

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

## **Instant Messaging Case Studies Volume 8**

**This Case Study takes a look at the difference between making online and offline sales connections.**

**The beauty and simplicity of prospecting online is on full display here. Anyone can prospect this way with the right tools and instruction, but it's a simple process, and there's a time and place to say the right things in online conversations. A person's posted profile helps you to pre-qualify them much easier than in the offline world, when you know what to look for. Once you get your timing down you're off to the races.**

**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**

# Approaching Strangers Online is Much Different From Real Life

Hi Max! This is amazing! I actually got your course today but, I've been reading the e-mail transcripts you sent me and the results are blowing me away!

Today I started chatting with people and about the 6th person, who actually contacted me, signed up into my business within 45 minutes of me first saying "hello!"

I've got a feeling this is going to be huge and change the way I do networking forever! Thank you so much!

Here is the last IM session I had. Can you evaluate it for me and check out my profile? Thanks!! Brian Partlow

*If you walked into a room full of strangers, you wouldn't know anything about the people in the room, and they wouldn't know anything about you.*

*Approaching strangers in real life about your business exposes you to getting a lot of rejection. Expecting 100 "No's" for every "Yes" is part of the sales equation you can expect when you approach people that you don't know.*

*Approaching strangers online is a different story. The online profiles people create about themselves in a Member Directory provide you with the information you need to decide in advance what they're all about. You can get 8 out of 10 people you approach online to ask you about your business when you're talking to the right people.*

*Does the person you're approaching have any common interests with you? Yes*  
*Are they ambitious or lazy? Yes*  
*Are they positive or negative? Positive*  
*Would they make a good addition to your business? Yes*  
*Would you enjoy working with them? Yes*  
*Would they be open to looking at a new business opportunity? Yes*

*Imagine knowing the answers to all of these questions in advance of talking to anyone. When you select online strangers to contact that give you positive answers, you're well on your way to success. If you can pick a cashew out of a bowl of mixed nuts, you can identify the best people to talk to online about your business.*

*The screen name and profile you create tells other people about you in advance of talking to you. Imaginative screen names and profiles make it easy for you to have the online conversations you want to have. Creative screen names and profiles will even determine how people will respond to you because they give you immediate credibility.*

*It's easy to set your own stage for immediate success with the creation of an interesting screen name and a good profile.*

The posted profile in a Member Directory for: **Ultim8freedom**

Name: **Brian**

Location: **Burlington, VT and Orlando and Boston**

*(add FL and MA to your location. Listing the state will make you visible to everyone searching in Florida and Massachusetts.)*

Sex: **Male**

Marital Status: **Happily married w/ 2 daughters**

Hobbies & Interests: **family, playing with the kids, personal development, biking, fishing, working out, meeting others, helping people reach their goals**

Favorite Gadgets: **Anything that connects me to the Internet**

Occupation: **Father, Business Owner, Entrepreneur, Consultant, Lifestyle Coach, Lifestyle Designer, Teacher, Mentor and Educator**

Personal Quote: **"Go as far as the eye can see and when you get there look further." - Unknown**

*(This is a great profile. Brian is set to attract people to him that share his positive values. It's not surprising he's having successful results already.)*

The posted profile in a Member Directory for the Prospect: **Macothagoras**

Name: **Michael**

**self employed, financial seminars**

Location: **Vermont**

Sex: **Male**

Marital Status: **Divorced**

Hobbies & Interests: **Philosophy, Psychology, Spirituality, Reading, Puzzles & Games, boating, Banjo, working out.**

Favorite Gadgets: **HP**

Occupation: **Former Teacher, Sales ---financial seminars.**

Personal Quote: **Just do the best you can, that's all you can do. Find that inner strength. The only failure is the failure to love.**

*(Michael has a good profile and is an excellent choice of someone to talk to. His personal quote is positive. He's the kind of person you'd want in your business. There are tens of thousands of profiles in Member Directories available to you.)*

Ultim8freedom: Hi Michael!

Ultim8freedom: Pretty varied in your hobbies...banjo to spirituality! cool!

*(It's this easy to begin a conversation with an online stranger. Compliment someone on what's in their profile and you can start a conversation with anyone.)*

Macothagoras: hi

Ultim8freedom: How's it going tonight?

Macothagoras: ok

Macothagoras: **how are you?** *(I'm glad he responded with more than a one word answer. One word answers may indicate the other person is busy, preoccupied or not interested in your conversation. They're trying to be polite.)*

Ultim8freedom: I'm doing good, thanx

Macothagoras: **good** *(So far he's not very talkative. This could be a bad sign.)*

Ultim8freedom: where about in VT are you? I'm in Burlington

Macothagoras: I'm in Milton *(This is better.)*

Ultim8freedom: Just up the pike  
Ultim8freedom: I see you're self-employed. How long you been without a boss? lol!  
*(This is a good question. You're using the information he's provided in his profile as the basis for your questions.)*

Macothagoras: about two months  
Ultim8freedom: nice! going well?  
Ultim8freedom: what did you do before that? *(You're asking good questions and Michael is opening up and using more words in his answers to you.)*

Macothagoras: I used to teach high school  
Ultim8freedom: In milton?  
Macothagoras: yes  
Ultim8freedom: why the change? *(Good question.)*

Macothagoras: teaching didn't do it for me  
Ultim8freedom: i see. how did you decide on financial seminars?  
*(Good question. What was it about teaching that he didn't like?)*

Macothagoras: I signed up for info on a home business and got a call  
Ultim8freedom: what home biz? *(Good question. Find out what he's doing now.)*

Macothagoras: XXXXXX international  
Ultim8freedom: that's great! do you have any local support or where are they located?  
*(You're on a roll. You want to find out about his business and what attracted him to it, before you talk about what you do.)*

Macothagoras: all over the country and Canada  
Macothagoras: what do you do?  
*(This question is inevitable when you create a good screen name and profile. You need to have an already prepared answer when people online ask you this question.)*

Ultim8freedom: I am a medical technologist full time. I just got involved in a unique opportunity that I will be going full time in shortly  
*(Excellent response. This is the type of answer that will work when you talk to everyone.)*

Macothagoras: what is it?  
Ultim8freedom: are you open to other ideas? *(Excellent question. His new activity may not be getting him the results he anticipated.)*

Macothagoras: sure *(You're getting a one word answer here. He could just be being polite and is not really interested in what you're doing.)*

Ultim8freedom: I'm sitting on a unique opportunity for me and few leaders in Vermont. How about if I send you a short flash movie and we can chat a bit after that? *(You could also say - "I'm sitting on a unique opportunity for me and a few ambitious people in Vermont. How about if I send you a short flash movie and we can chat a bit after that?" The use of the word "leaders" may not register with a person.)*

Macothagoras: ok *(He's typed 2 letters. His one word answer may indicate he's not that interested in what you're talking about. But you're committed to finishing now.)*

Ultim8freedom: the company is YYYYYYYYYYY  
Ultim8freedom: ok. just a sec  
Macothagoras: ok  
Ultim8freedom: you should get it in a second. Pay attention to the guy named Jude

LaCour, okay?

Macothagoras: **ok** *(He's given you two more short answers. When it comes time to introduce your business to someone, use the best and most effective tools your company offers to do the job.)*

Ultim8freedom: Just IM me when it's over. You aren't going to believe what's going to happen!

Macothagoras: **ok**

Ultim8freedom: **cool**

*(The tool that Brian is using has a survey attached to it. When someone fills out the survey the results are E-mailed back to Brian. If Michael fills out the survey, it will tell Brian what kind of prospect Michael is.)*

Ultim8freedom: Hi Michael! Cool job filling out the survey! What did you think of the video?

Macothagoras: **it was quite impressive** *(Michael gave you a good indication about his prospect potential with his survey answer. His answer here also indicates more interest than his previous one word answers.)*

Ultim8freedom: I thought so too. The first time I saw it I was immediately blown away!

Macothagoras: **right**

Macothagoras: **i'm sorta busy right now but i would like to follow up with you**

*(You could tell he was busy or preoccupied by his previous brief answers. He's asking to discuss your business at another time and that's a very good sign.)*

Ultim8freedom: Listen, I'm currently building a local group. I'm looking for leaders. Here's the deal. I have some really good key positions open. I'm building just a few leaders her and Jude is coming for a meeting

Macothagoras: **ok** *(It's time to end this and establish a time to talk later.)*

Ultim8freedom: Okay. How about if we chat on the phone when you have more time?

*(Great question. You could have pinned him down to a specific time by adding, "When would be a good day and time to get back to you on this?")*

Macothagoras: **fine**

Macothagoras: **I'm trying out for Jeopardy tomorrow so I'm sort of preoccupied**

*(Are you noticing how more talkative he just got when he's talking about what's of interest to him?)*

Ultim8freedom: I heard they were going to be in town. **Cool!**

Macothagoras: **right**

Macothagoras: **hopefully I'll do ok**

Ultim8freedom: Can I have your number?

Ultim8freedom: I'm sure you will!

Macothagoras: **xxx-xxxx** *(You didn't really think I was going to publish Michael's number here did you?)*

Ultim8freedom: mine is xxx-xxxx and it's Brian

Ultim8freedom: Tomorrow evening or Monday work for you? *(Good job.)*

Macothagoras: **ok**

Macothagoras: **yep**

Ultim8freedom: Good luck with the audition and talk with you later!

*(You've done a fabulous job with Michael. Isn't it amazing how easy it is to have these types of conversations over and over again, when you select the right people to talk to. Let the person's posted personal quote be your main indicator. A good quote indicates a good person and prospect.)*

Macothagoras: ok  
Macothagoras: bye  
Ultim8freedom: bye

*(You've gone from talking online with Michael to setting up a time to talk on the phone. Will he be open to your opportunity? You'll know after you talk on the phone.)*

*In your phone conversation ask -*

*"What did he like about what he saw in the Flash Movie?"*

*"I'm sure you've got some questions about it? What are they?"*

*"Does he see an opportunity for himself?"*

*"How soon would he like to get started?"*)

*Anyone can experience the same online success that Brian is having. You set the stage for your success when you create a good online identity and ask the right questions to the right people.*

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Hi Max I met two Prospects online today. I was using the example that you E-mailed me today... Both of them are from my City where I will be holding my company meeting. They want to know more info about my business. Guess what, I don't even have your package yet, I just order it Today 5/27/03. They want me to keep sending them the Daily Motivation quote. This is some great stuff I can't wait to receive to combo package. Rick Davis Jackson Ms

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)