

Online Social Networking Web Sites give you free access to the best prospects

The days of walking into a room full of strangers to network, socialize, make contacts, and trying to build business relationships face to face is winding down. Now, it's easier, and more productive, to meet people online from the comfort of your home or office.

by **Max Steingart**

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Gary turned to the Internet out of desperation to save his networking business and it paid off. His business had only two customers and was going nowhere. Twelve weeks after going online, he had nineteen hundred customers on auto-ship using his company's products and was on his way to becoming the top distributor in Holland earning over \$256,000.

Sheldon turned to the Internet out of inspiration. He was already successful in his business using traditional methods. He enthusiastically recommended the Internet to everyone in his large organization and found the greatest success stories he heard about came from people using Instant Messaging on free social networking web sites. When he tried it himself, his business increased by fifty percent in thirty days and he met and married his soul mate.

***People usually make changes to
the way they do things out of
inspiration or desperation.***

Whether this article inspires you to give the Internet a try, or you're desperate enough to try something new, using Instant Messaging on social networking web sites can take your business to the next level and beyond by giving you access to the best people. Social networking online is for adults too.

Instant Messaging on social networking web sites is how people are meeting, networking, dating and doing big business. The costs involved on the best sites range from free to under twenty dollars per month while the benefits are enormous. The best free places to meet and network with wonderful people include; MySpace, Yahoo, MSN, ICQ, IRC, AOL, RYZE and dozens of others are your easy alternative to reaching people. People that will *buy* from you, *work* with you and if you want, *go out* with you next Saturday night.

Social networking sites not only give you entree to an unlimited number of buyers for your goods and services.

They are set up to help you find, screen, qualify and focus on the best people from the millions of people using the sites.

Many of the steps involved in doing business and in connecting with people that become serious buyers and long-term customers can happen faster on the Internet.

If you've been watching your kids use Instant Messaging on their computers and text messaging their friends on their cell phones, you'll soon be fighting with them for computer time when you learn these eight ways working online will help you in your business.

Millions of people now use the Internet to communicate with people because it's so convenient, fast, and efficient. It's also an exceptional way for creating new relationships because it involves a minimal investment of your time, costs you nothing and it really works.

The days of walking into a room full of strangers to network, socialize, make contacts, and trying to build business relationships face to face is winding down. Now, it's easier, and more productive, to meet people online from the comfort of your home or office. You can meet people by simply sitting at your computer and clicking your mouse. You can meet all kinds of people anywhere in the world, make some great friends, and do tons of business.

The Internet has shrunk the world and brought people closer together. Think of everyone sitting in front of their computer as a different colored piece of m&m candy. The red m&m's are probable customers and the green m&m's are possible business builders. The other m&m colors represent the people that wouldn't be interested in what you do or have to offer.

The people that want to talk to you have posted personal information about themselves, their families and their interests on personal profiles that you can read prior to contacting them. Creating and posting a profile is each person's way of asking and encouraging you to contact them. By simply reading someone's profile, you know what they like talking about and how interested they would be in what you're promoting, before you ever talk about it.

From your vantage point you can:

- "Contact anyone with similar or intriguing interests.
- "Know their "hot buttons" before you start a conversation.
- "Identify people with common backgrounds, experiences, and passions.
- "Have easy, comfortable ways to approach anyone.
- "Create instant friendships with anyone.

Think of the advantage you have when you possess knowledge about someone before you approach them. Instead of having to bumble around searching for opening lines, you know exactly what to say. You know what subjects to raise in order to get their attention and interest; you also know what positions to take and what to avoid.

Identifying the best people to talk to in most online social networking web sites is as easy as picking the green m&m out from all the other colors.

You're only a few clicks of your mouse away from taking your business to another level when you venture online like Gary, Sheldon and thousands of other networkers do every day.

Max Steingart
The Master of Internet Prospecting
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Max Steingart is the expert that people turn to when they want to learn how to meet the right people with the help of a computer. He's been doing this since 1975 when he introduced an innovative computer system to the yacht brokerage industry.

Money Magazine called him The MatchMaker in 1983 because his computer-generated lists made it easy for buyers and sellers of boats to connect with each other.

Max's innovative use of computers expanded beyond boats to other industries in the pre-Internet days. Max helped match buyers with sellers in seven additional categories: airplanes, exotic automobiles, sport and luxury cars; thoroughbred horses, fine art, business opportunities and high-end real estate. Two US Presidents congratulated Max for his efforts helping people meet the right people.

Max's daily motivation series has subscribers on every continent. His positive emails reach and inspire millions of people making them one of the world's most widely distributed inspirational messages on the Internet. Since 1996, Max has devoted his time to researching, studying, understanding and teaching people the secrets of online relationship building through the use of Instant Messaging.

In 1989, Max was named "The Success Story of the Year" by INC Magazine. AT&T called him a visionary of the computer industry. His company was a forerunner of eBay. He retired at the age of 47 in 1993. Max came out of retirement two years later to get involved in the direct sales industry just as the Internet was becoming popular. He immediately recognized the pivotal role the Internet and Instant Messaging would play in helping people connect directly with other people.

Max used Instant Messaging to create a direct sales organization of over seven thousand people in less than two years. In the process he helped a young postal worker use the Internet to put one thousand people into her business in four months.

Today, Max still lives on Miami Beach. He's a highly-quoted, best-selling author, speaker, and business visionary and accomplished sailboat racer. Max has played a pioneering role in the computer industry, the yacht brokerage industry, the direct sales industry and the International Internet education industry.

He currently works directly with major corporations, associations, sales professionals, home-based business owners, and successful networkers. Max's on-stage presentations and tele-classes have been described as educational and entertaining.

He presents a series of great ideas and strategies with a rare combination of fact, humor, insights and practical concepts that audience members can apply immediately to get better results.

If you would like to schedule Max to speak at your next convention or conference, or for a group tele-class, e-mail Max@MaxSteingart.com or call (403) 539-1250.