

Transcript from November 18, 2009 to November 18, 2009

November 18, 2009

- 8:25 am **LuAnnGlowacz**: Have a great #solopr chat today, friends. I'll be missing it again.
- 8:34 am **PattiDeNucci**: RT @goldinpr: Is Freelancing Right For You? Key things for #solopr pros & #pr consultants to consider before going solo <http://bit.ly/4EAFt4>
- 10:30 am **KellyeCrane**: Looking forward to today's #solopr chat, 1-2 pm ET, for independent PR consultants (and those who'd like to be). @ or DM me your Qs
- 10:40 am **KellyeCrane**: @subparrockstar Actually, are you available for the #solopr chat today? I can post this question to the group.
- 10:45 am **cherisfef**: RT @KellyeCrane: Looking forward 2 2day's #solopr chat, 1-2 pm ET, 4 independent PR consultants (and those who'd lk 2 B). @ or DM me yr Qs
- 11:05 am **SoloDovePR**: RT @KellyeCrane: Looking forward to today's #solopr chat, 1-2 pm ET, for independent PR consultants (and those who'd like to be). @ or DM m
- 11:55 am **goldinpr**: Looking forward to today's #solopr chat
- 11:59 am **KellyeCrane**: About to begin the #solopr chat - feel free to twittersnooze.com me if you're not interested.
- 12:00 pm **KellyeCrane**: Welcome to this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it). #solopr
- 12:00 pm **ShaneKinkennon**: RT @KellyeCrane Looking forward to today's #solopr chat, 1-2 pm ET, for independent PR consultants (and those who'd like to be).
- 12:00 pm **KellyeCrane**: If you're joining, please introduce yourself, and remember to hashtag your tweets with #soloPR.
- 12:01 pm **SarahDawley**: Woah, just realized it's Weds and that means another #solopr chat! Sorry for the barrage of messages to those not interested.
- 12:02 pm **akenn**: I'll have to miss today's #solopr chat...and also my lunch break...at least I can read the chat transcript later...
- 12:02 pm **VirtuelMC**: Me too! RT @KellyeCrane: About to begin the #solopr chat - feel free to twittersnooze.com me if you're not interested.
- 12:02 pm **ruthseeley**: Joining #soloPR. Solo PR in Lethbridge, AB (Canada, eh?) w/agency & corporate background. Feel free to www.twitsnooze.com me for next hour.
- 12:02 pm **KellyeCrane**: Q1: A community member says, "People are taking advantage of free webinars. Where do you find these?" #solopr
- 12:03 pm **VirtuelMC**: Charity - San Diego specializing in mom-/family-centered prod/svcs #solopr
- 12:03 pm **jetsnow**: RT @KellyeCrane Looking forward to today's #solopr chat, 1-2 pm ET, for independent PR consultants (and those who'd like to be).
- 12:03 pm **lisagerber**: \going into #solopr chat - Hi there! its Lisa from snowy Idaho.
- 12:03 pm **mdbarber**: Good morning all from chilly Anchorage. We're above zero this morning so it's an improvement from yesterday. #solopr
- 12:03 pm **KellyeCrane**: Hi everybody - great group assembled already! #solopr
- 12:04 pm **BettyEllis**: #solopr Hi, All. I've owned Communication Works, LLC for 11.5 yrs. Based in Greenville, SC. PR/training in a variety of industries.
- 12:04 pm **ruthseeley**: Q1 I see to have signed up for a bunch of newsletters or downloaded white papers; most of the webinar invites I get originate there. #solopr

- 12:04 pm **SarahDawley:** Sarah, #solopr from Calgary, AB w/about 2 years exp - much of that in the non-profit world.
- 12:04 pm **KellyeCrane:** RT Q1: A community member says, "People are taking advantage of free webinars. Where do you find these?" #solopr
- 12:05 pm **ruthseeley:** Q1 I also have a @marketingprofs premium membership (so not free technically), but they have at least weekly webinars. #solopr
- 12:05 pm **ShaneKinkennon:** Shane in Denver. Hi #soloPR people. (To my other nice followers, I'll be chatting the next hour -- apologies for the barrage...)
- 12:05 pm **SoloDovePR:** @KellyeCrane re Q1 check out PRSA, LinkedIN PR groups and PR Pros on twitter are some great resources #solopr
- 12:05 pm **goldinpr:** Jenn Goldin joining #solopr from NYC, specialize in consumer product PR as well as healthcare, hi all!
- 12:05 pm **ruthseeley:** Erm - re Q1 that s/have been 'seem' not see. #solopr
- 12:06 pm **mdbarber:** Q1 - #PRSA offers free webinars on a fairly regular basis too. In addition to the free ones, group with others to share cost. #solopr
- 12:06 pm **SarahDawley:** @ruthseeley Nice to see not only another Canadian in on the #solopr chat but an Albertan at that!
- 12:06 pm **cherisfef:** Hi Cherisse from Tampa! Jumping in on #solopr. Excuse me while I chat. #solopr
- 12:06 pm **rockstarjen:** Hi everyone - 5-year solo here in San Diego. Great to join in again... #solopr
- 12:06 pm **LisaDJenkins:** Hi there - Lisa from WA/ID (live right on the border) joining #solopr
- 12:06 pm **GoKTGo:** @KellyeCrane Q1 I mostly find out about free webinars through the people I follow on Twitter or through @PRSA #solopr
- 12:06 pm **jetsnow:** RT @SoloDovePR: @KellyeCrane re Q1 check out PRSA, LinkedIN PR groups and PR Pros on twitter are some great resources #solopr
- 12:06 pm **goldinpr:** Q1: I've recently learned about several webinars from people I follow on Twitter, just signed up for one yesterday #solopr
- 12:07 pm **ruthseeley:** @sarahdawley Thank you - I live in AB now, but I'm afraid I'll always be a fast-talking Easterner due to Ottawa origins. :) #solopr
- 12:07 pm **KellyeCrane:** Q1: Once you're on the lists, you get emails about them all the time. Awareness Networks, Forrester, Powered all have good webinars #solopr
- 12:07 pm **rockstarjen:** Q1: i get emails weekly from various places: MarketingProfs, Vocus, Yankee Group, LinkedIn groups... to name a few. #solopr
- 12:08 pm **KellyeCrane:** Q1: Big names on Twitter (@ChrisBrogan for ex) will often Tweet about their participation in free Webinars #solopr
- 12:09 pm **DeblnDenver:** @KellyeCrane jumping in here for #solopr
- 12:09 pm **KellyeCrane:** RT @mdbarber: Q1 #PRSA offers free webinars on a fairly regular basis. In addition to the free ones, group with others to share cost #solopr
- 12:09 pm **AlexisDias:** Hello everyone! Jumping in a little late... Alexis from Calif. #solopr #solopr
- 12:10 pm **ruthseeley:** As an addendum to Q1 though, I'd be interested in learning of more Canadian and UK webinars on subjects of interest to PR/SM folks. #solopr
- 12:10 pm **AlexisDias:** RT @KellyeCrane: RT Q1: A community member says, "People are taking advantage of free webinars. Where do you find these?" #solopr
- 12:10 pm **cherisfef:** Q1: I have found free webinars on Twitter through people I follow. I also get weekly updates in my email from past webinars. #solopr
- 12:11 pm **cherisfef:** RT @KellyeCrane: Q1: Big names on Twitter (@ChrisBrogan for ex) will often Tweet about their participation in free Webinars #solopr
- 12:11 pm **SunRiseCom:** Hello friends! Gabrielle here...."soloist" in DC....4.5 yrs :) #solopr
- 12:11 pm **KellyeCrane:** Q2 is from the community: What do you use for your news release distribution services? Any recent comparisons? #solopr

- 12:11 pm **AlexisDias:** Q1: Some of the best I find from my favorite influencers on Twitter, as well as PRSA, IABC and LinkedIn. #solopr
- 12:11 pm **rockstarjen:** Q1: I've never done it, now that I think about it, but I bet you could do a Twitter search and find many. #solopr
- 12:12 pm **justineboucher:** Def email 2 RT @GoKtGo: @KellyeCrane Q1 Mostly find out about free webinars through the people I follow on Twitter or through @PRSA #solopr
- 12:12 pm **DeblnDenver:** I look for webinars that are most useful, but like any thing else on the web, I only allot a certain amt of time. #solopr
- 12:12 pm **anthonytilghman:** @KellyeCrane I use PRweb or mostly all of the free ones. #solopr
- 12:12 pm **SoloDovePR:** Hi Sandra #soloPR from NJ/NY
- 12:12 pm **AlexisDias:** Great idea! RT @rockstarjen: Q1: Never done it, now that I think about it, but I bet you could do a Twitter search and find many. #solopr
- 12:13 pm **goldinpr:** I just learned of webinar yesterday via Twitter on maximizing Facebook Fan Pages for clients <http://marismith.com/fantasticfanpages/> #solopr
- 12:13 pm **VirtueIMC:** Q1 check out the publications that you subscribe to; orgs like PRSA & IABC & others. Vendors with prod/svcs that want visibility #solopr
- 12:13 pm **kgombita:** @KellyeCrane if you have clients in non-profit sector, check out monthly list of free webinars @rjleaman compiles <http://tr.im/FevP> #solopr
- 12:13 pm **anthonytilghman:** @SunRiseCom hey over there. I am from DC also. #solopr
- 12:14 pm **jetsnow:** RT @KellyeCrane: Q2 is from the community: What do you use for your news release distribution services? Any recent comparisons? #solopr
- 12:14 pm **KellyeCrane:** RT @DeblnDenver: I look for webinars that are most useful, but like any thing else on the web, I only allot a certain amt of time. #solopr
- 12:14 pm **MichaelWillett:** RT @cherissef RT @KellyeCrane Q1: Big names on Twitter, @ChrisBrogan for ex, often Tweet about their participation in free Webinars #solopr
- 12:14 pm **BettyEllis:** Just RT w/#solopr when you do! @goldinpr: Q1: I've recently learned about several webinars from people I follow on Twitter,.
- 12:14 pm **DeblnDenver:** I learn about them through rss of the various blogs I follow and twitter. #solopr
- 12:14 pm **KellyeCrane:** RT @anthonytilghman: Q2: I use PRweb or mostly all of the free ones. #solopr
- 12:14 pm **jetsnow:** RT @kgombita: if you have clients in non-profit sector, check out monthly list of free webinars @rjleaman compiles <http://tr.im/FevP> #solopr
- 12:14 pm **mdbarber:** Sometimes the free ones are free because they are selling so be careful and don't be afraid to hang up! #solopr
- 12:15 pm **ruthseeley:** Q2 I love functionality of www.pitchengine.com for SM releases. Anyone used PRBuzz? \$299/yr for unlimited # of releases. #solopr
- 12:15 pm **KellyeCrane:** Great idea! RT @BettyEllis: Just RT w/#solopr when you do! @goldinpr: Q1: I learn about webinars from ppl I follow on Twitter,
- 12:15 pm **AlexisDias:** Nice resource! RT @kgombita @KellyeCrane if you have clients in non-profit, check out list of free webinars <http://tr.im/FevP> #solopr
- 12:15 pm **rockstarjen:** Great point. RT @mdbarber: Sometimes free ones are free because they are selling so be careful & don't be afraid to hang up! #solopr
- 12:16 pm **mdbarber:** Q2 -- I don't use a distribution service because my pitches are usually so targeted. But our market's fairly small too. #solopr
- 12:16 pm **PRandMarComPro:** Hello, Has anyone used a podcast for PR strategies? If so, how? #solopr
- 12:16 pm **DeblnDenver:** Q2: I use pitchengine and email- most of my PR is niche, so I have my own lists that I maintain. #solopr
- 12:16 pm **cherissef:** Q2: I am getting familiar with @pitchengine, but I also use prweb. #solopr
- 12:17 pm **SoloDovePR:** Good Info RT @kgombita @KellyeCrane if you have clients in non-profit, check out list of free webinars <http://tr.im/FevP> #solopr

- 12:17 pm **cherissef:** RT @mdbarber: Q2 -- I dont use a distribution service because my pitches are usually so targeted. But our markets fairly small too. #solopr
- 12:17 pm **goldinpr:** @BettyEllis - yes! great idea for all #solopr pros to day - RT any webinars we learn of to share info
- 12:17 pm **KellyeCrane:** Q2: If you're looking for wide reaching pickup for SEO, PR Newswire and Businesswire still deliver the breadth #solopr
- 12:17 pm **anthonytilghman:** @ruthseeley I heard about PRbuzz but I was wondering how effective it is. #solopr
- 12:18 pm **SarahDawley:** @mdbarber Likewise, I pitch all of my stories to local journalists directly. If I had a bigger/national story it would be different. #solopr
- 12:18 pm **mdbarber:** Q1 -- If you see a teleseminar topic you want to listen in on, reach out to local area pros; invite them to share cost with you. #solopr
- 12:18 pm **KellyeCrane:** RT @DebinDenver: Q2: I use pitchengine and email- most of my PR is niche, so I have my own lists that I maintain. #solopr
- 12:18 pm **MichaelWillett:** RT @jgombita @KellyeCrane For clients in non-profit sector, check out @rjleaman 's monthly free webinar list <http://tr.im/FevP> #solopr
- 12:18 pm **anthonytilghman:** @mdbarber which do u use? #solopr
- 12:18 pm **mdbarber:** RT @KellyeCrane: Q2: If youre looking for wide reaching pickup for SEO, PR Newswire and Businesswire still deliver the breadth #solopr
- 12:18 pm **VirtuelMC:** Q2 I like @pitchengine but also don't be afraid to co-op services - looking for some to co-op with me know! #solopr
- 12:18 pm **jetsnow:** RT @KellyeCrane: Q2: If you're looking for wide reaching pickup for SEO, PR Newswire and Businesswire still deliver the breadth #solopr
- 12:18 pm **cherissef:** @KellyeCrane That is good to know about pr newswire and businesswire. I use them as examples in the classroom. #solopr
- 12:19 pm **ruthseeley:** @anthonytilghman Me too and there's not a lot of info on site re distribution process - will have to check out PRBuzz more. #solopr
- 12:19 pm **mdbarber:** @SarahDawley So true. Then I still think I'd use PR Newswire #solopr
- 12:19 pm **VirtuelMC:** q2 but I don't use the distribution to shot-gun - needs to be a targeted pitch to media based on relationship #solopr
- 12:19 pm **AlexisDias:** Pretty much the same here. Would use if need arose. RT @SarahDawley: @mdbarber I pitch my stories to local journalists directly. #solopr
- 12:19 pm **KellyeCrane:** Q2: As many are @debindenver @mdbarber and others are stating, if your clients are niche a wire svc may not be nec. #solopr
- 12:19 pm **subparrockstar:** @cherissef I wonder, too, if maybe some PR could afford to be *more* targeted. Open opportunities for more person-to-person comm. #solopr
- 12:20 pm **KellyeCrane:** RT @VirtuelMC: q2 but I don't use the distribution to shot-gun - needs to be a targeted pitch to media based on relationship #solopr
- 12:21 pm **BettyEllis:** @goldinpr Yes, especially since we now have a great community. I keep my #solopr search column up in Tweetdeck to view every day.
- 12:21 pm **ruthseeley:** Q2 My philosophy has always been to broadcast release but narrowcast pitches, so I want NA-wide distribution at least, maybe +. #solopr
- 12:21 pm **VirtuelMC:** just as a ie was working with a PR agency tapped by another working w my client who used a dist. svc & blanket pitched my market #solopr
- 12:21 pm **KellyeCrane:** @subparrockstar @cherissef Definitely a difference between wire svc distribution, and media outreach. The latter must be 1:1 #solopr
- 12:22 pm **cherissef:** @subparrockstar I think that is all part of the relationship building process. You have to learn your audience. #solopr
- 12:22 pm **BettyEllis:** RT @KellyeCrane: Q2: If you're looking for wide reaching pickup for SEO, PR Newswire and Businesswire still deliver the breadth #solopr

- 12:22 pm **jetsnow:** RT @subparrockstar: wonder if maybe some PR could afford to be *more* targeted.... [the new trend for customers, journalists, etc] #solopr
- 12:22 pm **VirtuelMC:** @KellyeCrane the agency used it & pitched defunct media as well as off-topic a blogger I had existing rtnshp - not good 4 client #solopr
- 12:23 pm **REVOLUTIONpr:** Q1: joining late but I get a lot of free webinars from @cision - anyone else use these? mostly promoting the product, but insightful #solopr
- 12:23 pm **MichaelWillett:** Also @marketwire RT @mdbarber RT @KellyeCrane Q2 For wide reaching pickup for SEO, PR Newswire & @Businesswire deliver breadth #solopr
- 12:23 pm **AlexisDias:** RT @cherissef: @subparrockstar I think that is all part of the relationship building process. You have to learn your audience. #solopr
- 12:23 pm **cherissef:** @KellyeCrane @subparrockstar Yes! A wire service is not always the best way to go with certain clients. #solopr
- 12:23 pm **KellyeCrane:** @VirtuelMC Ugh- blanket emails are not pitches. Nor are they PR. They are spam. #solopr
- 12:24 pm **SunRiseCom:** RT @KellyeCrane: @VirtuelMC Ugh- blanket emails are not pitches. Nor are they PR. They are spam. #solopr
- 12:24 pm **cherissef:** RT @KellyeCrane: @VirtuelMC Ugh- blanket emails are not pitches. Nor are they PR. They are spam. #solopr
- 12:24 pm **KellyeCrane:** Q2: Note that many clients don't understand the difference between wire distribution and email blasts. Our job to educate. #solopr
- 12:24 pm **ruthseeley:** Q2 But do @PRnewswire & @Businesswire have the SM functionality we need now? And how much more does an SM release cost w/these two? #solopr
- 12:24 pm **BettyEllis:** Q2: Has anyone used myprgenie.com? Client recommended it and need to check it out. #solopr
- 12:25 pm **VirtuelMC:** @KellyeCrane I totes agree! but it was SPAM with my name on it - eek #solopr
- 12:26 pm **VirtuelMC:** Had to do some tap-dancing with the off-topic pitched to maintain my good-name. ME=Not a happy Camper #solopr
- 12:26 pm **SunRiseCom:** RT @KellyeCrane Note: many clients dont understand the difference between wire distribution and email blasts. Our job to educate. #solopr
- 12:26 pm **marketwire:** Thought I would join and just so you know, I'm not here to sell our services but to help! #solopr
- 12:26 pm **ruthseeley:** Q2 Because ideally I would rather not have to create two completely different releases - traditional and SM. #solopr
- 12:26 pm **VirtuelMC:** RT @KellyeCrane: Q2: many clients don't understand the difference between wire distribution and email blasts. Our job to educate. #solopr
- 12:26 pm **KellyeCrane:** @ruthseeley With tradt'l wires, they have some SM svc. But you can build a SM newsrm on the client site and include link in the rls. #solopr
- 12:26 pm **DeblnDenver:** Q2: I use @Gist to keep up on my niche media contacts and their latest writings. Gist has rss feeds of blogs, linkedin, twitter #solopr
- 12:27 pm **VirtuelMC:** I put things on @Pitchengine for its ability to be "searchable" but no flood broadcast #solopr
- 12:27 pm **ruthseeley:** Q2 Although suppose I shouldn't grumble as my days of stuffing actual media kits till midnight are well & truly over (the glamour!) #solopr
- 12:27 pm **jetsnow:** RT @KellyeCrane: @VirtuelMC Ugh- blanket emails are not pitches. Nor are they PR. They are spam. #solopr
- 12:27 pm **KellyeCrane:** RT @DeblnDenver: Q2: I use @Gist to keep up on my niche media contacts and their latest writings. #solopr
- 12:28 pm **anthonytilghman:** RT @KellyeCrane: Q2: many clients don't understand the difference between wire distribution and email blasts. Our job to educate. #solopr
- 12:28 pm **KellyeCrane:** @ruthseeley Ha! Oh yes, I've stuffed my share of press kits in my day. And we used postal mail sometimes- can you imagine? :-) #solopr

- 12:28 pm **VirtueIMC:** Also many of the dist svcs can be cost prohibitive for clients & solos alike #solopr
- 12:29 pm **anthonytilghman:** @DeblnDenver I never heard of that. I might have 2 check that out. #solopr
- 12:29 pm **goldinpr:** RT @DeblnDenver: Q2: I use @Gist to keep up on niche media contacts + their writings. Gist has rss feeds of blogs, linkedin, twitter #solopr
- 12:29 pm **mdbarber:** @KellyeCrane And when we finished mailing, we actually also started faxing. That was advanced in the '80s. #solopr
- 12:30 pm **ruthseeley:** Q2 @KellyeCrane That's what I saw at PRBuzz - *some* SM functionality but as much as I wanted. "Build on client site" um - maybe. ;) #solopr
- 12:30 pm **ruthseeley:** Q2 erm of course that was NOT as much as I wanted. Sigh. #solopr
- 12:30 pm **VirtueIMC:** q2 help a noob PR to learn & tap a student to intern & maintain lists (every1 should have the pleasure of that exp!) #solopr
- 12:30 pm **jgombita:** @KellyeCrane um...if you are "email blast[ing]" a news release, you aren't making use of its prime purpose: targeting/personalizing #solopr
- 12:31 pm **KellyeCrane:** RT @KellyeCrane: @DeblnDenver Q2: Another interesting product for managing your contacts and viewing their activities is Buzzstream. #solopr
- 12:31 pm **PRProSanDiego:** Hi folks, been lurking in sunny San Diego. I still snail mail occasionally. Mail is rare so it really stands out & can be effective. #solopr
- 12:31 pm **DeblnDenver:** @AnthonyTilghman I am a huge fan of Gist, they are a kind of Social CRM. I can learn about contacts daily & prep for mtgs #solopr
- 12:31 pm **BettyEllis:** RT @DeblnDenver: Q2: I use @Gist to keep up on niche media contacts & latest writings. Has rss feeds of blogs, linkedin, twitter #solopr
- 12:31 pm **ruthseeley:** Q2 Journalists who asked me to fax releases I'd already sent out over wire & emailed always earned my undying enmity. #solopr
- 12:31 pm **DeblnDenver:** @KellyeCrane Q2: I have never looked at buzzstream, but will check it out. #solopr
- 12:31 pm **anthonytilghman:** RT @KellyeCrane: @DeblnDenver Q2: Another interesting product for managing your contacts and viewing their activities is Buzzstream #solopr
- 12:32 pm **VirtueIMC:** @PRProSanDiego I use it to send TY notes - gets me more leverage since it's in my hand! #solopr
- 12:32 pm **KellyeCrane:** @ruthseeley I hear ya, but with RSS it's not that difficult to integrate into the client Web site. But hard to convince, sometimes. #solopr
- 12:32 pm **goldinpr:** @DeblnDenver So excited to learn of a new resource @Gist, thanks for sharing, great tool for #solopr
- 12:32 pm **AlexisDias:** Good point. RT @PRProSanDiego: I still snail mail occasionally. Mail is rare so it really stands out & can be effective. #solopr
- 12:32 pm **ruthseeley:** Q2 But then I've never been any kind of fan of fax machines. #solopr
- 12:32 pm **REVOLUTIONpr:** Agreed!! @PRProSanDiego I still snail mail occasionally. Mail is rare so it really stands out & can be effective. #solopr
- 12:32 pm **KellyeCrane:** @jgombita Exactly! But surprising how often people are doing this. #solopr
- 12:33 pm **marketwire:** @PRProSanDiego Snail mail is effective, but it's important to track your efforts and unfortunately, tracking gets lost. #solopr
- 12:33 pm **KellyeCrane:** @REVOLUTIONpr @PRProSanDiego Interesting. What kind of news would you use snail mail for? #solopr
- 12:33 pm **BettyEllis:** @VirtueIMC Yes, cost prohibitive aspect is why I rarely use dist sve. Very hard to do the follow up. Don't know who to call. #solopr
- 12:33 pm **VirtueIMC:** @subparrockstar exactly! that's why I pitch on topic locally with media outlets I have built relationships #solopr
- 12:34 pm **jetsnow:** RT @DeblnDenver: Q2: I use @Gist to keep up on my niche media contacts and their latest writings. #solopr

- 12:34 pm **ruthseeley:** Q2 Media drops and MR distribution are really two different kettles of fish though. #solopr
- 12:35 pm **jetsnow:** @marketwire: you can track print efforts w/ forwarding phone #s, web addresses, etc. @ReachLocal does it well. #solopr
- 12:36 pm **BettyEllis:** RT @KellyeCrane: @DeblnDenver Q2: Another interesting product for managing your contacts and viewing their activities is Buzzstream. #solopr
- 12:36 pm **MichaelWillett:** FAX too! RT @REVOLUTIONpr Agreed!! @PRProSanDiego Snail mail occasionally. Mail is rare so it really stands out & can be effective. #solopr
- 12:36 pm **KellyeCrane:** Q2: I think we're seeing that they key is to tailor your distribution to each client. That's why they need our counsel! #solopr
- 12:37 pm **REVOLUTIONpr:** @KellyeCrane @PRProSanDiego have used successfully in the music biz to build buzz with radio & within industry - "storybuilding" #solopr
- 12:37 pm **ruthseeley:** Q2 Since I don't really do marcomms PR, media drops aren't part of my routine. #solopr
- 12:38 pm **cherisfef:** Stepped away from #solopr for a minute...any pr students on @twitter should check out the great convo on press release distribution. #solopr
- 12:38 pm **KellyeCrane:** RT @REVOLUTIONpr: have used [mail] successfully in the music biz to build buzz with radio & within industry- "storybuilding" #solopr
- 12:38 pm **cherisfef:** RT @KellyeCrane:Q2:I think were seeing that they key is to tailor your distribution to each client. Thats why they need our counsel! #solopr
- 12:38 pm **DeblnDenver:** @kellyecrane @goldinpr @jetsnow @bettyellis @AnthonyTilghman @Gist incorporates email, shared documents as well #solopr
- 12:39 pm **REVOLUTIONpr:** @KellyeCrane @PRProSanDiego tracking is also done-RT@marketwire: can track print efforts w forwarding phone #s, web addresses, etc. #solopr
- 12:39 pm **marketwire:** @jetsnow Good info! A lot of mktg folks will lose track of their direct mktg efforts bc it's a longer process vs online. #solopr
- 12:39 pm **jasonkintzler:** Our ears are burning. thanks for spreading the word! #solopr
- 12:39 pm **KellyeCrane:** Q3: For a mktg person who'd like to be doing more PR,what's the best way to start seeking opportunities for freelance/contract gigs? #solopr
- 12:39 pm **AlexisDias:** RT @KellyeCrane:Q2:I think were seeing that they key is to tailor your distribution to each client. Thats why they need our counsel! #solopr
- 12:39 pm **DeblnDenver:** @REVOLUTIONpr how do you define "storybuilding"? #solopr
- 12:40 pm **KellyeCrane:** Lots of fans here! RT @jasonkintzler: Our ears are burning. thanks for spreading the word! #solopr
- 12:40 pm **marketwire:** Have to be careful of fax spam though! RT @MichaelWillett: FAX too! RT @REVOLUTIONpr Agreed! @PRProSanDiego Snail mail occasionally. #solopr
- 12:40 pm **kgombita:** @KellyeCrane of course the proof of the technique is in the follow-up calls and pick-up! ;-) #solopr
- 12:41 pm **jetsnow:** @marketwire So true, we like to integrate mail (for parents) & web for others at our college, so we track both in conjunction #solopr
- 12:41 pm **jetsnow:** RT @KellyeCrane:Q2:I think were seeing that they key is to tailor your distribution to each client. Thats why they need our counsel! #solopr
- 12:41 pm **subparrockstar:** @DeblnDenver @REVOLUTIONpr I'd like to know, too. I like the term. #solopr
- 12:41 pm **cherisfef:** Q3 I was just part of a discussion and the same question came up. I learned tell everyone you know. They may know someone! #solopr
- 12:41 pm **REVOLUTIONpr:** @DeblnDenver "storybuilding" -a series of tactile messages when a client releasing a single to radio, a new album, etc. for example. #solopr
- 12:41 pm **mdbarber:** Q3 -- not sure building the pr biz is any diff than it is for building marketing biz. Networking & demonstration of skills. #solopr
- 12:42 pm **rockstarjen:** Q3 good question. mabey freelance for a full-service agency so you're working on both for the client? #solopr

- 12:42 pm **VirtuelMC:** Q3 look for ways to move your mktg to relationship building Sm is a great way to start #solopr
- 12:42 pm **MichaelWillett:** Any new MW SM PR features?RT @marketwire @PRProSanDiego Snail mail is effective, but it's important to track your efforts.. #solopr
- 12:42 pm **tracybb:** Late start. Is there somewhere to find today's questions? #solopr
- 12:42 pm **KellyeCrane:** RT @cherissef: Q3 I was just part of a discussion and this question came up.I learned tell everyone you know.They may know someone! #solopr
- 12:43 pm **ruthseeley:** Q3 The marketing person wld have to understand what PR is & what news cycle is like before they could effectively branch into PR. #solopr
- 12:43 pm **jetsnow:** RT @mdbarber: Q3 - not sure building the pr biz is diff than for building marketing biz. Networking & demonstration of skills. #solopr
- 12:43 pm **KellyeCrane:** @tracybb We just started on Q3: how can someone get started. #solopr
- 12:43 pm **cherissef:** Q3 I also think it is a good idea to team up with others. Show off your skills in order to get more biz. #solopr
- 12:43 pm **DebnDenver:** @REVOLUTIONpr I guess what I am asking is that built up over time, like a slow "launch" or just a story w/n media release? #solopr
- 12:44 pm **SoloDovePR:** @KellyeCrane re Q3 start close to home local orgs family friends that have business #solopr
- 12:44 pm **ruthseeley:** Q3 In my experience, marketers head directly to advertising w/out being aware that PR launch usually precedes ad launch by 6 months. #solopr
- 12:44 pm **SarahDawley:** Q3: Totally. Might be amazed @ how many ppl want to help you! RT @cherissef I learned tell everyone you know. They may know someone! #solopr
- 12:44 pm **VirtuelMC:** @tracybb check @KellyeCrane's feed #solopr
- 12:44 pm **mdbarber:** Q3 Let's also remember that public relations is not just media relations. The marketing person needs to understand that as well. #solopr
- 12:44 pm **KellyeCrane:** Q3: I often suggest ppl do pro bono PR work for worthy non-profit. Good experience *and* networking. #solopr
- 12:45 pm **ruthseeley:** Q3 But yes, actually working with a PR person for a while would be very helpful for a marketer wanting to move up the foodchain. :) #solopr
- 12:45 pm **REVOLUTIONpr:** @subparrockstar @debindenver also sent a series of postcard mailings spaced out & leading up to release. very positive feedback. #solopr
- 12:45 pm **ruthseeley:** @mdbarber Ha yes - hence my comment re moving up the food chain. :) #solopr
- 12:45 pm **KellyeCrane:** RT @mdbarber: Q3 Let's also remember that PR is not just media relations.The mktg person needs to understand that as well. #solopr
- 12:45 pm **AlexisDias:** @KellyeCrane Agree with @jetsnow. Networking is key. Experience w/integrated communication (mktg + PR) efforts also a plus. #solopr
- 12:45 pm **VirtuelMC:** q3 talk with your PR colleagues to understand what they do; go take an ROP course on PR; join these convos like #solopr
- 12:45 pm **cherissef:** Very beneficial! RT@KellyeCrane:Q3: I often suggest ppl do pro bono PR work for worthy non-profit. Good experience *and* networking. #solopr
- 12:45 pm **goldinpr:** Q3 - great question, start with your existing mktg clients, network and partner with other #solopr who may need support w/ their #PR clients
- 12:45 pm **rockstarjen:** Awesome advice. @KellyeCrane: Q3: I often suggest ppl do pro bono PR work 4 worthy non-profit. Good experience *and* networking. #solopr
- 12:45 pm **tracybb:** @VirtuelMC Thanks. very helpful. #solopr
- 12:46 pm **ruthseeley:** RT @mdbarber Q3 Let's also remember public relations is not just media relations. Marketing person needs to understand that as well. #solopr
- 12:46 pm **KellyeCrane:** Q3: Echoing @rockstarjen, if your forte is writing, you can start by writing press mats and then watch the rest of the process #solopr

- 12:46 pm **PRProSanDiego:** RT @KellyeCrane Q3: I often suggest ppl do pro bono PR work for worthy non-profit. Good experience *and* networking. #solopr <- Concur!
- 12:46 pm **REVOLUTIONpr:** @DeblnDenver more of a slow launch - the story is in the method. #solopr
- 12:47 pm **jasonkintzler:** @KellyeCrane ah shucks, thanks! We're here to help you scrap the Word docs and AP style press releases and get with the program! ;) #solopr
- 12:47 pm **AustinLavin:** Smart for all fields RT @KellyeCrane: I often suggest ppl do pro bono PR work for worthy non-profit. Good experience and networking. #solopr
- 12:47 pm **BettyEllis:** RT @mdbarber: Q3 Let's remember that public relations is not just media relations. The mktg person needs to understand that too. #solopr
- 12:47 pm **ConsultMyAgent:** RT @rockstarjen: Awesome advice. @KellyeCrane: Q3: I often suggest ppl do pro bono PR work 4 non-profit. Experience & networking. #solopr
- 12:47 pm **KellyeCrane:** RT @SoloDovePR: re Q3 start close to home local orgs family friends that have business #solopr
- 12:47 pm **LisaDJenkins:** Q3 Find a cause & donate your skills. Builds rep & portfolio. #solopr
- 12:47 pm **marketwire:** @KellyeCrane I've heard the same thing. So would you recommend that only for non profits? When is it time to say, "show me the \$" #solopr
- 12:48 pm **tracybb:** Q3: Isn't that the big question for all of us? There r 2 many things, u can do. So, try 2 focus on what u want to 2 do & start there #solopr
- 12:48 pm **AlexisDias:** @KellyeCrane Q3: Also, find a mentor. They may have many beneficial connections that lead to FL projects -- while you're learning. #solopr
- 12:48 pm **wordymouth:** Q3: Is there a directory or service that helps PR link up with pro bono projects? I wonder if something like that would work?#solopr
- 12:48 pm **smrus:** Amen, sister! RT @mdbarber: Q3 Remember that PR isn't just media relations.Mktg peeps needs 2 understand that 2. #solopr
- 12:48 pm **REVOLUTIONpr:** Absolutely!! RT @KellyeCrane I often suggest ppl do pro bono PR work for worthy non-profit. Good experience and networking. #solopr
- 12:49 pm **BettyEllis:** How I started! RT @KellyeCrane: Q3: I often suggest ppl do pro bono PR work for worthy non-profit. Good experience *and* networking. #solopr
- 12:49 pm **DeblnDenver:** @REVOLUTIONpr I love the pre-release post card idea...a teaser for sure. Sometimes we forget it's more than just a 1X release. #solopr
- 12:49 pm **tracybb:** Great question. RT @wordymouth: Q3: Is there a directory or service that helps PR link up with pro bono projects? #solopr
- 12:49 pm **ConsultMyAgent:** I'm sorry I jumped in late on this one. Great ideas, tips and insight swirling around. #solopr
- 12:49 pm **jetsnow:** RT @KellyeCrane I often suggest ppl do pro bono PR work for worthy non-profit. Good experience and networking. #solopr
- 12:49 pm **AlexisDias:** @KellyeCrane Q3: Some of my biggest allies are fellow PR folks! Great for learning tricks of the trade, & always a solid reference. #solopr
- 12:49 pm **mdbarber:** @wordymouth Directory is interesting idea. I find I get WAY more requests than I can fill and often refer to others in the market. #solopr
- 12:49 pm **KellyeCrane:** @marketwire I wouldn't work for a for profit company for free. Sets a bad precedent. What do others think? #solopr
- 12:49 pm **SunRiseCom:** MmmHmm RT @mdbarber: Q3 Remember that PR isnt just media relations. Mktg peeps needs 2 understand that 2. #solopr
- 12:50 pm **jetsnow:** RT @mdbarber: Q3 Remember that PR isn't just media relations.Mktg peeps needs 2 understand that 2. [Amen!] #solopr
- 12:50 pm **subparrockstar:** @smrus @mdbarber Where do you see SM fitting in there? #solopr
- 12:50 pm **marketwire:** Truth RT @mdbarber: Q3 Lets also remember that PR is not just media relations. The mkting person needs to understand that as well. #solopr
- 12:50 pm **goldinpr:** Q3 - @KellyeCrane - pro bono work is a great idea- and a great way to gain new experience and contacts in new sectors #solopr

- 12:50 pm **ruthseeley:** Q3 PR writing v. different from other forms; long learning curve 4 me. They say it takes 1.5 yrs to transform journo into PR writer. #solopr
- 12:50 pm **REVOLUTIONpr:** @DeblnDenver I think it's important to use a combination of methods. Surprise people. Make their job more fun for them. #solopr
- 12:50 pm **KellyeCrane:** @wordymouth Interesting idea. It's also great for ppl to just reach out to a cause they believe in. Will show passion. #solopr
- 12:51 pm **tracybb:** Q3: Remember that all of it takes time. It's often hard 2 sign clients quickly even if you do all these things. Build up yr network. #solopr
- 12:51 pm **mdbarber:** I won't work for a for profit co for free. U don't see lawyers & CPAs doing it. Why should we? If we value our svc so will others. #solopr
- 12:51 pm **marketwire:** @KellyeCrane I love your suggestion re: non-profit. Do you (or anyone for that matter) have links in setting a strategy/pitching? #solopr
- 12:51 pm **abbyweidert:** RT @KellyeCrane: Q3: I often suggest ppl do pro bono PR work for worthy non-profit. Good experience *and* networking. #solopr
- 12:51 pm **LASVP:** If any LA PR folks want to do some pro-bono PR work for us in 2010 we could use some help getting the word out. #solopr
- 12:51 pm **KellyeCrane:** Wow! RT @ruthseeley: Q3 PR writing v. different from other forms...They say it takes 1.5 yrs to transform journo into PR writer. #solopr
- 12:51 pm **AlexisDias:** @KellyeCrane @marketwire I might on a "trial" basis. Prove your worth with the potential for hire after a few months? #solopr
- 12:51 pm **VirtueIMC:** Depends on the project RT @KellyeCrane: @marketwire I wouldn't work for a for profit company for free. What do others think? #solopr
- 12:52 pm **cherissef:** @mdbarber @wordymouth I think a directory is a great idea. I know there are websites you can get freelance jobs for. #solopr
- 12:52 pm **LScribner:** Q3 mktg/PR are two different things; suggest part time PR internship if possible, learn the ropes first #solopr
- 12:52 pm **rockstarjen:** @KellyeCrane @marketwire agree w/kellye. expectations for both sides are sullied. for this project & moving forward. #solopr
- 12:52 pm **marketwire:** @mdbarber Glad to hear you echo @KellyeCrane. #solopr
- 12:52 pm **wordymouth:** @mdbarber I may work on that. I remember @aweckerle suggested a PR Pro Bono directory a few years back. It might be a good link to #solopr.
- 12:52 pm **REVOLUTIONpr:** Agree-from experience. RT @KellyeCrane @marketwire I wouldn't work for a for profit company for free. Sets a bad precedent. #solopr
- 12:53 pm **tracybb:** BTW, I have done the pro bono thing & it has also led to nothing. So, don't expect anything. Do it for its own good, no expectations. #solopr
- 12:53 pm **VirtueIMC:** @KellyeCrane if the 4-profit is assisting a non-profit cause I might #solopr
- 12:53 pm **cherissef:** I have looked into iFrelance.com and guru.com. #solopr
- 12:53 pm **mdbarber:** @wordymouth @aweckerle @cherissef #PRSA might help as well. Maybe as a part of the JobCenter. #solopr
- 12:53 pm **DeblnDenver:** I have to jump off y'all! Thanks for your wisdom and for the follows! Will follow you back. :) #solopr
- 12:53 pm **ConsultMyAgent:** RT @KellyeCrane: Q2: I think we're seeing that they key is to tailor your distribution to each client. That's why they need PR! #solopr
- 12:53 pm **smrus:** Looks like I've missed another spectacular #solopr chat. Note2 self: get transcript.
- 12:54 pm **SarahDawley:** Q3: Hardest part of nonprof consulting was convincing them to spend \$. Once they saw the value of PR, they never expected it 4 free. #solopr
- 12:54 pm **KellyeCrane:** @wordymouth Keep us posted on that! Perhaps it could be a wiki, or similar. @aweckerle @mdbarber #solopr
- 12:54 pm **tracybb:** guru.com didn't lead to anything for me. #solopr

- 12:54 pm **kgombita:** Did it take you 1.5 years @mikesgene? <http://twitter.com/ruthseeley/status/5833860812> #solopr
- 12:54 pm **cherissef:** I would only provide pro bono work for non profit services or agencies that help the community out like life coaches. #solopr
- 12:54 pm **REVOLUTIONpr:** Ppl take advantage of this. RT @AlexisDias I might on a trial basis. Prove your worth w the potential for hire after a few months? #solopr
- 12:54 pm **KellyeCrane:** @AlexisDias I think a trial works well -- but for a fee. Very hard to get a client to cough up \$ once they've had it for free. #solopr
- 12:55 pm **wordymouth:** @REVOLUTIONpr I did that once. Bad karma. Your work is worth something & the value increases with experience. Don't give it away. #solopr
- 12:55 pm **AlexisDias:** @tracybb @REVOLUTIONpr Good to know. I do think that it's better to go pro bono w/a non-profit -- always nice to do feel-good work! #solopr
- 12:55 pm **ruthseeley:** Q3 In SM sphere, marketers claim as their domain. It's much closer to community/stakeholder relations. Which is PR. #solopr
- 12:56 pm **mdbarber:** RT @wordymouth: I did that once. Bad karma. Your work is worth something & the value increases with experience. Dont give it away. #solopr
- 12:56 pm **KellyeCrane:** RT @wordymouth: I did that once. Bad karma. Your work is worth something & the value increases with experience. Don't give it away. #solopr
- 12:56 pm **tracybb:** Also, remember, that just because you are working 4 nonprofit doesn't mean it has 2 B free. Nonprofits pay for services all the time #solopr
- 12:56 pm **marketwire:** @SarahDawley I like you taking the "devil's advocate" approach to the non-profit discussion. Great point. #solopr
- 12:57 pm **jetsnow:** Non-profits make the perfect passion projects when you feel like you're in a PR/marketing lull & need more inspiration... #solopr
- 12:57 pm **mdbarber:** Must go folks. Client calls...Great conversation. Remember your worth and your value. Have a wonderful Thanksgiving holiday. #solopr
- 12:57 pm **KellyeCrane:** RT @tracybb: Remember that just because you are working 4 nonprofit doesn't mean it has 2 B free.Nonprofits pay for svc all the time #solopr
- 12:57 pm **marketwire:** @AlexisDias But when do you cut them off from the trial basis? I assume you'll lay out the strategy in its entirety for them right? #solopr
- 12:57 pm **VirtuelMC:** @KellyeCrane @AlexisDias my boz coach says once it's given away - you can't ever get the client to pay. you are doing this to make \$ #solopr
- 12:57 pm **AlexisDias:** @KellyeCrane @wordymouth Point taken. Always nice to hear what works vs. doesn't work! Esp. when it comes to your livelihood. #solopr
- 12:57 pm **rockstarjen:** follow-up on Q3: join an ad-hoc team of marketing/PR pros working on a project. can learn from all involved. #solopr
- 12:58 pm **smrus:** @ruthseeley: Takes 1.5yrs, really? Bad news 4 all those fired journos getting PR jobs.. #solopr
- 12:58 pm **marketwire:** @tracybb Awesome point! #solopr
- 12:58 pm **rockstarjen:** @mdbarber you, too, mary! #solopr
- 12:58 pm **tracybb:** Q3: Good way to start out is with people you know. They will most likely hire you and do bring you on more quickly. Referrals good 2 #solopr
- 12:58 pm **MichaelWillet:** RT @SarahDawley Q3: Hardest part of nonprof consulting:convincing them to spend \$. Once they saw PR's value,didn't expect it 4 free #solopr
- 12:58 pm **KellyeCrane:** RT @rockstarjen: follow-up on Q3: join an ad-hoc team of marketing/PR pros working on a project. can learn from all involved. #solopr
- 12:58 pm **REVOLUTIONpr:** TRUE!! RT @KellyeCrane I think a trial works well but for a fee.Very hard to get a client to cough up \$ once they've had it for free #solopr
- 12:59 pm **wordymouth:** I will keep you posted on the PR Pro Bono Directory idea. May call on you for help! @KellyeCrane @cherissef @mdbarber @aweckerle #solopr

- 12:59 pm **ak_amy**: Preach, sister. RT [@mdbarber](#): I won't work for a for-profit co for free. U don't see lawyers & CPAs doing it. Why should we? [#solopr](#)
- 12:59 pm **AlexisDias**: [@marketwire](#) I'd establish goals and expectations up front, give them the option to say "no" then and there if can't commit. [#solopr](#)
- 12:59 pm **KellyeCrane**: Yet another amazing [#solopr](#) chat has come and gone. Thanks to everyone who participated!
- 12:59 pm **ruthseeley**: [@smrus](#) Q3 'they say' - if journo is really good, rewrites can stop after 6 mos. or so. But media relations isn't all of PR, so.... [#solopr](#)
- 12:59 pm **SunRiseCom**: RT [@jetsnow](#): Non-profits make the perfect passion projects when you feel like youre in a PR/marketing lull & need more inspiration. [#solopr](#)
- 1:00 pm **BettyEllis**: [@cherissef](#) What have you learned about these freelance sites? [#solopr](#)
- 1:00 pm **tracybb**: [@KellyeCrane](#) I start out with new clients on project and then move to a retainer. That's worked for me. [#solopr](#)
- 1:00 pm **MichaelWillett**: RT [@tracybb](#) Q3:Good way to start out is with people you know-will most likely hire you & bring you on more quickly-Referrals good 2 [#solopr](#)
- 1:00 pm **REVOLUTIONpr**: Best advice of day: RT [@rockstarjen](#): join an ad-hoc team of marketing/PR pros working on a project. can learn from all involved [#solopr](#)
- 1:00 pm **VirtuelMC**: hey [#solopr](#) anyone know of a good CMS/time-management client (pref free :))
- 1:01 pm **cherissef**: [@KellyeCrane](#) Thank you! As always, great chat. Will use a lot of today's for the classroom. :) [#solopr](#)
- 1:01 pm **REVOLUTIONpr**: [@tracybb](#) good to hear - I've had success the same way re: project to retainer [#solopr](#)
- 1:01 pm **ruthseeley**: [@KellyeCrane](#) - mentioned you and this chat in my latest blog post: <http://tinyurl.com/y9xz4eu> [#solopr](#)
- 1:01 pm **KellyeCrane**: Reminder: we won't be having the official chat next wk but pls continue to share using the [#solopr](#) hashtag. Happy Thanksgiving U.S. friends
- 1:01 pm **AlexisDias**: RT [@REVOLUTIONpr](#): Best advice: RT [@rockstarjen](#): join an ad-hoc team of mktg/PR pros working on a project. Learn from all involved [#solopr](#)
- 1:01 pm **rockstarjen**: Thanks everyone. Another fabu hour flies by. :) [#solopr](#)
- 1:01 pm **SarahDawley**: [@marketwire](#) Thanks. Part of the problem w/most non-profit comm is that it's unprofessional. Fixed by hiring (& paying) a prof. [#solopr](#)
- 1:01 pm **VirtuelMC**: [@wordymouth](#) [@KellyeCrane](#) [@aweckerle](#) [@cherissef](#) [@mdbarber](#) check with your local PRSA chapter - they get req all time [#solopr](#)
- 1:02 pm **SunRiseCom**: Enjoyed the chat. Thxs [@KellyeCrane](#). Enjoy your holiday next week everyone. [#solopr](#)
- 1:02 pm **marketwire**: [@VirtuelMC](#) You mean something like Wordpress? An incredibly useful and powerful CMS. [#solopr](#)
- 1:02 pm **cherissef**: [@BettyEllis](#) You can sign up as a freelancer and find freelance work in all kinds of areas. I am not sure if there is a fee. [#solopr](#)
- 1:02 pm **smrus**: [@ruthseeley](#): fascinating. [#solopr](#)
- 1:02 pm **KellyeCrane**: A note: if any [#solopr](#) chatters would like to write a guest post for the blog - <http://soloprpro.com/> - just let me know by DM!
- 1:02 pm **VirtuelMC**: I always feel like I accomplished something after [#solopr](#) - thanks for everyone's insights
- 1:03 pm **VirtuelMC**: [@marketwire](#) more like salesforce... [#solopr](#)
- 1:03 pm **smrus**: RT [@KellyeCrane](#): A note: if any [#solopr](#) chatters would like to write a guest post for the blog - <http://soloprpro.com/> - just let me kno ...
- 1:03 pm **VirtuelMC**: [@marketwire](#) Client Management vs Content Management ;) [#solopr](#)
- 1:03 pm **AlexisDias**: Thx [@KellyeCrane](#) and everyone else who participated! Enjoyed today's chat... and learned quite a bit about what not to do! ;-) [#solopr](#)

1:03 pm **marketwire:** Based on everyone's fb re: non-profit, make sure you expect nothing and that you enjoy it. #solopr

1:04 pm **cherissef:** @wordymouth Definitely keep me posted! :) #solopr

1:04 pm **KellyeCrane:** Didn't get to this one today- RT @VirtueIMC: hey #solopr anyone know of a good CMS/time-management client (pref free ;))

1:04 pm **VirtueIMC:** RT @KellyeCrane: A note: if any #solopr chatters would like to write a guest post for the blog - <http://soloprpro.com/> - DM!

1:04 pm **marketwire:** @VirtueIMC Oh. You're talking CRM, not CMS. Big difference :-)) #solopr

1:04 pm **BettyEllis:** @cherissef Have you had experience with signing up with these freelance sites? Has anyone else? #solopr

1:05 pm **tracybb:** @kellyeCrane & everyone thanks for the chat. #solopr

1:05 pm **VirtueIMC:** @marketwire yes - CRM - see PR chick not sales - lol #solopr

1:05 pm **marketwire:** Could you keep me in the loop under my personal id @shing RT @wordymouth: I will keep you posted on the PR Pro Bono Directory idea. #solopr

1:05 pm **BettyEllis:** RT @BettyEllis: Q2: Has anyone used myprgenie.com? Client recommended it and need to check it out. #solopr

1:06 pm **VirtueIMC:** @BettyEllis I tried but haven't gotten anything when I "bid" a project #solopr

1:07 pm **tracybb:** Has anyone tried virtualvocations.com? #solopr

1:08 pm **cherissef:** @BettyEllis I have not tried the freelance. Have thought about in the past and someone told me about them #solopr

1:08 pm **BettyEllis:** @VirtueIMC Thanks! Let me know if you do. Always open to feedback before trying something new. #solopr

1:08 pm **VirtueIMC:** @tracybb yeppers - got nada... #solopr

1:09 pm **BettyEllis:** @cherissef Yes, that's my story on it, too. Will remember to share with group if I learn more about it. #solopr

1:10 pm **ruthseeley:** Just participated in yet another dynamic #solopr chat on Twitter. I'm totally jazzed about folks using chats to connect.

1:10 pm **VirtueIMC:** @BettyEllis @tracybb register - but do so with the expectation that you are bidding with less qual & there4 cheaper #solopr

1:11 pm **BettyEllis:** @VirtueIMC Good words of wisdom. #solopr

1:13 pm **BettyEllis:** Ditto! RT @ruthseeley: Just participated in yet another dynamic #solopr chat on Twitter. I'm totally jazzed abt folks using chats 2 connect.

1:22 pm **KellyeCrane:** @VirtueIMC No prob - I've noticed a lot of #solopr friends aren't following me directly. Guess I make enough noise on the hashtag. :-)

1:29 pm **mrsnatalie:** RT @KellyeCrane f any #solopr chatters would like to write a guest post for the blog - <http://soloprpro.com/> - just let me know by DM!

1:30 pm **cherissef:** There is a free webinar right now on press releases from @prweb. <http://tinyurl.com/yjrec4v> #solopr

1:30 pm **SoloDovePR:** 2 PM EST Webinar Today covering: publicity timing & idea sparklers, press release commandments, online update <http://bit.ly/dFurH> #solopr

1:32 pm **anthonytilghman:** RT @ruthseeley: Just participated in yet another dynamic #solopr chat on Twitter. I'm totally jazzed abt folks using chats 2 connect. < Yes

2:39 pm **la460:** What is #solopr and how would this be beneficial to us www.mmtidc.org

2:46 pm **la460:** What is #solopr and how would this be beneficial to us www.mmtidc.org

3:25 pm **SoloDovePR:** today was a good PR learning day thx #solopr and #prweb

3:47 pm **ruthseeley:** Speaking of webinars: pre-registration req'd for Alterian's 'maximizing social media monitoring' Nov. 19: <http://tinyurl.com/y1bfwmu> #solopr

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