

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

### **Instant Messaging Case Studies Volume 6**

**John is going to Baltimore next month for his company's regional convention. He did a search in the Member Directory to see who was online in Baltimore that shared his love of playing the drums and found an ideal prospect for his business.**

**Asking people to recommend a good steak restaurant is an easy way to begin an online conversation with anyone. You're going to love reading this conversation.**

**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**

# Asking people to recommend a good steak restaurant is an easy way to begin an online conversation with anyone

One of my students used this online approach to meet eleven people in Salt Lake City for her convention. Three of the people she connected with, signed up in her business before the convention started.

As you read the conversation below, you'll see that John made a good choice of who to contact. You can be doing the same thing. How many people do you want to meet at your next convention?)

Posted profile in the Member Directory for: [MGold88](#)

Name: Mickey Morrison

Location: Baltimore, Maryland, FairLawn, New Jersey, USA

Sex: Male

Marital Status: Love my Betty

Hobbies & Interests: soccer, business, playing drums, Doing the best I can to earn a living as well as provide great services/products for others.

Favorite Gadgets:

Occupation: sole proprietor

Personal Quote: To achieve anything in life, one must first figure out what it is that they want to achieve. Do it by the book but be the author. Patience is a virtue, but persistence to the point of success is a blessing.

*(Mickey has created a great profile. His personal quote tells you he's got the attitude you're looking for in a business partner.)*

DiscoverHope: Hi Mickey, *(It's as easy as this to start an online conversation with someone that you have something in common with. Anyone you contact will check out your profile before answering you.)*

MGold88: do i know you?

*(Just because someone appears to be online, doesn't mean that they're going to see your Instant Message. Mickey could be away from his computer or doing something that prevents him from seeing your opening comment. His answer tells you he sees your comment and he's asking you a logical question. Your answer should introduce yourself and indicate why you contacted him.)*

DiscoverHope: My name is John and I really like the "do it by the book but be the author"...quote. Mind if I steal it?

*(Great answer!!)*

MGold88: go for it

MGold88: it's murphy's law

DiscoverHope: Cool...was doing a search for people in Baltimore and saw you online. I'm gonna be in Baltimore next month for a convention and was wondering if you could recommend a good steak restaurant?

*(How many people do you want to meet at your next convention? You can start hundreds of online conversations with this approach.)*

MGold88: hmm

MGold88: is price a factor?

DiscoverHope: Naw...unless I'll need an equity loan

*(Using your sense of humor in your answers always helps build a relationship faster. People like talking to people that make them smile.)*

MGold88: i'm trying to think of the name for this place i went one time with my girl friend and her dad

MGold88: it was very good

DiscoverHope: Tell ya what...if it comes to you and you catch me online, IM it out. If not, drop me an e-mail.

*(Good job. If he likes you, he'll take the time to send you the information later.)*

MGold88: Ruth's Chris Steakhouse

*(It's a nice place, and pricey. But the portions are big.)*

DiscoverHope: Is that in the downtown area?

MGold88: not exactly, but its not too far

MGold88: 600 water street

MGold88: 21202

MGold88: thats the zipcode

DiscoverHope: OK, I think I remember Water St.. It's sort of near the harbor? or am I way off?

MGold88: u can use mapquest

MGold88: yea i believe its near the harbor, but we consider downtown to be like powerplant area.....

MGold88: ok, it might actually be on the water.....there's one in pikesville too, i think thats where we went

MGold88: it was like a year ago and her dad drove

*(He's a good online communicator and is being quite helpful. You'll continually be amazed at the wonderful people that are available to talk to you when you go online.)*

DiscoverHope: OK...haven't been there in a couple years, but I think I can find it....I see you have playing drums listed as a hobby. Sold my set when I left for college many years ago and have been talking about getting a new one for years.

*(Now that you've got the conversation rolling and have covered your original question, it's time to talk about something else. Talking about his hobby next is a good choice. Or, you could have immediately asked about his occupation. I would have said, "What kind of business are you the sole proprietor of?")*

MGold88: i have Roland V-Sessions

MGold88: electric.....keeps apartment quiet

DiscoverHope: My wife swears that I don't play...one of these days...

MGold88: yea, this ruth's chris is right in powerplant

DiscoverHope: Awesome, thanks..I just clicked on the link.

MGold88: their appetizers are great

MGold88: i had T-bone steak when i went there.....it was pretty good.....but then again, i'm more of a chicken guy

MGold88: i like chicken and seafood

DiscoverHope: My mouth is watering looking at that steak on the web page...good stuff!

**MGold88:** they definitely have top quality food

**MGold88:** should be worth it

**DiscoverHope:** I've eaten so much chicken and seafood lately that I can almost taste that steak now.

**MGold88:** lol (*LOL = laugh out loud*)

**MGold88:** so u do home business stuff

*(He's looking at your profile now and wants to know more about you. The words you put in your profile will trigger the kinds of questions you'll receive from anyone you contact.)*

**DiscoverHope:** Yeah, funny, I was just checking out your page and saw the "entrepreneur" in you too.

*(The online friendship process happens faster than in the real belly to belly world. That's because you know almost immediately more about the other person and they know more about you.)*

**MGold88:** yea i'm in college for a financial economics degree

**MGold88:** ultimately i'm looking to be an entrepreneur though

**MGold88:** i have done a couple mini business' but never made it big, not much financial backing, and my methods were unorthodox

*(He sounds as ambitious as his profile and quote indicated. You picked out a good prospect.)*

**DiscoverHope:** Are you in school in Baltimore?

*(Good question. He's talking up a storm and you're learning more about him with each answer.)*

**MGold88:** yea

**MGold88:** UMBC

**DiscoverHope:** Did you go back early, or have you taken up residence there for a while?

**DiscoverHope:** Saw FairLawn, NJ and was curious.

*(You're on a roll. I love your choice of questions.)*

**MGold88:** i have an apartment

**MGold88:** yea, im originally from FairLawn

**MGold88:** but now i live here on my own

**DiscoverHope:** I'm in Langhorne, PA

**MGold88:** yea i saw.....so what kind of business do you run

*(This is what you've been waiting for. It's showtime.)*

**DiscoverHope:** Honestly, the business is almost an afterthought....I try to teach people how to be successful if they want to be. The business is just one of the vehicles. So many people have the "want" but not the desire. Does that make sense?

*(Great job!!)*

**MGold88:** yea

**MGold88:** i know exactly what you mean

**MGold88:** i have the desire but not the time and money

**MGold88:** yet

*(You have to love his attitude.)*

**DiscoverHope:** Does school take up a lot of your time?

*(Good question. His answers will tell you if he has the time to get involved in your business.)*

MGold88: yea  
MGold88: i ran a jewelry business over last summer and made about \$3000  
MGold88: but once school started , i didnt have time to work the website and work ebay  
MGold88: eventually got to the point where i just stopped  
MGold88: now i just sell a few pieces here and there  
*(He'd have the time to get involved with your business. He could be telling all his fellow classmates about it, and then do it online too. I love how this conversation is going.)*

DiscoverHope: Ahhh, the great EBay...have gotten countless e-mails about how to make "a fortune" on EBay. We have some stuff we've been meaning to list...odds and ends and a few things we bought to "sell on eBay"..Barbies and such.  
DiscoverHope: Time does become a factor for us also....  
*(Time is a factor for everyone.)*

MGold88: yea, ebay is really not worth it unless you have some big profit margins  
MGold88: thats why i went with jewelry  
DiscoverHope: or a ton of time...  
MGold88: but i never really had the capital to buy a lot of jewelry  
MGold88: yea, i have a good digi cam, and i know a think or two about html and java  
MGold88: i had a nice setup, even had a friend make me a logo in fireworks  
MGold88: but i just ran out of time when school kicked in  
*(Talking to people about your business doesn't take as much time as working on e-bay.)*

DiscoverHope: I know ZIP about java and minimal html stuff...that's my brother's area.  
DiscoverHope: What do you do for \$\$ during the school year?  
*(Great Question and perfectly timed!!)*

MGold88: odds and ends  
MGold88: i'm always looking for a good buy low/sell high gig  
MGold88: when i find em , i take it  
MGold88: also, i have an interview tomorrow for an internship at a consultant firm  
*(Do you believe your luck? He's looking for something to do. His answers to your questions telling you volumes about him.)*

DiscoverHope: I like the enthusiasm...you're bound to be successful.  
*(Good job. Paying sincere compliments pay big dividends and are appreciated.)*

MGold88: i sold sports nutrition products last semester  
MGold88: buy em cheap online and then sell em cheaper than GNC to people that dont shop online  
MGold88: made some money there  
MGold88: there's also a big market for imitation products, especially at a college campus  
MGold88: like an imitation gucci watch.....bought a few on ebay for like 5 bucks a piece  
MGold88: then sold them at school for 20/piece  
MGold88: i mean people know their imitation, but 20 bucks for a watch that looks nice.....  
MGold88: people pay it  
MGold88: bottom line is people like stuff.....if the price is good for what their getting, their wallets fly open.....  
MGold88: then 2 semesters ago, i was an affiliate for nextel and got them about 100 customers....  
MGold88: they paid me like 20% of the first three months of each person's bill.....but that saturated the campus quickly  
MGold88: i pushed the walkie talkie feature so hard  
MGold88: anyway, i gotta get to bed, have an interview tomorrow, need a little sleep.....  
*(WOW. He's quite the entrepreneur. He's going to love the concept of residual income)*

*when you expose him to it.)*

DiscoverHope: I may have something that may be of interest for you. I'm not sure, but I'd like to call you on the phone when you have a chance. My eyes are drooping and my 1 year old never sleeps past 7:30am. I'll add you to my Buddy list and try and catch you online when I have more time. Is that OK w/ you?

*(Bravo!! Bravo!!)*

MGold88: sure thing

MGold88: always looking for new ventures

MGold88: i'm drooping too

MGold88: lol

*(He's just given you permission to talk about your business. The fact he's willing to talk on the phone is a good sign he likes you.)*

DiscoverHope: Nice chatting...talk soon!

*(Here is the only thing I don't like about this entire conversation. Your response let's him get away without setting a time to talk. What if he doesn't get back online for the next 3 weeks because his computer crashes. You had an opportunity to get his number and set a time to call, and you let it slip by.*

*I would have said, "What's your schedule like tomorrow or over the next few days? When would be the best time to call? And what number should I call? You sound like someone that would be fun to work with"*

MGold88: ttfn (*ttfn = ta ta for now*)

*(Adding Mickey to your Buddy List will show you when he's online again. The ball is in your court and I'm sure your phone conversation with him will be fabulous. You did a great job.)*

Don't want to wait for people to find you. You can find them by doing simple searches in the Member Directory. You've got tens of millions of possibilities at your finger tips on AOL alone. What are you waiting for. You can be having these same kinds of conversations.

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Max you're a great teacher. I love what you've taught me to do. With your system, I'm making ten to twelve new friends a day and getting three people a day on the phone to talk to me about my business. Thank You Max, for the GREATEST PROSPECTING SYSTEM ever created. You've taught me how to fish effectively on the Internet and I'll never go hungry again. George Johnston, Port St Lucie, FL

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)