



Message Magic Training

Welcome to Message Magic



Step-By-Step
Training



Message Magic Training

Step 6

*Inviting People to Add to
Your Skype Contacts List*





Are Your Skype Groups Set Up?

BEFORE you start adding new contacts, you need to have your present contacts sorted into Skype groups:

- ❖ Name folders to suit those already on your contact list
 - Family
 - Personal Friends
 - Social, Sporting, School, Church groups, etc.
 - Business Contacts
 - Those in any program you are building
 - Etc.
- ❖ Each time you add a contact or someone adds you as a contact, drag and drop them into one or more of your groups
- ❖ Treat your Skype groups like a tidy filing cabinet!

It PAYS to be Organized!



Please DO NOT Spam!

Please go to the Resource Center for sample messages to send out through Message Magic as initial and follow-up messages: <http://www.messagemagic.net/resources.htm>

- ❖ Your initial message should not look like spam or Skype may close your account. (Message Magic will NOT tolerate spamming)
- ❖ DO NOT put any links to any programs on the initial contact message. This is merely an invitation for the person to contact you
- ❖ Customizing your message is VERY important:
 - If it sounds like generic spam, it will be treated as such
 - If it sounds personal, people will be more likely to read it because you'll have made it interesting enough that they WANT to look at who you are!



Customizing Your Message

Make your message personal:

- ❖ The sample messages give you a good idea of what is acceptable and also what is working. You need to include a little information about yourself
- ❖ Once you have created your messages, keep them in a MM Messages sub-folder inside your Message Magic folder
- ❖ Message Magic can personalize EVERY message you send to your lists, PROVIDING their contact info is listed in a first name/last name order
 - In place of each first name, type the code of {firstname} into your customized message and it will input their first name into each message going out



Organizing The Usernames

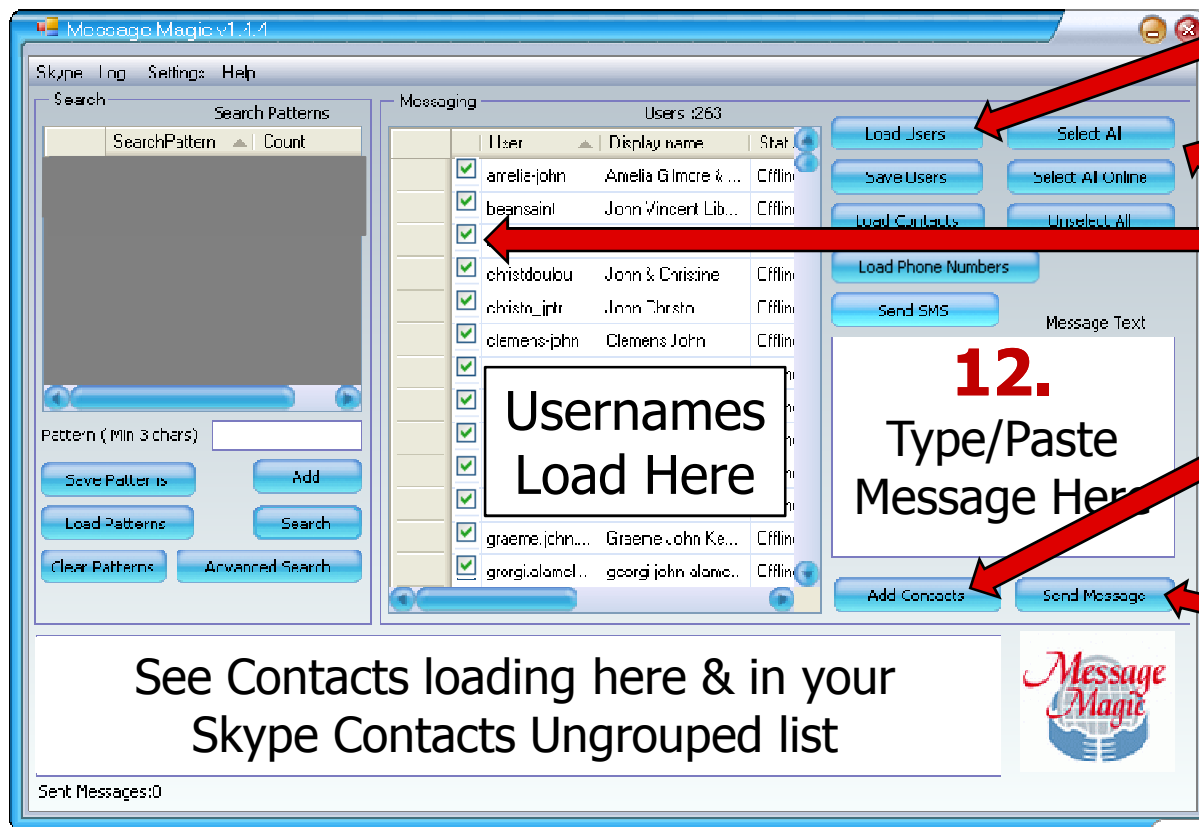
Limit the number of Skype usernames you send to at one time:

- ❖ How many usernames have you collected?
 - If you have collected thousands, tens of thousands or more, you will need to keep them in a Master File and divide them up into new Excel spreadsheets, saved as CSV (Comma Delimited) files
- ❖ Out of any number of Skype usernames sent, it is impossible to pre-determine how many will add you as a contact. Therefore, it is best to start slowly by only sending out between 300 and 1000 at one time. This way you can get a feel for how many responses you will get and you will be able to keep up with them in a timely fashion



Once You Have Usernames

Load the first lot of usernames from your folder and send them your initial message requesting that they exchange their contact information.



10. Load Users
(Select File from Folder)

11. Select All or
Select Individually

13. Add Contacts

Do NOT send a
message until they
add you as a contact
or you are
SPAMMING.

See Contacts loading here & in your
Skype Contacts Ungrouped list



Message Magic Training

Thank you for watching this Message Magic training session.

We look forward to working with you personally to make Message Magic work for us all.

Your Message Magic Support Team

