

TRAFFIC EXCHANGE CHATS

for socializing and branding



The right way to use them
by Marthe Dumas

TRAFFIC EXCHANGE CHATS

“for Socializing and Branding”

The Right Way to Use Them

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INTRODUCTION

More and more, people chat online in many places. It is a way to stay in direct contact with friends, family, business associates or to make new contacts. You can find chat box everywhere on social sites like Facebook, Yahoo, MSN or Google, on blogs, on sites and, of course, in traffic exchanges.

The discussion in a chatroom is as different as the person with whom you chat. However, in internet marketing, those discussions can have a tremendous impact for your business or business opportunity. In this particular case, chatting can be a powerful tool if used properly and wisely or it can be harmful to your business and reputation if not.

On observing the discussions in chats, I discover that only few people know how to really use the chat properly as a tool for their business and, most importantly, use it to be as a powerful marketing tool.

That is why the idea of this report kept coming back to my mind. Chat is a tool to use as tool, if I can say it like that. The subject of chatting online can have no end so I have focused on the chats in traffic exchanges. Why, for me, it is a perfect place to meet fellow entrepreneurs from different backgrounds and with different opportunities. Personally, I have had much success with chat's in traffic exchanges.

WHO IS THE AUTHOR



My name is Marthe Dumas. Maybe some of you already know me from chatting in traffic exchanges or by my marketing efforts in traffic exchanges. Others will recognize me because they had read my first e-book ["The Big Red Button Syndrome"](#)

To tell you the truth, I had so much fun writing it for people working online that I couldn't resist writing a second ebook. The subject was easy to choose since, personally, I have success with chats in traffic exchanges.

It gave me also the chance to realize in what niche I wanted to specialise. Since I have a master degree in social science and a diploma in economics, it is natural for me to concentrate on the social and human aspect of the online world. That is why I decided to go in human relation, relation between individual and how to socialize in the domain of marketing online. In a few words: the basics.

I hope this report will bring you information on how to use a great tool in your Internet marketing career and to have fun in traffic exchange chats.

CHAT'S DEFINITION

Chat: Real-time communication between two users via computer. Once a chat has been initiated, either user can enter text by typing on the keyboard and the entered text will appear on the other user's monitor. Most networks and online services offer a chat feature.

<http://www.webopedia.com/TERM/C/chat.html>

However, a chat is much more than that or this report would be the shortest one in online history.

MY CHAT'S DEFINITION

“Don't go out there to make friends but to be a friend”

Pat Carrigan

For me, a chat is a place to socialize. In fact, it's a place where people reunite like a bar, a golf course, a living room, a place to party and why not. It is a place where you meet friends and where there are continuously new people arriving. A good friend of mine wrote once in a traffic exchange chat, it is a place “where you go, not to make friend, but to be a friend”. That is why I would often assume that attitude in a chat.

So, if a chat is a social site, which implies relationships between different people, a code and rules should follow. It also implies the possibility of fun, but conversely, problems and clashes can also occur. This is why it is important to have the right attitude when joining a chat.

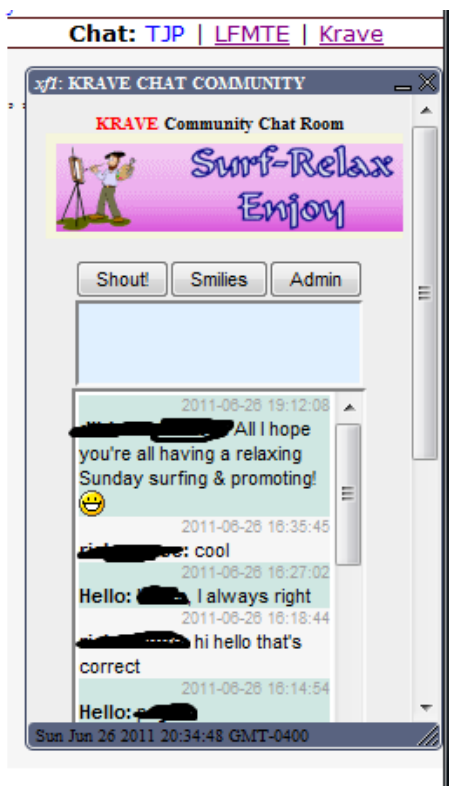
THE BASICS

KIND OF CHATS

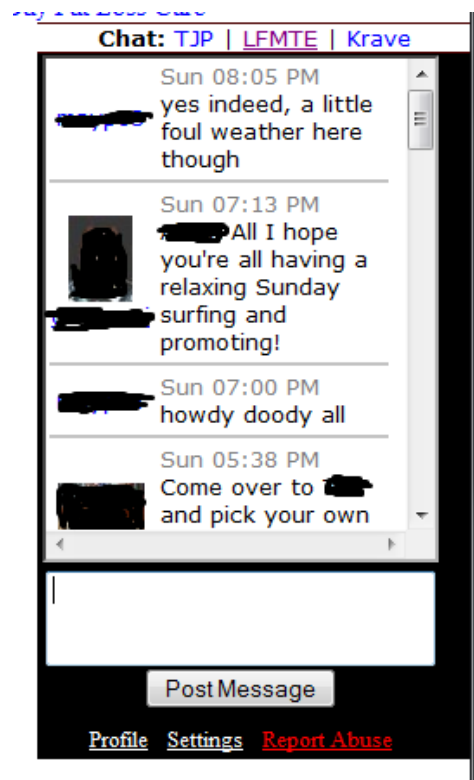
By “kind of chats”, it does not imply the site where it is or the utility of it. “Kinds of Chats”, refers to the design, the format and how to use the options of the chats in traffic exchanges.

On traffic exchanges, you will find private chat to a site with or without the possibility to chat in private, chat offering multiple chat’s option and chat’s network.

Krave and LFMTE are chat’s networks.



KRAVE

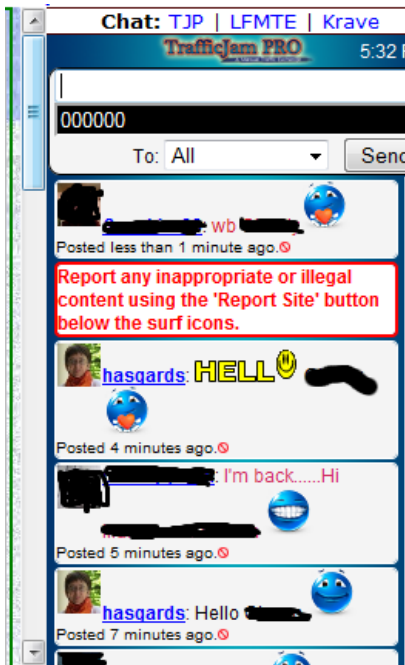


LFMTE

These chats will appears on different traffic exchanges. It gives you the chance to discuss with people who are on other sites.

You will also see chat box with the possibility of multiple chat format. It means that you have different option for chatting. You can be on a private traffic exchange chat and, at the same time, have the possibility to go chat on the LFMTE network for example.

This kind of chat can be useful if you want to chat with someone who is on LFTME network but you are not on a site, yourself, with that kind of chat.



If you look at the top of the pic, you will see TJP, LFMTE, Krave.

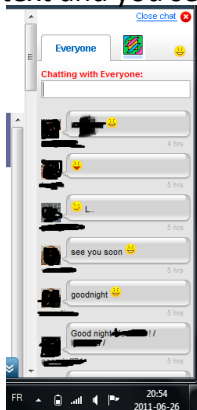
It means that you have access to three different chatrooms.

The first one is the private chat of [TrafficJam Pro](#) and you recognize the two chat networks.

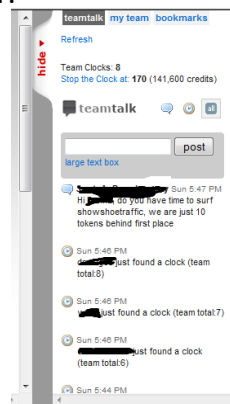
You can change the chat box by clicking on the one you want. It's that easy.

On that kind of chat box, you can often find the possibility to chat in private but only on the original chat box (like here it would be TJP). All you have to do is click on the arrow beside "All", choose the username of the person with whom you want to chat, write your message and send. Only the other person will see the message. We also call that "whispering". However, you do not have that possibility on the Krave or LFMTE network.

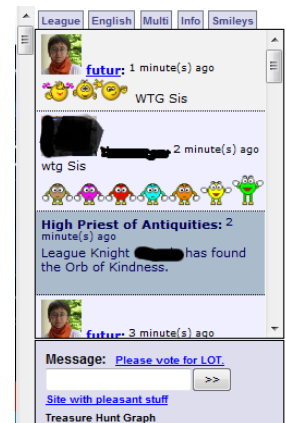
Finally, you have all kind of chat that are unique to a site or a series of TEs like all the sites of Logiscape like TrafficEra. The way to use them is always the same. You write your text and you send or press enter.





Instanxchange's chat box,



Logiscape's chat box,



other chat boxes.

Finally, practically all the chat have the “smiley” option. The ability to add a smiley or Emoticon is an option that most people really appreciate. In some chat rooms, you will find them by clicking on the “smiley” word or tab and for others, you will need a link to have access to them  

Some chats are more active than others or where you will be more comfortable. As for myself, I have my favorite ones of course. You will find them at the end of that report. There are my favourites because they are alive, lots of discussion, lots of humor, different people. The presence of the admin and where you can construct a great network with fellow entrepreneurs and marketers.

THE GOALS OF CHATTING

If you are like me, you will trust someone that you know and appreciate more than a stranger. For me, the principal goal of chatting is to create those links, to socialize, to learn to know people, to make yourself known, to construct a business network and, more than anything else, become friends.

It is also a place to build your business. Those who will learn to know and appreciate you will tend more to sign under you when they will see your ads than to do it under someone they don’t know.

Finally, chats are a place where you can get crazy sometimes and have a lot of fun. My favourite part...lol

THE FIRST STEPS IN A CHAT

The first step in a chat is the more important one. Again, think when you arrive in a party, a gathering or a meeting. You don’t go there with a mask and an Halloween costume, going straight to people to try to sell your product. It’s the same thing in a chat.

First. You must have a face, a body and a name. It’s what we call “branding”. That’s why it is important to begin by putting your picture on your profile and to fill that profile. That will be your business card, your trademark. It’s important to always use the same picture and username when you sign up in a traffic exchange or any business or opportunity. That way, people will recognize you everywhere and don’t be shy in chat as to give your real name. People will chat more easily with someone then with a blank

photo or a ghost and if they can call him or her something else than money123 or Dracula.

If you really don't feel comfortable to put your face, please put something else, anything, your dog, your cat, your mother-in-law. But, the same picture must always be associate with your name or username. Some people can be concern that their face will follow them everywhere. That's the idea. Think of it that way. You recognize Donald Trump or Bill Gates because you saw them on the news, tv, newspaper, etc... I rest my case.

There are different ways to puts your picture in traffic exchanges. One way is to upload your picture on your profile or branded page. However, more and more traffic exchanges use Gravatar.com. Gravatar is a free service where you sign up with the same email address you use to register at the traffic exchanges. One of the reasons to always use the same email address for all those sites. At the Gravatar site, upload your picture and don't forget to click the small box beside it to put "G" public and few minutes later, your pic will appear in the traffic exchange chat.

If you want to know more about branding, I suggest that you go read the blog [My Spash Pages Benjamin's Bellville's Traffic ExchangeWorld](#). It's very well written and goes right to the point. The ebook [Power of Promoting You](#) will give you good ideas.

Now that you have your picture and profile completed out there, it's time to go surf and chat. Like in any gathering, begin by saying hello everyone and you can specify that you are new.

Answer to people who welcome you and to their questions if there are any. Follow the exchanges, when you win a prize page, post it, let people know you. And, never, never impose yourself on other members.

Be yourself, act like if you are arriving in a new place. But, please, don't talk about your opportunity. That's not the place nor the moment. Even when you become more well – known by the others. If you do, you will only receive bad comments and some people can really get angry.

TAKE THE TIME TO KNOW OTHER MEMBERS

It's important, especially in a chat, to take the time to know and discover the others and discover who they are, where they come from, what they do, their personality. Like I said earlier, you are on the chat to be a friend, not to make friends. You can ask questions about the site but don't ask questions about their personal life. People, in general, don't like that. If they want to talk about it with you, they will.

If someone say hello to you or asks you a question, return the salutation and answer the question. People don't like to be ignored. Again, think of a gathering offline. If someone say hi, you turn around and you say hi. in a chat, it's the same thing. Of course, it can happen that some people are just passing to say hello, especially the TE's owners, so don't expect a return to your individual hello.

Politeness and respect must always be there when you are on a chat. Once again, it's important not to impose your presence. Let the relations take their own course; they will develop day after day after weeks of understanding. Building a friendship means nurturing and patience.

WHAT TO DO WITH NEWCOMERS

When you get somewhere, you appreciate when people say hi and it's normal. So give back what you like to receive. So, when a newcomer comes to the chat, take the time to say hi and welcome them, answer any questions they may have. If you are familiar with how the site works you can offer your help. Don't push, just let him know you are there if needed.

I SAY IT OR NOT

CHAT'S RULES

Like in any social gathering, there are rules to follow. Some things can be said but others are better left alone. You will find the same rules in almost all the traffic exchanges.

[Shine Light Traffic](#) has a very good example. Here it is with the permission owner.

The primary goal of ShineLight Traffic's Chat Room is to provide a fun and friendly place for members to "socialize" and get to know each other. To keep it clean and happy place, we do have to enforce a few simple rules.

1. **Be civil, polite and follow common net etiquette.**
2. **No use of explicit, obscene or vulgar language or images and/or messages, including racist remarks.** NO rudeness, hostility towards or fighting with other members will be tolerated in any chat room.
3. **No posts of an overtly political or religious nature OR posts promoting advocacy of particular personal, medical, legal, religious, political, or non-profit causes.** Debating controversial subjects should be taken elsewhere.
4. **No SPAM. Do not use Shinelight-Traffic Chat to spam others. Spamming in chat rooms is serious violations of online etiquette.**
5. **No posting of any Business or Referral Links. Our fear is of the potential mess and problems that might arise if and when everyone is allowed to post their links here. It could potentially expose the site and members to viruses. Ultimately the security of members' information as well as the security of the site is of paramount importance.**
6. **No posts of lengthy articles. Sharing information is allowed, but the chat room are not to be used to publish articles.**
7. **No lengthy signatures. Limit signatures to 10 lines or less.**
8. **Use English when chatting so members understand.**

Please Remember:

Users that do not abide by the rules may be subject to having their posts edited or deleted. Repeated offenses will result account suspension and/or permanent banning.

Rules and guidelines may change at any time, please re-read them regularly.

Have Fun!

A side of that, there are other things you don't do in chat. One of them is to never use capital letters. In the chat's code, that means that you are screaming.

So, following the rules and the code is to what we call ethic.

THE SOCIAL ASPECT

Now, we know there are rules in a traffic exchange chat. But being on that kind of chat is more than that. For me, the attitude to have there and the approach to use is very important to be able to use the traffic exchange chat efficiently.

Earlier, I had talk about "branding". For me, branding is not only a picture and a username. It's also, and more importantly, the person that is behind them. That aspect of branding is done by social interactions, exactly what a traffic exchange chat is offering.

How to do that, by always using the example of any meeting offline. Being in a chat it's the same thing like being in a golf tournament of business people...lol And if you are like me, and have a fertile imagination, with time, you will see the people on the chat like if they were really in front of you but in your head. Like a movie.

WHAT NOT TO DO ON A CHAT

There are rules on a chat, but there are also behaviours that are not welcome if you want to brand yourself and look professional.

Some examples of what not to do:

In some chats, the owner or administrator of the site will be there from time to time to chat with the members. Some are more present than others. When they are on, please don't use the chat as a support desk. That's not the place.

If you have a problem or a quarrel with someone, the other members on the chat don't have to be subjected to it. Chats are not there for that either. If you have a problem with another member or if you have a problem with the owner of the site, please have the decency to deal with that in private and keep it private. There are a lot of ways to do that. Finally, don't use the chat to complain about something that you don't like about the site. The support desk is there for that also.

Behaviours like that won't help you and if you think that you will embarrass the owner or the other member you have a problem with, I'm sorry, it doesn't work like that. The only person whose reputation is going to suffer is your own.

Another behaviour to definitively avoid. Some people get on a traffic exchange chat with no picture and say nothing. However, they put the link for their opportunity and disappear. Please, don't do that. First, it's against the rules of the majority of traffic exchange chat and, second, you will be accuse of spam and you can be suspended. To tell you the truth, that kind of action gives nothing. The only thing you can be sure of is that people won't look at it and definitively won't click on the link. In some TEs, your links won't appear at all and on other, the owner is going to erase it.

That kind of behaviour will definitively ruin your reputation and forget doing business with the members there.

It's funny but each time I see someone do that in a chat, I always have a little movie running in my head. I already told you, I have a vivid imagination. So, when that happen, I see a gathering of friends, talking, and suddenly, someone barges in, running, shouting is link and disappear. Since there is never a picture, I always imagine that person as a nudist... I know it's not nice but what they do is not ethical either.

I even saw someone complain once about not being able to put his link on a chat saying it was a public place. Of course, a chat is a public place, like a bar. But, if you go meet people offline, do you say as soon as you arrive, "Hey, I'm selling this or that, interested?", without even presenting yourself or say hi. I don't think so. It's the same on chat, that's not a place to put your link, it's a place to meet people, to share, to laugh, to have fun and create relationships.

Another no no is to push your opportunity and monopolize a chat with it. People in chats have only contempt for that kind of people who are acting like bulldozer.

Also, don't get on a chat complaining on and on about your dog, our wife, your job or whatever. It's not a good attitude. Yes, life have is ups and downs and there are difficult moments. You can talk about it if you are not a newcomer but don't write a book about it in the chat. Remember, a lot of people don't like to mix with negative people and they have their own problems.

Another bad attitude in a chat is to socialize, make friends and disappear to reappear few weeks later, only to talk about your opportunity. Relationships are build with time and must be nurture like a friendship offline. Anyway, if you do it correctly you won't have to present your opportunity.

Please, don't monopolize the chats. Yes, it's a place to discuss. However, if you only speak of yourself for 10-15 minutes, the only result you'll get is people getting away to discuss somewhere else or in private.

Finally, I would like to take about what I call "culture's shock". Internet is everywhere around the world and, here, we can really speak about a global village. On the chats, there will be people from various countries who have a different language, ways and culture. I consider that it is important to take notice of that while chatting even more than we think and to have an open mind. Why, because it is easy to insult or hurt the feelings of someone.

I think the principal place where we can hurt someone else is by forgetting that not everybody master english completely because it is not their first language. So, if someone write something in English that sound insulting or strange or whatever, please ask the person to explain what she means. Often, that will help resolve a problem before it even begin. It can even happen between two persons for whom the primary

language is English. Some words doesn't always mean the same thing whether you are in the US, Canada, Australia, Great-Britain or anywhere else.

It can also happen that a word wrote in english is use in another language but doesn't mean the same thing at all. For example. My first language is French since I'm from the province of Quebec, a French Canadian. When I began on the TE's chat someone told me before going "cul". At first glance, I taught that person was insulting me. Why, would you ask? Because I didn't know that that expression meant "see you later". For me, "cul" is a vulgar word in French and can be compare to "ass hole" in English. Luckily, I took the time to think about it and knowing the person didn't speak French, I put 2 and 2 together and understood what she meant. But if I hadn't take the time to think, I could have insulted this person in return. Now, that person is a dear friend to whom I told the meaning of "cul" in French. She told me that, hopefully, not many people understand French on the traffic exchange chats. Now, each time I see "cul", a smile grow on my face, I can't resist.

So, you must learn to have an open mind if you want to go on a traffic exchange chat. There is no place for racism and prejudices ideas . We are all entrepreneurs who want to make a living out of their work online or have a better life. As for me, I just love meeting people from all over the world. Our different ways when put together can give a final idea that is original and unique and it keeps you young.

THE POWER OF TE'S CHATS

Finally, I would like to talk about the real power of the traffic exchange chats and the advantages it can gives to online entrepreneurs.

The chat can be one of the most powerful tool you'll ever use to succeed in online marketing. But only if it is use wisely and in the proper way or it can bring you more problems than anything else like any powerful tool.

Personally, if you are reading this e-book, my second, it is because I've met people in traffic exchanges chats, people who make me believe in myself and my capacity, who gave a human face to the impersonal world of internet. Those people help me to reach my goals. I found wonderful mentors there, great network associates and most of all, fantastic friends.

Like in the offline world, you will have more affinity with some people than other and it's normal. The discussions in the traffic exchange chats help exactly to find those person. After a while, you will discover the personality of each and everyone. Sometime, when I'm on a chat, I can practically see in my head the person when she arrive on the chat especially those I know better. That's why it's important to have a picture of yourself in a chat.

The power of a traffic exchange chat is also in is possibility to make partners in a business, to have them as a referral opportunity. Never ask directly if someone will be your referral.

In fact, you have more chance to get some IF you don't talk about it in the chat.

The branding, your picture in the chat, on your ads, the link people will do between the two, will bring you referrals and help you build your network. I know because I never had so many referrals and partners online since I'm in the TE's chat.

I will give you a secret. It is easier to be yourself and socialize in a chat then when you are face to face with someone. However, it is also easier to ruin your reputation if you don't have the good attitude, the right approach or are unprofessional.

Let me give you also a trick of the trade if you are not sure how to do it. At the beginning, take the time to observe, to read what people post and the reaction of the other members. You can say a comment here and there but first, observe. You will see how it works; one step at the time.

Also, a good place to begin is to get on a team in a traffic exchange, especially if you are shy. Some traffic exchanges have private chat for team members like in [LOT](#), [TrafficEra](#) or [Startxchange](#). It's always the same people who are there and it's like a controlled environment. So, it is easier to break the ice and learn.

CONCLUSION

You don't build a reputation in one day. To do that, it takes time, energy, an open mind, honesty, respect and manners. However, you can destroy it in a second. It can be undone with one bad post, an aggressive attitude, the wish to sell over anything else or to have partners or referrals whatever the case.

Traffic exchange chats can be an incredible powerful online tool of marketing but only if it is use properly and wisely or if not, it can be you worst nightmare.

Never forget that I have a vivid imagination and I hope that after reading that e-book, I will never see you running around nude to pitch your opportunity and disappear.

“Don't go out there to make friends but to be a friend” Pat Carrigan

MY FAVORITE TE's CHATS

Here is the list of my favourite TE's chats. You can find me in these places most often. These chats are alive and it is fun to be there. The first three offer something interesting. You can chat in private within the chat and the owners are often there. That last point is also true for the fourth and fifth one.

[TrafficJam Pro](#) (there are chats bonus sometimes, free credits to do this or that and you have access to 3 different chats)

[Traffic Swirl](#) (crazy chat... lol. You have access to four (4) different chats)

[Showbiz Hits](#) (I just love the happy hour)

[Traffic Splendor](#) (I don't know what is it, but the chat there makes me feel like I am in a private home)

[Big Game Hits](#) and [SocialSurf4U](#)

[TopHits4U](#)

[Shockwave Traffic](#)

[Shinelight Traffic](#)

[Mystical Clicks](#)

The LFMTE network, especially when I'm on...

[Live Traffic Network](#), [HotWebsite Traffic](#), [Website Traffic Hog](#), [MeggaTraffic World](#) I

find this network a great place to learn what NOT to do in chat especially when a person in particular is there pushing his opportunity, monopolising the chat and not listening to other. You can't miss him, that is if he will be still there in a near future. Otherwise, you can meet a lot of interesting people and have fun there too.

OTHER GOOD CHATS

I'm not on those one as often as the one above but they offers great possibility.

[Rainbow Traffic](#)

[Instantxchange](#)

[Startxchange](#)

[List Surfing](#)

[Sweeva](#)

[Thumb Vue](#)

BRANDING

Some tools to help you to brand yourself

[Gravatar.com](#)

[AdKreator](#)

<http://www.picsize.com/> (to help you resize your picture)

<http://www.resizeyourimage.com/> (to help you resize your picture)

[Affiliate Toolbox](#)

Most of the TEs have also branded page where you can put your picture and name on splash page.