

MessageMagic Advanced Users Guide

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Getting Set Up Correctly Is Key

The Main Pieces

There are 3 main pieces that work together to make Message Magic what it is—pure magic as a tool to help you explode your results in your primary business. All 3 pieces are essential and are required so please review and ensure they are right. Complete step-by-step instructions covering all 3 are in the Resource Centre. They are:

1. Microsoft .NET Framework

This is the underlying technology provided by Microsoft which is the platform the software is written for. If you are using either Microsoft XP or Microsoft Vista then be sure your computer is up-to-date with the most current version (Windows 7 users have it built in to their operating system and don't have to worry about it).

To get the most current version simply do a Google search for Microsoft .NET Framework.

2. The free Skype chat software

Obviously since Message Magic is a Skype add-on tool you're going to need to have the Skype software installed on your computer. There are pros and cons to which version of Skype you use, as they all look, feel and behave a little (or a lot) differently, but we have tested and support Skype v3.8 or Skype v4.1 or higher (as long as it is not beta versions of new releases). If you are unsure then ask.

If you want the most current version you can get it directly from the Skype site at <http://www.skype.com> or if you want an older, like v3.8, then you can get it from a reputable site like this one: <http://download.oldapps.com/Skype>

3. The Message Magic software

Last, and certainly not least, you'll need the current version of Message Magic. You can log in to your member area and get it from the download link on the left, you can get it from the Resource Centre page, and you can also get it from the Recent Updates page. The Message Magic software is contained within a zip file which you should extract and install. The full step-by-step instructions on how to do that are in the Resource Centre.

Your Skype Profile

To get the most out of MM you need to ensure you are set up correctly. The first step in that is to have your Skype Profile set up in a way that is descriptive and attractive to people seeing it for the first time, and believe me when I say this... by using the MM software and adding as many contacts as you will, you are going to have a TON of new people looking at your profile to check you out and to make up their mind whether to add you as a contact in return.

While I haven't check him out personally, I've heard a few people mention a fellow in MySpace named Max Stengart. He apparently specializes in having a good MySpace profile and getting in contact with selected users through Instant Messaging... sound familiar? It may be valuable to take the time to review his profile...

Another tactic you may want to use is to simply look at the profile of other Skype users already on your contact list. Which ones do you like and why? Which ones don't you like and why? Take the best of what you see and incorporate it as your own.

Skype Contact Groups

To get the most out of MM it does not mean you simply blast out thousands or millions of messages all over the internet. That would be the flat out wrong approach and you'll do nothing more than make people mad at you. Aside from that you will create serious issues for yourself, some system performance related. Please see the FAQ I've created related to Skype / Zone Alarm Compatibility.

Instead, you should be using it as a tool to seek out, find, and add new contacts of similar interests and send messages related to those interests. To do that you need to be using Skype Contact Groups (**Very Important!** Please note that in Skype 3.8 they are called Groups, and in Skype 4.1 or later they are called Categories).

Skype 3.8 - In Skype 3.8 bring up your main Skype window, the one that shows you all your contacts. Then click View, Contact Groups, and make sure there is a check mark beside Enable Contact Groups. Also make sure there is a check mark beside View, Contact Groups, Predefined Groups, Ungrouped (more on the full use of that later).

Skype 4.1 - In Skype 4.1 or later bring up your main Skype, then click Contacts, Contact Categories, and make sure there is a check mark beside See All Contact Categories.

Now you need to go in to your main Skype window, Contacts, and create group (or category) names for the different types of contacts you have. To create a new group click on the plus sign (+) to the right of

where it says Groups). Your group names could be things like Friends, Family, Technical, Church, Key Leaders, Networkers, Opportunity Seekers and whatever other title you think is suitable for your list of contacts.

If you want a quick and easy approach just create a group called Previous Contacts. Then click on the group called Ungrouped. You will see lots of your current contacts show up underneath it. Just drag them all into the Previous Contacts group so that you end up with ZERO in your Ungrouped.* The reason this is important is because when you run MM and click Load Contacts it will pop up a list of your groups so you can select which group(s) to send a message to. Ungrouped does not show up on the list.

* To drag more than one at a time click the first one, scroll to the bottom of the list you want to move, hold the shift key down, left click on the last one and while holding the left mouse button down drag them to the new group and drop them there.

Measure Twice, Cut Once

To help ensure you don't add contacts and/or send messages containing errors you should set up at least two test related Skype ids that you can test your work with. Alternatively you could do the same thing with two or more of your buddies. Personally, I have several, some strictly test related that I set up and also a couple buddies.

Once you know those test ids, you'll need to do two things with them: 1) create a Skype contact group (or category) named MM Test Group and add them there, and 2) create a text file called MMTTestGroup.csv and add them in there. Save the .csv file in your MM folder.

Now you can use the Load from File button or the Load Contacts button to bring those contacts into your Users window.

The main idea here is once you have your test group set up, and you have your custom Message Text, send it to your test group first. Then go retrieve the message and/or review your chat history to double check the wording and any links you include. Yes, actually click on the links to ensure they pop up as you expect... i.e. test before you send a message to all of them -> Measure Twice, Cut Once.

You are now ready to use MessageMagic.

Using Message Magic

Here Is a Key Source Of Search Patterns

If you have been involved with marketing for any length of time at all then there is no doubt you've spent money on acquiring leads. There is also no doubt you were disappointed at the result you got from that "investment", especially if they were email type leads. Well I've got some good news for you!

It is time to go find those files and dust them off because it is possible those leads have tremendous value to you. Here is what you do. Go get those leads and then use the person's full name as a search pattern. Yes, all of them. If you do that you will be finding the Skype username for each of those people. Is the light coming on for you? Continue reading through the rest of the material here.

Along the same lines, if you were to find yourself a list of names of all the known marketing type people on earth and do the same type search, you will be armed with the most impressive contact list of anyone out there, and this is what marketing is all about, isn't it?

As mentioned later when we discuss Search Patterns in more detail, you can also use a list of email addresses as search patterns... in other words, if you have a list of email addresses of known marketers, or people belonging to a particular business, this can be golden.

Targeting – Use Their Profile Data

One of the most powerful features in MM is the ability to save the profile data of Skype users and then target to selected groups based on that profile information.

Here is something you can try with a couple basic Search Patterns. Let's say you search for Jim, Bob, Mary and Sue. In other words, you add those 4 names as Search Patterns and click Search. As you can see there is no mention whatsoever about gender, location or language.

Now here's the magic. When it completes searching, click the button called Save Profiles. You'll be asked for a folder and filename. Create a unique name ending with .csv and then afterward use MS Excel or Open Office to open the csv file. What you'll see is all the profile information we've managed to collect on all of Skype users. Now you can select all or a portion of the people based on that information... things like language, location, gender, etc. So, if you've got a business that is restricted to a country or gender or in some other way, we've got the means to help the process. As usual there is more on this in the Resource Centre.

Targeting By Country / Language

Aside from the Advanced Search functions which allow you to restrict your searches by country, language, and several other options, this is a tactic we used before we had the Advanced Search set up and fully operational.

Here is a way we can target a specific country or language. The latest guy to test my suggested strategy found 550 people in South Africa and went on to send them all a message straight away.

Here's how he did it... and you can think about it and play around in the same way. He looked up places in South Africa—city names, street names etc, keywords he thought might be unique to South Africa, and used those as the patterns for his searches! Simple, isn't it? And yet, very powerful.

Here, try an example: go search for NYC and see what you get.

Please note that all information published by someone on their profile becomes accessible by the search engine. Because of that we can target very specific key words... experiment with it and see what happens.

The same would be true for targeting specific languages. Just type your search patterns in the target language and watch the results pour in.

Notes From Power User -> David Feinstein:

When you do it as an ADD CONTACT, for the recipient it feels to them like it's SPECIFICALLY DIRECTED TO THEM! and most are comfy with that!

Over 1,100 new contacts in about 4 days!--I love this system! it's ONLY GOING TO GET BETTER!!

You can make it PERSONALIZED to the CONTACT rather than looking "SPAMMY"!--be professional and LEGITIMATE looking!

This is the way i END my message text to people when I add them to CONTACTS....It's pleasant and soft.... Alternatively, my phone number is: XXXXXX and I invite you to call me directly. Note: If this is not of any interest to you, I apologize for disturbing you and wish you success in all you do.

My GOAL, is not to "sign them up" for MM--it's to "make new friends and network with them"--and introduce them to my primary business.... the MM possibility may come later....

[note] You can also go to the main MM site, <http://www.messagemagic.net> and take a look at the growing list of very good, positive testimonials. And by the way, if you want YOUR name listed on that page with a testimonial, all you have to do is email it to me at admin@messagemagic.net and I'll consider it for inclusion on the page.

Prospecting Via Add Contacts

Think up some keywords of interest to you. That could be networking, prosperity, finance, real estate, whatever it is, that's ok. Add those keywords as search patterns and click search.

Another tip: If you are looking for the people involved with a particular networking company then simply use that company name as a search pattern.

Another tip: Or if you know the names or email addresses of people involved with networking or a particular company, then use that info as the search pattern.

This will give you a list of users and a count over on the right. Click check all, which is also over on the right.

Now comes the interesting part... time to craft an introductory message, the message you would find interesting enough that you would want to know the writer a little better.

For me, a person who is interested in helping others make a little (or a lot) of extra money using the internet, this is what I settled on saying:

Hey, how are you? I found you in Skype and was wondering if you are interested in a simple way to build a growing monthly income over the internet...

This is short and to the point and that's what you want. Keep it brief. If you want to tailor the message to something more specific be my guest to try variations on the theme. What I'd encourage you to do though is to mention WHY you are contacting them and what benefit there is to them to add you as a contact. If you do it in any other way you are wasting both their time and yours.

So now you have a list of users, they all have a check mark beside them, and you have a message. Now click on Add Contacts and watch the log at the bottom of your screen as MM processes each one. You'll get bored pretty fast though and will walk away. If you know how many you are adding (of course you do) then (**as of v1.3**) you can figure out approximately how long it will take. If you are a free member then multiply that number by 8 seconds, and if you are a paying member they will be added at a rate of about 1 per second...

and come back at that time. In other words, if you are adding 500 contacts it will take about 4000 seconds (66 minutes) for free members and about 500 seconds (8 minutes) for paying members.

If you have the MessageMagic window open on one side of your screen and your main Skype window open along side it you can also watch what else happens... the contacts will all get added in your Ungrouped category (there may be a time lag while the Skype database catches up so be patient).

Remember, all of those people got your custom invitation to become a contact of yours so DO NOT send them a message saying the same thing... wait until people start adding YOU as a contact and then you are ready to move them out of the Ungrouped category in to a different group, most likely one of the other groups you created earlier, or even to a new one called MM or whatever.

How To Manage A Growing List Of Pending Contacts

The next really important aspect is how to manage your growing list of Pending Contacts. To illustrate by example, let's say you add 1000 contacts per day and so after the 1st day you have 1000 people listed in Skype as Ungrouped. Create a new group that is date based... so maybe you could call it Added 080727. Now move all 1000 of the Ungrouped contacts in to Added 080727. Do the same for the next day by creating a new group called Added 080728, the day after and so on. Make a decision how long you are going to give those people to add YOU as one of their contacts before you remove them entirely from your contact list.

After a few days you can click on Added 080727 to see how many of those people added you as a contact. Those that did can be added to one of your more active groups... one of the types you created earlier, or maybe create a new one called MM New or something like that and place them there until you know them a little better and can place them appropriately.

Renaming Your Contacts

Please take the time to go through your contact list and rename each contact, if necessary, so they correctly display the person's first name, and if possible their last name as well. I know this sounds like a long and tedious process, but by going through this it will allow you to use a very powerful personalization feature available for paying members starting with v1.4, and that is to include their first name inside messages you send out. This is ALWAYS a good thing to do... it makes your message appear aimed straight at them rather than some sort of less appealing bulk send.

Saving Your Contacts

There are two different ways you can and should save your contacts on a regular basis.

1) Just simply load your contacts in to MM and then use the Save Users option to save them to a .csv file. You can save all of them at once or you could load and save them based on what group they are in. Backing up your data is important so please get in that habit.

2) The 2nd way is to use the Skype feature found by going in your main Skype window, the one where you can see all your contacts, and selecting Tools, Advanced, Back up Contacts to File... and save them in the same folder that contains your MM software. Currently that would most likely be here:

c:\Program Files\Message Magic\MessageMagic v 1.4\

This one is very important to do, especially if you are using v1.4 or later because MM uses your local contacts database to retrieve the first name of the contact.

Using The Send Message Feature

Now that you have a growing contact list that have been placed in various groups you are ready for sending messages. Now's your chance to really shine in your periodic instant communications.

Here is a good advertisement you can tune to your liking and put in a message to some of your contacts...

Hi **{FIRSTNAME}**, Here is something NEW from Canada - a phenomenal tool to approach hundreds of Skype users at once!!!! - **YourRedirectLink** - it also has a great affiliate program. Just talked with the owner. Try it! **YourName**

{FIRSTNAME} is a tag you can place in your message text and MM will replace all occurrences with the contact's first name -> as long as you took the time to ensure each contact was named correctly and you backed up your contact data to the current MM folder.

Be sure to replace **YourRedirectLink** with your referral link. You can use a service like <http://www.tinyurl.com> to shorten your MM referral link.

Be sure to replace **YourName** with your name.

*** Note * The {FIRSTNAME} tag is coming in v1.4 and will be available to paying members only. When it is available it will be announced to all members.**

How To Spot Check Whether Your Message Was Sent

One way to see which contacts your message was sent to is to open your main Skype window and click on the History tab. The disadvantage to this is you don't know if they have been online and whether they've actually received it.

Of course, the best way to send messages is to people on your contact list, even if they are still pending contacts, because then you can later on open up a text chat window for each person you sent the broadcast to and you can see clearly whether they got the message or not... it will be right there in the history. Just do a spot check. There is no need to look at every single one.

If you happen to notice the message in the contact's history and also that it hasn't been delivered yet even though they are online, that is due to the Skype software playing catch-up... just give Skype some time, it will get there eventually.

Another way to view message progress as you are sending them out is to open your main skype window and then click on the two arrows at the bottom left. This will pop up the Skype window called Manage API Access Control. You will notice MessageMagic.exe listed as Allowed to use Skype, and under that you will see lines related to "threads" that MM have open. If you hover your mouse cursor over those threads you can see what activity is actually happening real time. If it appears to be stuck, simply move your cursor away from the thread and then back on top of the thread... you'll notice it is processing something different. There is also a little utility program you can have running at the same time that shows you all communication activity happening over the Skype API. If you want this tool then let me know and I'll send it to you (it may shock you to see how "busy" Skype is, even when you're NOT sending out a lot of messages).

What I like to do before sending a broadcast is to sort the Users in alphabetical order first. You can do that by clicking on the bar above where the Users are listed. Then I send the broadcast. Then I open the History tab in Skype. That way I know for certain how far along the list it has progressed.

Another advantage to sorting the users is to see if there are any illegal Skype Ids on the list. Valid Skype usernames start with a letter and are a minimum of 6 characters in length. If you see an ID like +1-123-123-1234 because they are a PHONE type of contact, that is NOT a legal username for sending text messages. Be sure to Uncheck that one if you see it (that is on the list of things to change on future releases of MM).

As I write this part of the Advanced Users Guide I am sending a broadcast to 2177 people who I previously added as a contact. It is the final message I will send them before I delete them altogether. This is the message text I used:

By reviewing my profile you'll be able to see if there is value in adding me as a contact. If not, no worries, I'll not be contacting you again.

Cheers!

Notes For The Power Users

Random Search Patterns

It probably won't take long for most people to run out of the obvious search patterns and it is then that the creative juices start flowing. So maybe you'll think "Hey why don't I search for every combination of letters from AAA-ZZZ to see what happens?" Yep, been there and done that.

After working through some alternatives though I ended up with a database of over 90,000 Search Patterns. In the first couple months I used just over 20,000 of them and have found 350,000 unique Users. Given Skype has so many users I've got a very long way to go. How about you?

Here are some thoughts about possible searches:

How about getting a list of every city in the USA or the cities of any other country you want to target? Try a search for NYC to see what you come up with. Try others as well. See how well that works to target by geographical area.

How about searching for every word in the English language, or the French language if you want to target the French? Do you see how easy it is to target by language?

And don't exclude jargon or technical terms. These could be the most fruitful of all.

Specific Search Patterns

In an earlier section I talked about finding and dusting off leads files you've most likely purchased in previous months / years. Here's another way to find good quality leads...

You are, no doubt, involved with Forums and/or Social Networking and/or Business Networking sites. The chances are very good that you

can review forum threads or group discussion threads, and it is also quite likely you can see the name or some other “handle” the posters use. The name or handle becomes a search pattern you can use with Message Magic.

More On Search Patterns

Something to think about is how BIG the Skype database of users is. The last time I checked they had well over **half a billion** user ids issued to people. This is so huge it’s staggering!

But think about that for a minute. How many people named Fred do you think use Skype? Thousands? Tens of thousands? Hundreds of thousands? Why is it then that when you do a search for Fred you only get a couple hundred ids? **It is because Skype doesn’t want to send you a list of thousands, tens of thousands, or even millions of ids all at once!**

So what to do when you KNOW there are more ids than what Skype is giving us during this search? Repeat the search! That’s right, it’s a simple thing you can play around with but here is what to do... Enter Fred twice (or 3 or 4 or however many times as you want) as a search pattern! Then press Search and off MM will go looking for users.

While in previous versions of MM you’d end up with a lot of duplicate ids in the Users window, as of v1.3 you’ll only end up with UNIQUE ids in that window, and also scheduled to be released in the future is a whole database management system. This too will be a feature available for paying members.

Free members also have a solution... just save all the contacts you’re getting into an Excel spreadsheet, or whatever your favourite spreadsheet is, sort the lists alphabetically then build a formula to look for and then remove the dups. It’s a bit tedious but can easily be done. I have a discussion further on about this very issue.

Using Excel To Manage Ids

So you have been playing around with the search patterns and you’re starting to acquire a large number of both search patterns and users... and it’s becoming a challenge to manage them.

The simple solution is to use a product like MS Excel or any other spreadsheet software. Simply save all your ids from MM and then load them into your Excel sheet. I also get in the habit of sorting them but that is more a matter of personal preference than anything else, and if you need to eliminate duplicates, which you don’t really need to do if you are using the MM Add Contacts feature because Skype won’t add the same person twice.

Using Old Excel Versions To Manage **Unique** Ids

If you need unique ids then go through the same process as in the previous section except you **MUST first sort them in ascending order in column A**. Then go through the following steps:

- Go to B2 and type in the following formula: =IF(A2=A1,0,1)
- Hold Ctrl, Press C
- Press the Left Arrow
- Press End, Press Down Arrow
- Press Right Arrow
- Hold Shift, Press End, Press Up Arrow, Press Enter
- Right Click Column Header B, Click Copy
- Right Click Column Header B, Click Paste Special, Click OK
- Go to B1, Type 1, Press Enter
- Click Data, Sort, Sort by column B, Ascending, OK. This will leave you with some ZEROS in column B. All the rows containing a ZERO in column B are duplicates and should be deleted.

The Final Piece Of This Part Of The Puzzle

Since you are using Excel to maintain your entire database of Ids, whether are Search Patterns and/or Users, you will need to track which ones you've already used with MM and which ones you haven't.

Following the previous example you'll need to make use of a 3rd column, maybe called **Used**, or if you're really into tracking you can call it **Used Date**, or if you really want to get serious then maybe even a **Tracking Code** of some sort. Tracking Codes are popular in the Direct Mail industry and if you are interested in going to that level of discussion I've provided a small section on it.

--- **more to come** ---

Tracking Codes

Let's say you use tracking code A1. Somewhere else you would track the code A1 to be related to a particular introductory message you send--what, you don't like mine? ;-).

A2 would be a different message, A3 would be your 3rd message and so on. Remember, if you modify your message in any way then you **MUST** change the tracking code because you are not sending the same message. Small changes in wording can make **BIG** differences in results so be careful and thorough in your implementation of this type of system.

Once you have a tracking code then you monitor the “response rate” for each of your tracking codes, i.e. the message the contact received. By using this methodology you can determine which of your messages produces the best results and then you can simply lean more toward the best pulling “ad” while you experiment with more alterations. Just to be sure, my message to you is clear... **Always Strive For Better Results!**

Another good use for tracking codes is to manage ALL your outbound communications with the same response rate type tracking, not just your first one. A system like this is easy to set up and use with nothing more than a simple spreadsheet, and there are also, of course, commercial versions available.

Parts of your tracking system should include the tracking code, the quantity sent, the date sent, it should be geared towards a particular deliverable, i.e. signups or in our case the number of people who added you as a contact. It must be quantifiable. There are other elements to professional tracking systems but those are outside the scope of this discussion.

Some Miscellaneous Notes

Switching Your License Between Computers

Many people use a desktop and laptop, or a home and business computer and they therefore have a need to move their MM license back and forth between a couple different computers. Here are a couple ways to do it.

First of all, if you know ahead of time that you need to switch, there is an option inside the MM software itself. It is located in the top menu bar under MessageMagic, Option, Reset License. Just use that option before running MM on the 2nd computer.

Secondly, you could log in to your MM member area, click on Profile to go to the profile page, and there right at the very bottom there is a button you can click called Remove License Key. Just follow through with it to remove the license from your MM account. Then just run MM on the 2nd computer.

A Personal Request From Grant

As I'm sure you can appreciate, the type of information contained in a document such as this can empower and liberate people. It can also deliver far less than some individual's expectations...

With that in mind I have a special request. If you have ANY feedback to me personally that can contribute to making this material more valuable to it's readers then please let me know.

Got a complaint? Tell me and I'll do my best to make it right.

Got a suggestion for improvement? Please pass it along and I will gladly evaluate it for possible inclusion in subsequent releases of both the MessageMagic software and this document.