spent since this year on advertising, lead sources and prospect acquisition and has that money gotten you the results you were hoping for?**

**Question #7: Are you going to take the necessary steps to insure your business success by taking my next Prospecting Mastery Class!**

To enroll go to: [www.successway.com/mastery](http://www.successway.com/mastery)

**While I can't answer Questions 1 through 6 for you, I'll give you three clues to help you find the right answer to Question #7.**

- 1. Jim Rohn, America's Foremost Business Philosopher says, "In order for things to change, you have to change."**
- 2. Denis Waitley, the poet laureate of modern-day philosophers, wrote, "Unless you join the generation of the future, you will be relegated to living in the past. Unless you're comfortable with the information superhighway, you'll be road kill on it."**
- 3. Jim Rhoades said, "I've done more business during the first four weeks of Max's Prospecting Mastery Course than I did in the last four years. I wish I had known about him three years ago. I would have saved the thousands of dollars I spent on other marketing systems."**  
[Click here to listen](#)

You can be successful in your business if you're willing to make a few slight changes and take a different direction where you can measure your forward progress every day.

To register for the next Prospecting Mastery Class, go to: [www.successway.com/mastery](http://www.successway.com/mastery)