



#solopr

wthashtag.com/solopr

## Transcript from October 21, 2009 to October 21, 2009

**October 21, 2009**

- 11:28 am **jhollywoodd:** @kellyecrane - Hey Kellye! How do we send in questions for the solopr chat - do we tweet them? Thx. :) #solopr
- 11:36 am **KellyeCrane:** @jhollywoodd Hi! You can direct #solopr questions to me (now if you'd like) and then I'll tweet 'em to the group.
- 1:01 pm **KellyeCrane:** It's time for the #soloPR chat for independent pros in PR and related fields (and those who want to learn more about this career path).
- 1:02 pm **ValerieSimon:** Independent #PR consultants (and want to be?) check out @kellyCrane & friends- #solopr chat starting right now!
- 1:03 pm **KellyeCrane:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #soloPR.
- 1:03 pm **smrus:** Come one, come all (#PR consultants & those considering this). It's time for #solopr chat. #solopr
- 1:04 pm **lisagerber:** @KellyeCrane #soloPR wish I could make it today. :( see ya next week!
- 1:04 pm **LuAnnGlowacz:** Made it! Longtime agency vet with 3 yrs solo experience in Austin, Texas. #solopr
- 1:05 pm **smrus:** Hey, all. I'm Stephanie. I have 15+ years PR experience. More than 1 year freelance. #solopr
- 1:07 pm **krisTK:** Hello. I'm based in south MS but work on projects all over. 19 yrs in PR, six as indy, APR. Looking forward to another great #solopr
- 1:07 pm **KellyeCrane:** RT Q1: What tends to be your primary PR function for clients? Media relations or something else? #solopr
- 1:09 pm **integrity1234:** #solopr
- 1:09 pm **krisTK:** Q1: I do mostly media relations and writing/editing. Enjoy helping orgs plan their overall comm efforts too #solopr
- 1:09 pm **markrobertspr:** Hello...looking forward to a great #solopr chat! Solo in Mobile Alabama!
- 1:09 pm **EdDonovan:** Hi #solopr
- 1:09 pm **EdDonovan:** Hi #solopr
- 1:10 pm **rockstarjen:** Hi all - Joining a little late. 5-year solo PR pro in San Diego. #solopr
- 1:10 pm **CallieOettinger:** Q1: Media relations, writing, editing, design consulting #solopr
- 1:10 pm **krisTK:** @markrobertspr OMG OMG I thought it next Wednesday. You are at right place. I'm in my sweats at home. #solopr
- 1:10 pm **rockstarjen:** RE Q1 - product launches, media relations & writing. #solopr
- 1:11 pm **cherissef:** Hello everyone! Sorry I am late...consultant from Tampa...over 12 yrs of exp. #solopr
- 1:12 pm **may\_oo:** @KellyeCrane thanks! =) #Solopr
- 1:12 pm **KellyeCrane:** Whew! Happy to see Twitter is starting to cooperate. #solopr
- 1:12 pm **christammiller:** Q1: Getting into media relations but my strength is in content planning & creation/writing, strategy too. (Journalism background) #solopr
- 1:12 pm **mlhujber:** #solopr Not currently a solo practitioner, but may do this in the future.
- 1:12 pm **cherissef:** Re: Q1 for me I tend to focus more on print media. Brochures, newsletters, and so on...now definitely more focus on social media. #solopr

- 1:12 pm **EdDonovan:** Hi 5+ years on my own. Q1: Mostly media relations, writing, event marketing, SM. #solopr
- 1:13 pm **LuAnnGlowacz:** Q1: I'm asked to do a lot of media relations & publicity ONLY. But I consider my strength crafting the mssg & strategy #solopr
- 1:13 pm **cherissef:** @KellyeCrane Yeah I gave up on #PRStudchat...hoping to be able to stay on for the hour. #solopr
- 1:14 pm **KellyeCrane:** Q1: I typically use subcontractors now for media relations, though I did it for years. #solopr
- 1:14 pm **smrus:** Q1. strategic planning, brand mgmt, channel cmu, exec cmu, product launches, media relations, writing, social media, events, etc. #solopr
- 1:15 pm **cherissef:** I like it! RT @KellyeCrane: Q1: I typically use subcontractors now for media relations, though I did it for years. #solopr
- 1:15 pm **CapitolMedia:** RT @KellyeCrane: RT Q1: What tends to be your primary PR function for clients? Media relations or something else? #solopr
- 1:15 pm **KellyeCrane:** @LuAnnGlowacz I found that as long as I was offering media rel, that was the work I got. Had to drop it to focus on strategy. #solopr
- 1:16 pm **christammiller:** @KellyeCrane I would love to use a subcontractor but as a startup, feel I need the experience. (even if I did have a budget! LOL) #solopr
- 1:16 pm **smrus:** @KellyeCrane: I'd like to leverage that model! #solopr
- 1:16 pm **LuAnnGlowacz:** Q1: Writing a client's book now. Blurs PR line but writing is my strength so I'm going with it! I'll also be in chrg of publicity. #solopr
- 1:17 pm **KellyeCrane:** I like this question, since it's helping us get to know each other's strengths (good networking!) #solopr
- 1:17 pm **KellyeCrane:** @christammiller I agree with your approach. Involvement w/media relations is important to being a good PR strategist! #solopr
- 1:17 pm **smrus:** Q1. I do a little of everything, but it is the strategic thinking and writing that I absolutely love. #solopr
- 1:18 pm **LuAnnGlowacz:** @KellyeCrane I've subcontracted media relations before and loved the arrangement. But right now, clients budgets won't allow it. #solopr
- 1:18 pm **christammiller:** @KellyeCrane Good point about getting MR business b/c you offer it - thinking it should get a mention, but downplayed on my site. #solopr
- 1:18 pm **CallieOettinger:** @KellyeCrane By handing off media relations to others, do you worry about losing your contacts in that arena? #solopr
- 1:19 pm **christammiller:** @LuAnnGlowacz That's cool that you're writing client's book! I have a client w/ an outline but neither of us has had time to commit! #solopr
- 1:19 pm **LuAnnGlowacz:** Anyone still write "brochure" copy or has it all gone online? #solopr
- 1:19 pm **KellyeCrane:** @smrus You can do it! Forming a network of folks that you work for and with is effective (and fun to boot). #solopr
- 1:19 pm **cherissef:** @smrus I am with you...I like the strategic planning part and solving communication issues. #solopr
- 1:19 pm **ruthseeley:** Joining the chat and answering Q1 simultaneously (Cdn PR focusing on nanotech & science-y stuff): media relations 1.0 & 2.0; SM #solopr
- 1:20 pm **krisTK:** Q1: Media relations is why I say I work on 'projects all over'. I pitch client news across the country, not just local media. #solopr
- 1:20 pm **KellyeCrane:** @CallieOettinger Regarding contacts, you do definitely lose some of that. Though social media makes it less drastic than prior #solopr
- 1:20 pm **cherissef:** @christammiller @LuAnnGlowacz Me too! I have a client with an outline for a book. Now starting to write and move along with it. #solopr
- 1:21 pm **krisTK:** @LuAnnGlowacz Printed brochures, handouts, fliers, newsletters still applicable for some clients, based on audience preferences #solopr

- 1:21 pm        **cherissef:** @LuAnnGlowacz I still tend to write brochure copies for event and sponsorships...but not as much anymore. #solopr
- 1:22 pm        **smrus:** @cherissef: Always wish more time could B devoted 2 strategy, but often, must roll up sleeves & just get stuff done. #solopr
- 1:22 pm        **KellyeCrane:** I also find that it's more about "influencer relations" now, since lines are very blurred. The old "dialing for dollars" is over. #solopr
- 1:23 pm        **LuAnnGlowacz:** @christammiller & @cherissef As you write the book, use the chapter topics for media pitches & blog posts. Three birds, one stone. #solopr
- 1:23 pm        **CallieOettinger:** @cherissef @christammiller @LuAnnGlowacz I've packaged (written, edited, designed) a few books. It is fun work. #solopr
- 1:23 pm        **christammiller:** @smrus I love strategizing but honestly b/c strength is writing, I view the "getting stuff done" part as a creative break! #solopr
- 1:24 pm        **KellyeCrane:** I do a lot with "influencer relations" via social media. Also speaking/training on this issue quite a bit. #solopr
- 1:24 pm        **cherissef:** @smrus I know what you mean...would love to be able to get to do a plan from beginning to end again... #solopr
- 1:24 pm        **christammiller:** @KellyeCrane "Influencer relations" is the part I'm having the hardest time with. I think finding the influencers to begin with. :/: #solopr
- 1:24 pm        **rantonette:** Weighing in from L.A. - thanks to @rockstarjen. Supporting brands that impact parents/families, and advising small businesses. #solopr
- 1:25 pm        **cherissef:** @CallieOettinger I agree...I have done editing for book authors in the past. It is very rewarding. #solopr
- 1:25 pm        **christammiller:** @LuAnnGlowacz I thought of the chapter-as-blog-post part but not media pitching - thank you, love the idea! #solopr
- 1:25 pm        **smrus:** @cherissef: that's the holy grail for me... LOL... #solopr
- 1:25 pm        **smrus:** @christammiller: I do love the writing. It's quiet and creative... a nice combination... #solopr
- 1:26 pm        **CallieOettinger:** @smrus @cherissef - r.e. rolling up sleeves to get things done. Publishing ex. of doing work & not strategizing: <http://bit.ly/QfEal> #solopr
- 1:26 pm        **KellyeCrane:** Interesting that so many #solopr folks have done book/publishing work. Great convo!
- 1:26 pm        **MeganLoghry:** @KrisTK have any advice for reaching out to news all over the country? its a hard door to open. #solopr
- 1:26 pm        **KellyeCrane:** Q2: What is most client hrs/wk (total) you've taken on successfully? #solopr
- 1:27 pm        **christammiller:** @smrus I'm an introvert and I just need the "quiet brain time" not interacting with people - a way of recharging. #solopr
- 1:29 pm        **smrus:** @CallieOettinger: thanks, I'll take a look at this later. #solopr
- 1:29 pm        **KellyeCrane:** @christammiller Regarding influencers, today's listening tools (even free ones, lk Google Alerts) can be a big help in finding them #solopr
- 1:29 pm        **CallieOettinger:** Q2: I prefer fewer clients (who have long-term projects), than tons of clients with varied projects. Client relations takes time. #solopr
- 1:29 pm        **krisTK:** Q2: two very diff answers -- most billable hours in a week vs most taken on successfully. \$\$ were good, sanity suffered. #solopr
- 1:29 pm        **LuAnnGlowacz:** Me, too! RT @christammiller: I'm an introvert & I just need the "quiet brain time" not interacting with people-a way of recharging. #solopr
- 1:30 pm        **cherissef:** @CallieOettinger Thanks for sharing...did you develop the blog. #solopr
- 1:30 pm        **smrus:** I'm waiting 2 C everyone's responses 2 Q2. I'm very interested... Bueller? Bueller? #solopr
- 1:31 pm        **smrus:** @krisTK: So how many hours were you working when yr "sanity suffered"? 50? 60? 90? #solopr

- 1:31 pm        **krisTK:** @MeganLoghry natl orgs may have local needs/stories. Local orgs may be part of natl trend/issue #solopr
- 1:31 pm        **KellyeCrane:** @CallieOettinger I only hand off traditional media (realized I wasn't clear on first tweet, tried to clarify). #solopr
- 1:32 pm        **cherissef:** Re: Q2 I don't think I have a response for this one. Interested to see what others have to say. #solopr
- 1:32 pm        **KellyeCrane:** RT @swiper\_bootz: 60 give or take RT @KellyeCrane: Q2: What is most client hrs/wk (total) you've taken on successfully? #solopr
- 1:32 pm        **christammiller:** @KellyeCrane Most of the influencers in the field where I specialize are practitioners not writers/bloggers so #solopr
- 1:33 pm        **krisTK:** @CallieOettinger Me too. My biz model is lots of work for just a few clients. Smaller clients can take lots of unbillable time. #solopr
- 1:33 pm        **christammiller:** @KellyeCrane I feel like pitching clients to them is a little more delicate b/c they know a lot more abt the field/issues than I do. #solopr
- 1:33 pm        **LuAnnGlowacz:** Q2: 4-5hrs of BILLABLE time each day is what I prefer. But I've got 2 kids so my time is limited. #solopr
- 1:33 pm        **smrus:** @swiper\_bootz: Were U still sane working 60 hrs/wk? Curious... Or, did U find it 2 much? #solopr
- 1:34 pm        **KellyeCrane:** Q2: Important to differentiate bw billable hours and total. Keep in mind when projecting. #solopr
- 1:34 pm        **christammiller:** Me too! RT @LuAnnGlowacz: Q2: 4-5hrs of BILLABLE time each day is what I prefer. But Ive got 2 kids so my time is limited. #solopr
- 1:34 pm        **krisTK:** Q2: I've billed 60-70 hours in a week, shared among 3-4 clients. Typical is half that. #solopr
- 1:35 pm        **cherissef:** RT @KellyeCrane: Q2: Important to differentiate bw billable hours and total. Keep in mind when projecting. #solopr
- 1:35 pm        **christammiller:** RT @krisTK: @MeganLoghry natl orgs may have local needs/stories. Local orgs may be part of natl trend/issue #solopr
- 1:35 pm        **smrus:** Q2. Important 2 plan that "contracted" hours R typically not hours worked. Plan for 10% over that on average. #solopr
- 1:35 pm        **KellyeCrane:** Q2: I have accepted 65 hours/wk before. I had no life whatsoever. #solopr
- 1:36 pm        **LuAnnGlowacz:** @christammiller I believe we may be soul mates! #solopr
- 1:36 pm        **krisTK:** @smrus too much. Evenings, weekends meant work when I really wanted to relax and have a drink (or three). #solopr
- 1:36 pm        **smrus:** @krisTK: At 60-70 hrs, did U feel U were still offering high quality deliverables? #solopr
- 1:36 pm        **CallieOettinger:** @cherissef 2-part answer: #1 Just a few authors/publishers listened to blogging advice in the past. Huff Post: <http://bit.ly/cg2Pr> #solopr
- 1:36 pm        **HDlines:** RT @KellyeCrane: Q2: Important to differentiate bw billable hours and total. Keep in mind when projecting. #solopr
- 1:36 pm        **cherissef:** Responses to Q2 have been very enlightening for me and have reassured me that I am on the right track. Thanks! #solopr
- 1:37 pm        **lioncaller:** RT @smrus: Q2. Important 2 plan that "contracted" hours R typically not hours worked. Plan for 10% over that on average. #solopr
- 1:37 pm        **CallieOettinger:** @cherissef 2-part answer: #2 Am now doing blog outreach/development with Steve Pressfield (War of Art, Legend of Bagger Vance, etc.) #solopr
- 1:37 pm        **KellyeCrane:** Q2: I currently try to have 20-30 hrs/wk, and then if an amazing project comes along I can take it. #solopr
- 1:38 pm        **cherissef:** @CallieOettinger I would see how the would want to control content, but thought maybe they let you set up the platform. That's great #solopr

- 1:38 pm **CallieOettinger:** @krisTK Yes - the more clients, the more unbillable hours spent on reports, relations, etc. All good, but takes time. #solopr
- 1:38 pm **krisTK:** @smrus During busy times, clients got the best part of me. Family didn't. Results were good, creative work not my best. #solopr
- 1:39 pm **KellyeCrane:** Q2: One more point: Try to avoid having more than 50% of your work with one client. Make none of them indispensable. #solopr
- 1:39 pm **ruthseeley:** Q2: I aim for two billable hours per day. Not interested in 70-hour work wk now, what would be the point of leaving agency/corp.? #solopr
- 1:39 pm **cherissef:** @CallieOettinger That is awesome. I really would love to focus more on designing and setting up blogs as platforms. #solopr
- 1:39 pm **KellyeCrane:** RT @CallieOettinger: Tthe more clients, the more unbillable hours spent on reports, relations, etc. All good, but takes time #solopr
- 1:39 pm **krisTK:** That's what I shoot for too. RT @KellyeCrane: I currently try to have 20-30 hrs/wk. If an amazing project comes along I can take it #solopr
- 1:40 pm **smrus:** @krisTK: Thx 4 yr honesty. I have heavy workload this coming yr & 3 little boys. Going 2 try 2 do it all... & stay sane & married... #solopr
- 1:40 pm **christammiller:** Q2: At the moment my time seems to be divided between client hours and my own business/blog/marketing hours. #solopr
- 1:41 pm **rockstarjen:** @KellyeCrane that's more like it, kellye! key reason i went solo was to stop working life away. work/life balance is critical 4 me #solopr
- 1:41 pm **KellyeCrane:** Q3: Do you find in-person networking useful? If so, where/what kind of events? #solopr
- 1:41 pm **cherissef:** RT @KellyeCrane: Q2:One more point: Try to avoid having more than 50% of your work with one client. Make none of them indispensable. #solopr
- 1:41 pm **NikkiH:** RT @KellyeCrane: Q2: Try to avoid having more than 50% of your work with one client. Make none of them indispensable. #solopr
- 1:41 pm **krisTK:** @ruthseeley My motto is "trying to stay out of the fast lane but I keep hitting the gas and not the brake." Cant blame boss anymore #solopr
- 1:42 pm **KellyeCrane:** @smrus Don't forget, your #solopr friends are here to help if you find keeping up a struggle! @krisTK
- 1:42 pm **rantonette:** Re Q2: Is everyone here generally billing clients by monthly hours, rather than equivalent-to-hours project fee? #solopr
- 1:42 pm **smrus:** @KellyeCrane: Agree re: avoid the "eggs in one basket" situation. Try 2 diversify... covers risk & gives U different outlets. #solopr
- 1:42 pm **krisTK:** @smrus Saying yes to more work is always tempting -- more work means more \$\$. But time, family has value too. #solopr
- 1:42 pm **LuAnnGlowacz:** @smrus Subcontract, subcontract, subcontract. #solopr
- 1:43 pm **CallieOettinger:** @cherissef There will be more blogging work going forward in publishing. You should reach out to authors/publishers. #solopr
- 1:43 pm **MichaelWillett:** RT @KellyeCrane Q2: One more point: Try to avoid having more than 50% of your work with 1 client-Make none of them indispensable #solopr
- 1:44 pm **smrus:** @LuAnnGlowacz: LOL.... Got it... I'm writing it down... again and again... #solopr
- 1:44 pm **KellyeCrane:** RT Q3: Do you find in-person networking useful? If so, where/what kind of events? #solopr
- 1:44 pm **krisTK:** Q3: PR pros are my best referral source. Former colleagues too. Also belong to Chamber and other orgs to expand network. #solopr
- 1:45 pm **LuAnnGlowacz:** Q3: Online relationships MUST go offline to be truly valuable. Which reminds me, coming to Austin anytime soon @KellyeCrane ? #solopr
- 1:45 pm **rockstarjen:** @rantonette hey ron - i bill almost always exact hours worked vs. price per project. helps me manage my time much better. #solopr
- 1:45 pm **CallieOettinger:** @rantonette Sometimes hourly, sometimes installments for a set project fee. #solopr

- 1:45 pm **EdDonovan:** @rantonette I'm a fan of the project fee/monthly retainer. #solopr
- 1:45 pm **rantonette:** Q3: It can be ... but not at PR events. Most valuable part to me is just the talking to others outside of home office. #solopr
- 1:46 pm **KellyeCrane:** Q3: I've moved around, so I look to find the best source for solos in my city. In Atl, it's the PRSA IC group. #solopr
- 1:46 pm **cherissef:** @CallieOettinger Thanks! I will definitely look into that. #solopr
- 1:46 pm **smrus:** Q3. In-person networking is often good at tradeshows & tweetups. Most my contacts R former colleagues or folks I've met "on the job" #solopr
- 1:46 pm **krisTK:** @CallieOettinger Interesting. Could be good opp for lots of freelance writers/former journos #solopr
- 1:47 pm **ruthseeley:** @krisTK Old habits die hard, esp. if you've ever worked in the 'on 24/7' work of high tech/crisis/issues mgmnt. PR! #solopr
- 1:47 pm **MichaelWillett:** RT @krisTK @CallieOettinger Me too-My biz model is lots of work 4 just few clients- Smaller clients can take lots of unbillable time #solopr
- 1:47 pm **KellyeCrane:** Q3: You can also get good leads at events in your vertical specialty (e.g., technology events for me). #solopr
- 1:47 pm **cherissef:** RE Q3: Believe it or not I find in-person networking difficult for me. I try to look at it from a service stand point to make easier #solopr
- 1:47 pm **KellyeCrane:** RT @rantonette: Q3: It can be ... but not at PR events. Most valuable part to me is just the talking to others outside of home office #solopr
- 1:49 pm **smrus:** @KellyeCrane: Yep, tech tradeshows= everyone comes out of the woodwork. Good time 2 say hi, reconnect, catch up, etc. #solopr
- 1:49 pm **christammiller:** Q3: I need a travel budget! :( I go to local SMC events. Where possible want to attend events where my market is. #solopr
- 1:49 pm **KellyeCrane:** @cherissef I think everyone has felt awkward at one time or another. Social media helps, since you can make friends b4 event! #solopr
- 1:49 pm **CallieOettinger:** @krisTK Yes. Book publishing is going through major changes. Authors, publishers, etc. all need help. #solopr
- 1:50 pm **ruthseeley:** Q3: I actually do better plucking clients out of cyberspace, which may well say something about me (better virtually?) #solopr
- 1:50 pm **MichaelWillett:** RT @smrus Q3-In-person networking often good @tradeshows & tweetups-Most my contacts R former colleagues/folks I've met on the job #solopr
- 1:50 pm **krisTK:** @ruthseeley Agree. Worked for university and local govt. Moved to MS to slow down, enjoy life. Havent slowed down but life is good #solopr
- 1:50 pm **KellyeCrane:** RT @ruthseeley: Q3: I actually do better plucking clients out of cyberspace, which may well say something about me(better virtually?) #solopr
- 1:51 pm **ruthseeley:** Q3: Was planning to attend two big industry conferences this year. Both got cancelled due to economy. Hence the cyberspace approach. #solopr
- 1:51 pm **christammiller:** @CallieOettinger @krisTK Hoping to work w/ a publisher in my field to help authors create platforms for books... #solopr
- 1:51 pm **LuAnnGlowacz:** My biz friends will usually introduce me to just the person I need at just the right time. I hate networking in a room of strangers. #solopr
- 1:52 pm **cherissef:** @KellyeCrane Social media has opened lots of doors for me and made in-person networking a lot easier. #solopr
- 1:52 pm **MichaelWillett:** RT @KellyeCrane Q3: You can also get good leads at events in your vertical specialty (e.g., technology events for me) #solopr
- 1:52 pm **christammiller:** @CallieOettinger @krisTK I think many publishers are having a hard time going from book platforms to author platforms/brands... #solopr
- 1:53 pm **rantonette:** Q3 trade shows: I'm skeptical of PR pros with time to walk show floors; I'm always too busy working/entertaining clients #solopr

- 1:53 pm **christammiller:** RT @cherissef: @KellyeCrane Social media has opened lots of doors for me and made in-person networking a lot easier. #solopr
- 1:53 pm **smrus:** @LuAnnGlowacz: Me 2! I'm pretty extroverted, but I hate networking in a room of complete strangers... #solopr
- 1:54 pm **cherissef:** Hey! Thanks for a great chat today. I got to cut out early and get ready for a meeting. See you guys next week. #solopr
- 1:55 pm **smrus:** @rantonette: Usually go before & after I'm committed 4 press meetings, events, etc. Make extra time 2 network... #solopr
- 1:55 pm **KellyeCrane:** Well, thankfully the whale waited 'til the end & the Twitter gods saw fit to let us have another terrific chat. Thanks all! #solopr
- 1:55 pm **ruthseeley:** Q3: I've also had the nasty experience at PR industry events of other solo PRs trying to do industrial espionage/scoop my clients. #solopr
- 1:56 pm **krisTK:** Makes me feel like the new kid in school. Everyone knows everyone else but me. @smrus @LuAnnGlowacz #solopr
- 1:57 pm **KellyeCrane:** Great convo, as always - feel free to keep it up all week on the #solopr hashtag
- 1:57 pm **may\_oo:** @KellyeCrane I have a ques. What is the key to realize when to go solo in PR? #solopr
- 1:57 pm **ruthseeley:** @KellyeCrane Doubt I've ever actually thanked you for organizing chat, so let me do so now. You're always far more gracious than me! #solopr
- 1:57 pm **smrus:** @krisTK: Awwww... I was that kid that went & talked 2 the new kid 'cuz I remember being the new kid. It sucked. (P.S. I'll talk 2 U) #solopr
- 1:58 pm **CallieOettinger:** @christammiller I agree. I've always "pitched" the person, not just the product. Isn't just about the book. It is about the author. #solopr
- 1:58 pm **LuAnnGlowacz:** Yes. I feel that everyone at PR/Marketing/Ad industry events has an agenda. I don't trust anyone. #solopr
- 1:58 pm **KellyeCrane:** New folks, we have a LinkedIn Group for Solo PR Pros - join us there, too <http://bit.ly/2SRr5q> #solopr
- 1:59 pm **smrus:** Thanks all, especially @kellyecrane! Would luv 2 chat more w/ U all... anytime... #solopr
- 1:59 pm **LuAnnGlowacz:** Thanks @KellyeCrane for a great #solopr chat today. Learned much.
- 1:59 pm **LuAnnGlowacz:** @may\_oo Desperation. #solopr
- 2:00 pm **rantonette:** Friend of mine stopped attending PRSA functions after moving inhouse: felt like every agency hound was trying to pitch biz #solopr
- 2:00 pm **KellyeCrane:** @LuAnnGlowacz Um, that sounds like a personal problem. I kid! :-) #solopr
- 2:00 pm **mrsnatalie:** New folks, we have a LinkedIn Group for Solo PR Pros - join us there, too <http://bit.ly/2SRr5q> #solopr (via @KellyeCrane)
- 2:01 pm **may\_oo:** ^\_^ RT @LuAnnGlowacz: @may\_oo Desperation. #Solopr
- 2:02 pm **MarchellGillis:** Sorry I missed the chat today - it was a discussion I needed - I will review the transcript and catch up with everyone next week #solopr
- 2:02 pm **BPrickett:** RT @KellyeCrane: New folks, we have a LinkedIn Group for Solo PR Pros - join us there, too <http://bit.ly/2SRr5q> #solopr // I joined
- 2:02 pm **KellyeCrane:** @may\_oo Hi! Do you mean, how do you know when to go solo? Or, what do you need to know when going solo? #solopr
- 2:04 pm **christammiller:** Glad I made time for this chat. Looking forward to future chats! Thanks @KellyeCrane! #solopr
- 2:04 pm **markrobertspr:** Was going to hook up w/ @KrisTK at coffee shop but screwed up the meet time! I enjoyed the french dip and chat. See u next week! #solopr
- 2:04 pm **lioncaller:** RT @mrsnatalie: New folks, we have a LinkedIn Group for Solo PR Pros - join us there, too <http://bit.ly/2SRr5q> #solopr (via @KellyeCrane)

- 2:05 pm **LuAnnGlowacz:** @rantonette Yes, I stopped attending unless the topic was relevant. Like @chrisbrogan at Austin AMA. Couldn't resist. #solopr
- 2:06 pm **rockstarjen:** @rantonette missed more of the chat than i hoped. great to "see" you again, though. :) #solopr
- 2:08 pm **may\_oo:** @KellyeCrane Yes a little bit of both.I'm sorry if my question was confusing. #Solopr
- 2:11 pm **KellyeCrane:** @may\_oo No prob! You can be a #solopr at any level of experience- the positioning, duties and fees will differ based on experience.
- 2:13 pm **may\_oo:** @KellyeCrane Thanks and that's exactly what I needed to know. =) #Solopr
- 2:24 pm **MichaelWillett:** RT @lioncaller RT @mrsnatalie New folks, we have a LinkedIn Group for Solo PR Pros-Join us there <http://bit.ly/2SRr5q> #solopr @KellyeCrane
- 2:38 pm **KellyeCrane:** @MichaelWillett Thanks for all your tweets and participation today - glad to have you #solopr!
- 10:39 am **penningink:** Students and independent PR pro friends might be interested in discussion at #solopr
- 3:19 pm **rockstarjen:** When working with a startup, don't use your phone # for client #. 4 years later, i'm still getting calls for former client. #solopr

**October 22, 2009**

- 4:46 am **amandamogul:** Up early, not by choice. Reading the transcript from yesterday's #solopr chat. @Sunrisecom and I had that chat in person. Funny.

Powered by [WTHashtag](#), A [Microblink](#) Property | [Contact](#)