PROSPECTING | RELATIONSHIP | SKILLS | TRAINING

Why "Virtual" beats the "Belly to Belly approach in NWM

Six reasons why the 'virtual' beats the in-person meeting

by **Max Steingart**

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There are six reasons why "Virtual" beats the "Belly to Belly" approach to network marketing.

1. Convenience
2. Direct access to more people
3. People are easier to approach
4. Rejection is eliminated
5. Targeting is easier
6. It's more fun

1. Convenience

Anytime it's convenient, you can sit down at your computer and find other people to talk to online. You have access to millions of people that are online at the same time you are, and you're free to contact any of them when you know where to find them and how to use Instant Messaging.

2. Direct access to more people

Long distance doesn't exist online. You can virtually meet people that you would never meet otherwise, that live across town from you, and invite them to your next business briefing or home party. From the comfort of your home, you can connect with people in the cities your company holds regional or national conventions and meet them there when you travel to the event. You can even establish relationships with people in other countries where your company does business and you won't need a passport to do it.

3. People are easier to approach

Sending an Instant Message to someone is an easy way to connect with a stranger online. On the Internet, you can use a "Screen Name" and "Profile" that positions you to be immediately liked by anyone you contact. Let's face it, people like talking to people that like the same things that

they do or that are in the same line of work. Don't you?

4. Avoid rejection

Rejection disappears on the Internet because you can know about a person prior to contacting them. The Internet profiles of other people help you identify the people that are ambitious or lazy, positive or negative.

If you can pick the "Green" M&M's out of a bowl of candy, you can easily identify the best people online to talk to based on the contents of their Internet profile

Instead of going through 100 "No's" to get a "Yes" in your search to find someone that would be interested in your business, when you're prospecting in person, you can get eight out of the ten people you contact via Instant Messaging to look at your business because you've read their Internet "Profile."

5. Targeting is easier

If you prefer talking to doctors, teachers, stay at home mom's or any type of profession about your business, it's easier to find them online and talk to them. There are Member Directories online that let you search for people that have specific words in their Internet profile, so you can target the best people to talk to. You can actually find and talk to a physician online easier than you could by trying to make an appointment to see him in his office. It's also easy to find people that share your passion for a hobby and make a new friend.

6. It's more fun

Let's face it, the reason most people fail in network marketing is that they run out of their warm market and stop building their business. On the Internet, the world is your warm market. You'll be amazed at the thousands of wonderful people that are online that share your interests, values and experiences that are waiting to hear from you. You can make a new friend in minutes.

The old "Three Foot Rule" has been replaced with a new one. "When you're sitting in front of your computer, you're within three feet of the entire online world.

Savvy network marketers have learned that they can use the virtual world to contact a stranger online and then establish a relationship with

them. Once the virtual relationship has been made, it's easy to move it to the phone and then to a face to face where the relationship becomes solidified.

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 has shared the stage with nationally known celebrities, best-selling authors, and professional athletes. He has spoken on Internet relationship building, leadership, target marketing, goal setting and attainment and personal motivation to large groups.

Max has written 425 articles, five books and has produced six audio programs on Internet relationship building, target marketing and personal motivation. His articles have been posted on over 65 web sites and in 11 publications. He's a contributing writer to many industry publications, a popular faculty member on most of the online Internet training platforms, and has been a guest speaker on numerous radio shows.

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.

Max grew up on Miami Beach. His love of boating and sailing guided him to a successful yacht brokerage career after graduating from the University of Arizona. In 1975, he started a company that introduced computers and database management to the yacht brokerage industry. In 1978, Max founded a database publishing company and quickly grew it to a multi-million-dollar-a-year business that became an INC 500 Company. Max's innovative applications created intense media excitement during the 'Information Age' days of the 80s. South Florida Magazine referred to him as The Mogul of Consumer Databases. Other articles followed in many other business magazines and newspapers including: Inc. Magazine, Profit Magazine, Entrepreneur Magazine, Venture Magazine, The Robb Report, The Wall Street Journal, The Miami Herald, The Ft Lauderdale News, The Broward Review to name a few.

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 TheInfoMentor@aol.com or call (204) 475-5245.