

# MessageMagic Users Guide

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# Getting Set Up Correctly Is The 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 all of them 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, download and install it. You will need to restart your computer for it to take effect. Also note you always need v3.5 of .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 version, 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 or second Skype related step 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 be in the coming weeks and months, 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 checked 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...

A different and easier 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? Really think about this issue... Take the best of what you see and incorporate it as your own, and make sure you don't do the things that turn you off.

## Skype Contact Groups (3.8) / Categories (4.x)

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 spam on a grand scale and a completely unacceptable approach. You would do nothing more than make people mad at you and you'd just end up losing your Skype account. You would also create serious system performance related issues. Please see the FAQ related to Skype / Zone Alarm Compatibility.

[note] In fact, since people were accidentally spamming Skype members, we've disabled the Send Message button unless you've loaded the contacts from your personal Skype contact lists first. This is covered in the Help section later.

Instead of using it as a raw message blaster, you should be using Message Magic and Skype as tools 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. Your initial group names could be things like Friends, Family, Technical, Church, Key Leaders, Networkers, Opportunity Seekers and whatever other titles you think are suitable for your lists 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 (and categories) so you can select which group(s) to send a message to. The Ungrouped group does not show up on that list.

[note] 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 or category and drop them there (let go of the left mouse button).

## 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 Users 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.

# Using Message Magic

## Download & Install MM

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.

## Connect MM to Skype

Once you've installed MM, the first thing you'll need to do is tell Skype that MM is allowed to use it. This is a very simple process, but one which trips some people up. Here are the steps.

- Skype is installed and running
- MM is installed and running
- Enter any Search Pattern, click Add, click Search
- This will create an Alert in Skype. Most likely an event will show itself which says "messagemagic.exe" in it
- Click on the event and tell Skype that MM is allowed to use it (the default setting is for MM to NOT be allowed to use Skype)
- If the event doesn't show up then review the Message Magic Help trouble shooting section found later in this guide.

## Search Patterns – Old Leads

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 all the cities, first names, last names and full names as search patterns. Yes, all of them. If you do that you will have many thousands of patterns that can find you tens of thousands of Skype usernames. 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 using their full names, 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?

## Search Patterns - Random

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 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.

## Search Patterns – Forums & Groups

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.

## Search Patterns - General

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? Then why is it 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! Think about it. If they sent you 1,000,000 ids your computer would crash and burn. And on their end, the Skype servers would quickly get overloaded and the bandwidth to process everyone's requests would be so big it would be unmanageable.

[note for Skype 3.8 users] 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.

We have also built into MM a way to consolidate different lists that may contain the same users. Just use the Load Users option and select multiple csv files containing the users. MM will remove all the duplicates as it adds them to the main Users window.

## **Advanced Search**

Please see the Message Magic Help section later in this document for details related to the Advanced Search function and the differences between Skype 3.8 and Skype 4.x

## **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 (I use a folder inside my Message Magic folder called "Profiles").

What you'll see in that file is all the profile information we've managed to collect on all of the Skype users found in searching for Jim, Bob, Mary and Sue. 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 Help later in this guide, and also in the Resource Centre.

[note] When you select a subset of users and save them in a csv file, be sure you are only saving the usernames and not the many columns of data. Also make sure that Excel doesn't put double quotes around the users.

Something else you should know is the Profile data gets updated whenever you do a search. In other words, the Save Profiles option will always give you the data related to the last search you did. In addition, when you do an Advanced Search, the profile data does not get updated. Why? There are a couple reasons but the main one is because the Advanced Search itself allows you to narrow the search based on the criteria entered so there is no need to duplicate it in the profiles data.

## **Targeting By Country / Language**

Aside from the Profile data just mentioned, and 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](mailto: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 Select 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 initially settled on saying in the beginning:

**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.

[note] There are other sample messages to use in the Resource Centre so I'd suggest you check that out as well.

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. Don't worry about it. Just let MM do its thing.

If you have the MessageMagic window open on one side of your screen and your main Skype window open beside 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 1<sup>st</sup> 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 it correctly displays 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 2<sup>nd</sup> 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\

## 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 sample 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.

## 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 contacts. 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

### 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 patters 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 3<sup>rd</sup> 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.

## 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 3<sup>rd</sup> 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!**

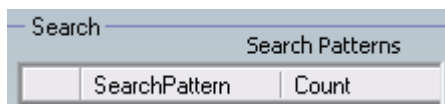
Another good use for tracking codes is to manage **ALL** your outbound communications with the same response rate type tracking, not just your first one. A system like this is easy to set up and use with nothing more than a simple spreadsheet, and there are also, of course, commercial versions available.

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.

# The Message Magic Help File

**\* If you are having trouble connecting to Skype, i.e. time out errors, please see the troubleshooting section at the bottom.**

## Search Area:



Search Patterns	
SearchPattern	Count

## What is a Search Pattern?

A search pattern can be almost anything... any letter or combination of letters or numbers, email addresses, a name, phrase or word that you enter into MM in order to search for usernames. You either type them in individually or load them if you have a previously saved csv file (like as through MS Excel). Some samples are: John, John Smith, golf, yoga, money.

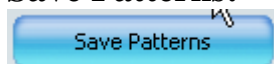
## Pattern (Min 1 character):



Enter a Search Pattern of 1 character or more and click the **Add** button. This will add the Search Pattern to the window above the button. You can add as many Search Patterns as you want. You can also add the same pattern as many times as you want. Please review the Advanced Users Guide to see more discussion on why you would want to add the same pattern multiple times (if you are using Skype v3.8—this does not work with Skype v4.xx).

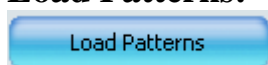
Please note that Skype 4.x returns a maximum of 100 users per search pattern. The reason for that is twofold: so their servers don't get overloaded and so that your system doesn't crash and burn. Imagine if you entered the name John and they returned every Skype user that was named John. Obviously that would be useless and simply isn't going to happen (no matter how much we would like it!!!)

## Save Patterns:



If you have a list of patterns in the Search Patterns window, you can save that list in a file. Just click the **Save Patterns** button and choose what to name it. We have some really good training on what to name files and why so please be sure to go through the materials in the Resource Center located at <http://www.messagemagic.net/resources.htm>

## Load Patterns:



If you have a .csv file containing rows of Search Patterns, click **Load Patterns** to bring those Search Patterns in to the window. The file should be a standard text containing one pattern per row and just one column. There is no need for commas.

## Save Profiles:

A blue button with rounded corners and a slight gradient, containing the text "Save Profiles" in a white sans-serif font.

After you have done a Search you can save the information contained on their Skype profile into a csv file. This will give you the ability to target your intended audience more effectively. If you have entered multiple Search Patterns then the profile data will be saved into a folder called **mmtemp** which is located in your application data folder. The data will remain there until you perform a new search. Please note that Skype 4.1 returns less information than Skype v3.8

[note] Where is the application data folder?

## XP Users:

C:\Document and Settings\your login name\Application Data\Message Magic\MessageMagic\mmtemp

## Vista and Windows 7 Users:

C:\Users\login user\AppData\Roaming\Message Magic\MessageMagic\mmtemp

\* If you cannot find the Application Data or AppData folder that is because your folder options are set to NOT display hidden files and folders, which is a setting in Tools, Folder Options, View. Simply change that option and you'll be able to find the file called error.log

## Clear:

A blue button with rounded corners and a slight gradient, containing the text "Clear" in a white sans-serif font.

If you want to clear loaded patterns, press **Clear** to clear the window to start over.

## Notes on Searches:

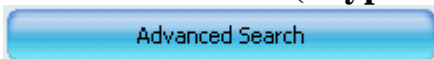
No matter what version of Skype you are using Skype limits the number of users it will give you for any particular pattern. The reason they do this is twofold. 1) So their servers don't get overloaded, and 2) so your computer doesn't crash and burn. Think of it this way. If you searched for Mary, if Skype were to give you every Skype user named Mary you'd have millions of users to browse through. Obviously they aren't going to do that.

## Search:

A blue button with rounded corners and a slight gradient, containing the text "Search" in a white sans-serif font.

After entering or loading one or more Search Patterns, press **Search** for the software to look for users that match your Search Patterns. If/when it finds matches, the usernames will be displayed in the Users' window. Once you have pressed the Search button it will change to Stop. This gives you a way to interrupt the current search if the need arises.

### **Advanced Search (Skype 3.8 users):**



After entering or loading one or more Search Patterns, press **Advanced Search** and then pick whatever criteria you want for narrowing the search results.



### **Advanced Search (Skype 4.x users):**

The **Advanced Search function for Skype 4.x users** works exactly like the Skype Search function (because that is what it is) except it brings the returned users in to the Message Magic Users window. Please note that in any one given session Skype will return a maximum of 100 unique users per pattern. We have a very clean solution for you to get more than 100 per search pattern but be advised there are extra steps and some work on your part. Parts of that solution are found in the next few points.

#### **Here is a practical application of using the Advanced Search option:**

1. Click Advanced Search
2. Pick United States
3. Enter a city in your area
4. Click find
5. Repeat steps 3 & 4 so you cover a range of different cities in your area
6. Close the Advanced Search, click Save Users to save them to a unique csv file
7. In Skype click File -> Sign out
8. Sign back in to Skype
9. Repeat using the same cities exactly as before as many times as you want & need
10. Use the new Load Users function to combine all your unique csv files in to one larger file which will eliminate duplicates (see next section).
11. To go to a website where you can look up the cities for any U.S. State and county, go here:  
[http://www.naco.org/Template.cfm?Section=Data\\_and\\_Demographics&Template=/cfiles/counties/city\\_srch.cfm](http://www.naco.org/Template.cfm?Section=Data_and_Demographics&Template=/cfiles/counties/city_srch.cfm)

#### **Here is another practical application of using the Advanced Search option:**

1. Click Advanced Search
2. Pick United States
3. Enter a city in your area
4. Enter a name in the box at the top (Sue, Fred, John etc.)
5. Click find
6. Repeat steps 4 & 5 so you find all the people you can in that city
7. Close the Advanced Search, click Save Users to save them to a unique csv file

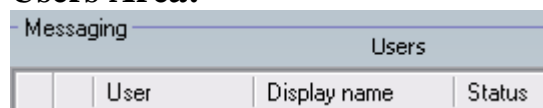
[note for Skype 4.x users] We do have a free macro program and a macro that will do this, but not in a totally unattended manner while you sleep. This is because if a search name doesn't return at least one Skype name, the macro will get out of sync and has to be quickly corrected manually to continue searching the next pattern name. One user has used this macro to find over 20,000 Skype users in specific larger U.S. cities in a very short amount of time.

(Tip:) In Skype 4.1 & 4.2 the city search is defective in that if you search for a city that has more than one word in the name, Skype may return other cities than the one you are searching. Example: Searching for San Diego, may find San Francisco, San Ramon, San Antonio, etc. So, rather than searching San Diego, San Francisco, Los Angeles, just search: diego, francisco or angeles and forget the first word. As long as the part of the city name you search is unique to the country, you should only get San Diego, San Francisco, Los Angeles cities, etc. in your search results.

We do not have the manpower to support using this macro solution, but here is a link to the files you can use and some tips to help you figure out how to find thousands of Skype users in specific larger cities if you are good with your computer:

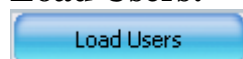
<http://www.profilermagic.net/macro/>

### Users Area:



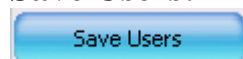
Messaging		
Users		
User	Display name	Status

### Load Users:



If you have a .csv file containing rows of Skype Usernames, click **Load Users** to bring those Users in to the Users' window. The file should be a standard text file containing one username per row and just one column. There is no need for commas.

### Save Users:



If you have a list of Users showing up in the Users' window, you can save that list in a file. Just click the **Save Users** button and choose what to name it. You may have done a search for a particular keyword(s) and want to save the resulting list of Users that you can load at a later time. Use of this option combined with **Load Contacts** gives you a handy way to back up your Skype contacts by group.

## Load Contacts:

A blue button with rounded corners and a slight gradient, containing the text "Load Contacts" in a white sans-serif font.

This function loads all your personal Skype contacts in to the Users' window so you can select the ones to whom you want to send a broadcast message. If you have your Skype Contact Groups enabled, you will be asked which groups you want to include. Just put a checkmark beside each group you want to send to (this is key so please set up your groups correctly).

There is also an option to select all your contacts.

There is also an option to only load your Authorized Contacts, i.e. they have also added you as a contact. This is very useful because you don't want to be spamming people, do you?

You'll also notice a drop down box allowing you to pick the language of the contacts you want to send your message to, so if you only want to send a message to Russian contacts then select Russian from the drop down menu.

By using the Load Contacts button, this will enable the Send Message button. The reason it is set up this way is to prevent accidental spamming.

## Load Numbers:

A blue button with rounded corners and a slight gradient, containing the text "Load Numbers" in a white sans-serif font.

This function allows you to load a previously saved list of mobile phone numbers that you want to send an SMS message to. The format of the file must be like this:

Name,+CCnumber (cc is the country code)

Name,+CCnumber (cc is the country code)

Name,+CCnumber (cc is the country code)

Etc.

Here is an example spelled out more clearly:

Bob,+12223334444

Sue,+13334445555

## Select All:

A blue button with rounded corners and a slight gradient, containing the text "Select All" in a white sans-serif font.

This button will put a check mark beside all Users. This is very useful if you want to either add the selected Users as contacts or broadcast a message to them.

## Select Online:

A blue button with rounded corners and a slight gradient, containing the text "Select Online" in a white sans-serif font.

This button will select the Users that are currently online. This is useful if you want to restrict your broadcast to people currently online, but please note that the only way you know if a contact is online or not is if that particular user has added you as a contact. This is a privacy issue.

### Unselect All:



This button simply removes the checkmark beside all Users.

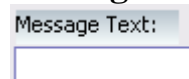
### Send SMS:



You can send text messages to mobile phones just like you can send text messages to Skype users. After loading your list of mobile phone numbers from a previously saved csv file, selecting them and entering a text message, click the **Send SMS** button and the message will be sent to the mobile phones specified. Be aware though, you will be using a paid feature of Skype, so ensure your account is topped up with a little money before you start. This feature is only available after you have loaded numbers via the **Load Numbers** button.

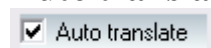
Here are Skype's current rates: <http://www.skype.com/prices/smsrates>

### Message Text:



This is the message you want to broadcast. There are two ways to broadcast a message: 1) When you **Add Contacts** and 2) by clicking the **Send Message** button. If you have paid for your license, and therefore have an Unlimited license, you are able to use the {firstname} tag which will be replaced by your contact's first name while the message is being sent via the **Send Message** feature.

### Auto translate:



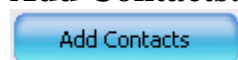
This option allows you to create your message in your language and it will be delivered to the recipient in their language. This works with **Add Contacts** and **Send Message**.

### Translate To:



This is a quick way for you to translate your message to whatever language you need. This is probably most useful to translate and then copy to your outside email or chat session.

### Add Contacts:



This is one of the two most important and powerful features of Message Magic. Once you have a list of Users showing up in the Users' window, with a checkmark beside the ones you want to target and an introductory message in the Message Text window, press **Add Contacts**. This will add them as

pending contacts, they will show up in your main Skype Contact list with a ? to the left of their name AND they will get your custom broadcast message. Once they confirm your request, they become a new authentic contact of yours. Add them to the appropriate contact group. The key here is that you have a good introductory message they find interesting or compelling enough to add you as a contact. If you do it this way, DO NOT send them a broadcast message!

### Send Message:



After you have a list of users which came from the **Load Contacts** feature, put a check mark beside some or all of them and some text in the Message Text window, click the **Send Message** button to broadcast your message out to the list. That's it. You're done! Easy, wasn't it? If you just added a list of contacts, there is no need to send them a broadcast message because they got the message you used when you added them as a contact. By the way, just so you know, if a person has their privacy setting checked to NOT receive messages from people not on their contact list, they will never get your message. This is the cleanest and simplest form of SPAM filtering available on the internet.

### Menu Options:

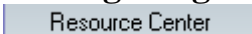


### MessageMagic->Option->Upgrade Account



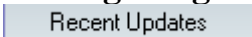
Selecting this option will open a browser session, log you into your Message Magic account and take you directly to the payments page where you can pay for your license to use the software. This is very handy for situations where for some odd reason your license has expired.

### MessageMagic->Option->Resource Centre



Selecting this option will open a browser session on the Resource Centre page.

### MessageMagic->Option->Recent Updates



Selecting this option will open a browser session on the Recent Updates page. Use this often because there are many updates.

### MessageMagic->Option->Free Emails



Selecting this option will open a browser session on the page all paying members can get 50 free email addresses per day as a gift from us to you! These emails are a bit dated but are from people seeking online opportunities. The purpose is to help you in your overall marketing efforts.

## MessageMagic->Option->Reset License



This will remove your license from our server and allows you to use MM on a different computer. This is very useful for when you have a desktop and a laptop and need to switch back and forth, or if you want to switch back and forth between home and office. As you can see, this strategy will also allow you to share your license with someone else.

## Log->Open App Log



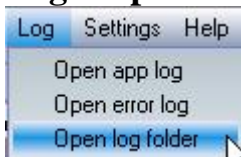
This will open the application log where you can see all the activity that has been happening while running the Message Magic software.

## Log->Open Error Log



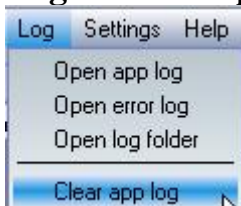
This will open the error log where you can see precise details regarding an error that may have occurred. Should this happen please send the contents to **admin@messagemagic.net** so we can trace the issue, resolve the problem and issue a new release.

## Log->Open Log Folder



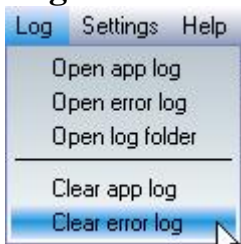
This will open the log folder so you can see the temporary files we use while operating Message Magic.

## Log->Clear App Log



This will clear the contents of the application log.

## Log->Clear Error Log



This will clear the contents of the error log.

## Settings->Skins



You can review the different skins to change the way the screen looks.

## Settings->System



You can set the timeout for Message Magic to work. This decides how long the Message Magic will wait for Skype to carry out a certain task. Although this setting has been provided, it is recommended that only advanced users alter it. Even if you mistakenly change it and find that Message Magic is not working properly, just restart Message Magic and it will be reset to its default value.

## Words of Caution!

While the temptation may be there to abuse the MM tool, if you do you will learn pretty fast that it is not the way to go. Skype will not hesitate to shut abusers down, just like an ISP would if a person was blasting emails all over the internet...

Here are some Skype terms passed along to me by the Skype legal team located in the USA:

[http://www.skype.com/legal/eula/#we\\_expect](http://www.skype.com/legal/eula/#we_expect)

[http://www.skype.com/legal/terms/voip/#business\\_control\\_panel](http://www.skype.com/legal/terms/voip/#business_control_panel)

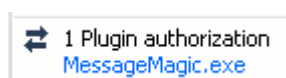
<http://www.skype.com/legal/terms/web>

<http://www.skype.com/legal/terms/callserviceprovider>

## Troubleshooting->Connecting to Skype

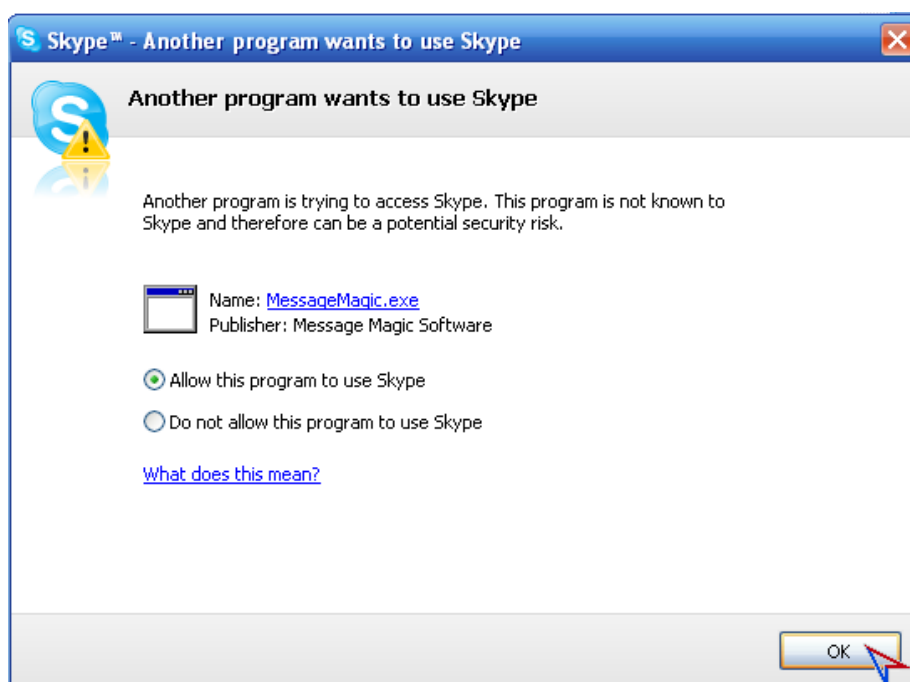
By far the most common troubleshooting issue is to get Message Magic to connect to Skype. Here are the exact steps you need to take.

- a) Ensure you have your main Skype window up - the one where you can see your contacts.
- b) Start Message Magic.
- c) Click the **Load Contacts** button located on the right side of your Message Magic screen, half way down.
- d) Step c) will have created 1 new event in Skype. If you cannot see that event under your name, click the red flag on the top right of the screen and it will show up. This almost always works, so be patient and follow these instructions exactly. Under your name it will look like this:



- e) If, for some reason that didn't work, at the top of your main Skype screen click through on the following options... Tools > Options > Advanced > Manage other programs' access to Skype.

Then click where it says MessageMagic.exe and a window that looks like this will open:



Click where it says **Allow this program to use Skype** then click the OK button. That's it. You are done.

- f) If that didn't work, i.e. you still get time-out messages, shut down both Skype and Message Magic and try again.
- g) If that didn't work and you are running Vista, you need to lessen your account security settings. Here is some information related to how to go about it: [http://www.petri.co.il/disable\\_uac\\_in\\_windows\\_vista.htm](http://www.petri.co.il/disable_uac_in_windows_vista.htm)

## **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 2<sup>nd</sup> 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 2<sup>nd</sup> 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.