

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

## **Instant Messaging Case Studies Volume 7**

**Timing is everything. In romance, in comedy and especially in sales.**

**Without the proper experience in the intricacies of timing when it comes to prospecting online, you will scare away potential business. Case in point: the case study you'll read in this report. Don't let your hunger for new business spoil the appetite of your prospects.**

**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**

# Don't Mention Your Business to People Until You Know What They Do

Max, I am brand new at the whole Instant Message thing and to be quite frank, I doubted that it worked. I used some of your principles and I am really impressed. Although I have a long way to go, please help critique what I need to be doing better to have ultimate success. I did this on ICQ. Here is the conversation as it happened.

*(If anyone doubts that using Instant Messaging as a prospecting tool works in other online communities, this conversation will remove all doubt. In less than 10 Instant Messages you connect with a fine new prospect for your business.*

*But, then you turn into a salesman and dump a lot of information into your last Instant Message and the conversation abruptly ends. Did your online prospect get disconnected or did they cut you off? You did very well for your first attempt and will only improve with practice.)*

**Zack:** Hello Tong, I love your quote, are you the author of it?

*(It's this easy to start an online conversation with anyone. Simply give someone a compliment about something they've written in their online profile and you're on the way. Compliments must be genuine and sincere.)*

**OceanWind :** not really...but it was written because I was lost and searching then I found..my wife..she's being the guiding light.:-)

*(What does he mean when he says "he was lost?")*

**Zack:** Wow, How long have you two been married? My wife and I just celebrated # 5

*(Good job. Ask a question to learn about the other person and offer information about yourself in the same Instant Message and the conversation will flow naturally down the path you want it to go.)*

**OceanWind :** I'm married for 2 years now..but we knew each other for 7 years

**Zack:** So, what do you do for a living?

*(Good job. If you're looking for business partners, the sooner you start talking about a person's occupation, the better.)*

**OceanWind :** I'm working in an education institute. In the technical support side..You?

*(When you ask someone what they do, they usually come back immediately and ask what you do. But you need more information about him before you want to get into any details about your business like:*

*What does "technical support" entail?*

*What does he do specifically?*

*Does he like working with people?*

*His answers will give you a chance to learn more about him.)*

**Zack:** I am self employed as a wealth consultant, do you like what you do?

*(Bravo!! You've really got the word flow down. Your Instant Message conversations move along faster when you make a statement and then ask a question in the same Instant Message.)*

**OceanWind** : Well...I'm doing part-time studies now...the work here is only a stepping stone for me..something to learn.

*(He never answered your question. Does he like what he does?*

*What kind of work does he do?*

*How long has he done it?*

*What is he studying part-time?*

*What is his work is a stepping stone to?)*

**Zack**: So,you are planning on moving on to bigger and better?

*(I would have said, "What are your plans for the future? Where do you expect your work and studies to take you?")*

**OceanWind** : Life have to move on..sure, looking for something new.

*(What is he looking to do?*

*What options is he considering?*

*If he could chose anything, what kind of work would he like to do?*

*Find out what his "Why" is.)*

**Zack**: Are you open to looking at new possibilities?

*(Good question!! )*

**OceanWind** : what type of possibilities are you referring to?

*(Just because he's asking this question, doesn't mean he's interested in your business. He's naturally curious and is being polite. But, he didn't answer "yes." )*

**Zack**: Possibilities where you could be self employed, work from home, and be financially free. I am a wealth consultant and I am always looking for partners in the Asian market to partner with. Sound interesting?

*(Great Job!! But perhaps too soon. You still don't know much about him.)*

**OceanWind** : can consider...

*(Short one or two word answers are not a good sign.*

*He doesn't sound very enthusiastic does he?*

*What elements of what you previously said does he find interesting?*

*His answer is positive, but you need more information from him.*

*How does he feel about being self employed and working for himself?*

*What would he find appealing about working from home?*

*Is making money important to him?)*

**Zack**: Where in Singapore do you live?

*(This is a good question and your timing is good. Change the subject to something else when the conversation starts to slow down. His answer to this question will tell you if he lives close to the location for your company's mid week Business Briefing.)*

**OceanWind** : At the northern part. Yishun

*(See!! He types more when he's interested in the topic.)*

**Zack**: currently I am working with a nutritional company that is getting ready to launch its product and compensation plan to Singapore and I am looking for people who want to help launch. We are scheduled to launch in November. The nutritional company is currently open in several other Asian Markets. If you would like I can send you some information via email

*(Now you sound like the typical network marketing salesman and you lose him. You're saying too much too soon. You sure cover a lot of ground in this Instant message and he never responds back to you. It's easy for him to hit the delete key if he feels he's receiving*

*a sales pitch. He never responds to this Instant Message.  
Why? Did he get knocked off line?  
Did something happen at home to interrupt his talking to you?*

**Zack:** Hey, I gotta run, it is getting late here and I have many appointments in the morning. If you are interested in taking a look at this opportunity let me know and we can talk over the phone and I can send you some info. I really enjoyed talking to you tonight and I am going to put you on my buddy list and when I see you on line again, we can talk again. Add me to your list as well. Bye for now.

*(How long did you have to wait for his answer before you sent this last Instant Message? Did he get knocked offline or is he ignoring you now? My guess is - he terminated the Instant Message.*

*Don't feel too bad about it. You have unlimited access to millions of other people. In this case, you didn't learn enough about him to determine if he'd be a good prospect for your expanding business before you introduced the subject. You got some good typing practice.)*

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)