

Transcript from November 4, 2009 to November 4, 2009

November 4, 2009

- 7:57 am **cherissef:** I am off to a great start today. Looking forward to #solopr at 1 pm EST.
- 8:18 am **KellyeCrane:** @VirtueIMC Hi Charity- will be great to have you at today's #solopr chat at 1 pm ET. We def have to hookup in SD (I forgot you're there!).
- 9:55 am **twchat:** @KellyeCrane Have you seen twebevent yet? You can claim <http://twebevent.com/solopr> Lets you put in a host, intro text, even video #solopr
- 10:18 am **KellyeCrane:** The time for today's #solopr chat will be here before we know it (1 pm ET). If you're an independent PR/MarCom/social media pro, join us!
- 10:18 am **SunRiseCom:** Headed to my 1st #WWPR event, FINALLY ;-)) Will miss out on the #solopr chat @ 1 p.m. & the #smallbiz telesummit :-)
- 11:41 am **gabriela_cast:** RT @KellyeCrane: #solopr chat will be here before we know it (1 pm ET). If you're an independent PR/MarCom/social media pro, join us!
- 11:43 am **hopwood:** RT @KellyeCrane: Today's #solopr chat will be here 1pm ET <<6 pm GMT>>. If you're independent PR/MarCom/social media pro, join us!
- 11:51 am **hopwood:** Off to get a cup of tea. Back in time for #solopr chat. #solopr
- 11:55 am **lisagerber:** Looking forward to the weekly #solopr chat starting in 5 minutes.
- 11:56 am **bethanyrc:** checking out #solopr @ 1pm! Let's see what it's all about :o)
- 11:58 am **cherissef:** Gearing up for at #solopr. Excuse me while I chat! #solopr
- 12:00 pm **KellyeCrane:** Getting ready to start the #solopr chat -- feel free to twittersnooze.com me for the next hour.
- 12:01 pm **KellyeCrane:** Welcome to the #soloPR chat for independent pros in PR and related fields (and those who want to learn more about this career path).
- 12:01 pm **KellyeCrane:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #soloPR.
- 12:03 pm **bethanyrc:** Hi! I am a senior Business Administration student @ SUNY Geneseo, interested in PR, ready to see what's up! #solopr
- 12:03 pm **MichaelWillett:** RT @KellyeCrane If you're joining, please introduce yourself, and remember to hashtag your tweets with #soloPR.
- 12:03 pm **cherissef:** Hi! Cherisse in from Tampa, FL...instructor and consultant. #solopr
- 12:03 pm **hopwood:** Hello from UK. I'm Duncan Hopwood, managing director of a regional PR firm that's 20 years old in 2010. #solopr
- 12:03 pm **KellyeCrane:** Uh oh- Tweetus interruptus. Firefox crashed. One moment #solopr
- 12:04 pm **shonali:** I'll be joining #soloPR for a bit, so snooze me if you don't want my tweets coming through.
- 12:04 pm **LuAnnGlowacz:** Hi, y'all. Here for a moment. May not be able to stay. #solopr pro and writer in Austin, TX (followers, I'll be chatting w/ #solopr a bit)
- 12:04 pm **KellyeCrane:** I'm back! For those who are new, I'm the moderator and blogger at <http://soloprpro.com/> #solopr
- 12:05 pm **KellyeCrane:** Q1: Do solo's need a business plan? And, if so, what are essential elements? #solopr
- 12:05 pm **shonali:** Hi all, solo PR pro from the DC area, 13-ish years in the biz. #soloPR
- 12:05 pm **cherissef:** @KellyeCrane Nice to have you back this week! #solopr

- 12:06 pm **YatPundit:** @KellyeCrane ANY business needs a plan, be they solo or multinational, PR or not! #solopr
- 12:06 pm **lisagerber:** Hi Lisa from Sandpoint, Idaho here. :) #solopr
- 12:06 pm **MichaelWillett:** Michael Willett, Willett Corporate Communications , PR & IR #solopr
- 12:06 pm **shonali:** RT @KellyeCrane: Q1: Do solo's need a business plan? And, if so, what are essential elements? #soloPR
- 12:06 pm **SarahDawley:** Hi all, Sarah from Calgary, AB. Did non-profit PR consulting w/partner for 2 years, now a bonafide #solopr! (Sorry to non #solopr followers)
- 12:07 pm **christammiller:** Hi all, I'm Christa in SC, freelance writer turned PR pro, specializing in public safety. #solopr
- 12:07 pm **mnicholsPR:** Hi, Melissa Nichols here, in western Philly suburbs, running my consultancy for 6 years now #solopr
- 12:07 pm **shonali:** Re: Q1: A business plan would probably help, but my guess is most of us don't. It can be intimidating when you start out. #soloPR
- 12:07 pm **abeckwith:** Hi, I'm a solo PR in Washington, D.C. with over eight years experience ##solopr.
- 12:07 pm **VirtueIMC:** Jumping into #SoloPR... snooze me if you don't want to be overwhelmed with tweets about PR ;)
- 12:08 pm **GreenLeafBBQ:** Yes, plan with end goals RT @shonali: RT @KellyeCrane: Q1: Do solo's need a business plan? And, if so, what are essential elements? #soloPR
- 12:08 pm **MichaelWillett:** Q1 It's a good idea to write a business plan & I have been intending to write one. #solopr
- 12:08 pm **SarahDawley:** Q1: When you're a #solopr it seems like you need more of a LIFE plan that happens to include your business.
- 12:08 pm **shonali:** Re: Q1 (cont): but I think there are many ways to "write" a business plan simply. What do you want to achieve in year 1, etc.? #soloPR
- 12:08 pm **LuAnnGlowacz:** Q1: Read and re-read The E-Myth Revisited by Michael Gerber. And do your own SWOT analysis for starters. #solopr
- 12:09 pm **CallieOettinger:** Q1: You have to practice what you preach. If you have a plan for your client, you have to have a plan for yourself, too. #solopr
- 12:09 pm **cherissef:** RT @SarahDawley: Q1: When you're a #solopr it seems like you need more of a LIFE plan that happens to include your business. #solopr
- 12:09 pm **christammiller:** Q1: Yes! PR is so much more nowadays than just media relations, you need a clear idea of strengths, target markets, and objectives. #solopr
- 12:09 pm **KellyeCrane:** RT @GreenLeafBBQ: Yes, plan with end goals #soloPR #solopr
- 12:09 pm **shonali:** Re: Q1: I know I'm a measurement geek, but that's what it comes down to. How will you judge your success/failure? #soloPR
- 12:09 pm **jetsnow:** RT @KellyeCrane: If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr. - Higher Ed in UT here...
- 12:09 pm **VirtueIMC:** #soloPR Charity - Virtue IMC. Specializing in mom/family-centered prod/svcs in San Diego
- 12:09 pm **christammiller:** Q1 Otherwise you will go right off track into something that makes it seem... well, like work. (I speak from experience!) #solopr
- 12:09 pm **cherissef:** Q1: I see a business plan as a guide. I think SWOT is important and goals. #solopr
- 12:10 pm **bethanyrc:** RT @CallieOettinger: Q1: practice what you preach. If you have a plan for your client, you have to have a plan for yourself, too. #solopr
- 12:10 pm **KellyeCrane:** RT @CallieOettinger: Q1: You have to practice what you preach. If you have a plan for clienta, you have to have a plan for yourself #solopr
- 12:10 pm **hopwood:** Q1 Above all, you need a sense of direction. A clear picture of where you want to be. You'll find a way to get there. #solopr

- 12:11 pm **lisagerber:** Q1 - totally agree with @CallieOettinger we too, need a map to know where we are going. I revisit and revise it every January. #solopr
- 12:11 pm **KellyeCrane:** Q1: I think the most important element of the plan is to spell out your target audience. Who is your ideal client? #solopr
- 12:11 pm **krisTK:** Hello. I'm in south MS but work on projects all over. 19 yrs in PR, six as indy, APR. Looking forward to another great #solopr
- 12:11 pm **VirtuelMC:** #soloPR q1 I think a biz plan is nice - but having a set goal and working with some1 to guide you - I use a biz coach @TGHcoach
- 12:11 pm **LuAnnGlowacz:** Q1: Key for #solopr is to be clear (with yourself) about the kind of biz you want. Too easy to jump on whatever work comes your way.
- 12:11 pm **KellyeCrane:** RT @hopwood: Q1 Above all, you need a sense of direction. A clear picture of where you want to be. You'll find a way to get there. #solopr
- 12:11 pm **MichaelWillett:** Yes!RT @christammiller Q1:Yes! PR is so much more than just media relations-need clear idea of strengths,target markets,objectives #solopr
- 12:11 pm **shonali:** @christammiller I agree, but I'd say PR has always been about more than "just media relations." Pros need to remember that. #soloPR
- 12:12 pm **rockstarjen:** Hi everyone - 5-year solo here in San Diego. Joining in late... #solopr
- 12:12 pm **GreenLeafBBQ:** Each step = cornerstone or building block. No wasted steps. RT @KellyeCrane: RT @GreenLeafBBQ: Yes,plan with end goals #soloPR #solopr
- 12:12 pm **shonali:** RT @CallieOettinger: Q1: You have to practice what you preach. If you have a plan for your client, have a plan for yourself, too. #soloPR
- 12:12 pm **KellyeCrane:** Q1: I read once that to ID your ideal client, first ID your nightmare client. Helps you get there! #solopr
- 12:12 pm **JasonKeeling:** Hello #SoloPR, I've worked independently since 2004 and have found various benefits and challenges in doing so. #nonprofit#government#pr
- 12:12 pm **LuAnnGlowacz:** That's great! RT @KellyeCrane: Q1: I read once that to ID your ideal client, first ID your nightmare client. Helps you get there! #solopr
- 12:12 pm **jetsnow:** RT @CallieOettinger: Q1: You have to practice what you preach. If you have a plan for your client, have a plan for yourself, too. #soloPR
- 12:12 pm **shonali:** Remember there's a difference between "goals" and objectives. #soloPR
- 12:13 pm **cherissef:** RT @KellyeCrane: Q1: I read once that to ID your ideal client, first ID your nightmare client. Helps you get there! #solopr
- 12:13 pm **mdbarber:** Just joining. 'Morning all. Mary Deming Barber here from Anchorage (but today from Portland). 30 year PR pro; 9 yrs as a solo #solopr
- 12:13 pm **krisTK:** Q1: I've gone 6 years without a biz plan but I do have a clear idea of what I want for my biz, life. Just not documented. #solopr
- 12:13 pm **shonali:** "Goals" are big picture. Objectives HAVE to be measurable. #soloPR
- 12:13 pm **SarahDawley:** Brilliant! RT @KellyeCrane Q1: I read once that to ID your ideal client, first ID your nightmare client. Helps you get there! #solopr
- 12:13 pm **rockstarjen:** @KellyeCrane IDing nightmares is a great idea. we often tend to know what we don't want more than what we want. #solopr
- 12:13 pm **christammiller:** @KellyeCrane Ideal client but also your own strengths/weaknesses... helps narrow down, I think. #solopr
- 12:13 pm **cherissef:** @LuAnnGlowacz I agree with what you said. Focus is the key. I have a service heart and w/o a plan I would take on everything. #solopr
- 12:13 pm **KellyeCrane:** RT @shonali: "Goals" are big picture. Objectives HAVE to be measurable. #solopr
- 12:13 pm **CallieOettinger:** @KellyeCrane Knowing client is important. Add, it is important to know who you want your client to be. Plan for today and tomorrow. #solopr
- 12:14 pm **mdbarber:** Q1: I don't necessarily have a biz plan but I do have an idea of where I'm going with my biz & my life. #solopr

- 12:14 pm **janetdmiller:** Exactly: RT @shonali: Remember there's a difference between "goals" and objectives. #soloPR
- 12:14 pm **shonali:** Very true! RT @rockstarjen: IDing nightmares is a great idea. we often tend to know what we don't want more than what we want. #soloPR
- 12:14 pm **amandamogul:** Hi #solopr PROs. Amanda in Washington, DC w/5 years.
- 12:14 pm **MichaelWillett:** Agree RT @KellyeCrane RT @CallieOettinge Q1:Have to practice what you preach. If you hav a plan for client, need plan for yourself #solopr
- 12:14 pm **LuAnnGlowacz:** Amen, sister. RT @shonali: ...I'd say PR has always been about more than "just media relations." Pros need to remember that. #soloPR
- 12:14 pm **cherissef:** Do you want to come teach my pr students? LOL RT @shonali: "Goals" are big picture. Objectives HAVE to be measurable. #solopr
- 12:14 pm **bethanyrc:** RT @KellyeCrane: RT @shonali: "Goals" are big picture. Objectives HAVE to be measurable. #solopr
- 12:14 pm **kamichat:** Amen, preach it! RT @shonali: "Goals" are big picture. Objectives HAVE to be measurable. #soloPR
- 12:15 pm **KellyeCrane:** Q1 follow-up: Do you have a budget for your business? #solopr
- 12:15 pm **christammiller:** @KellyeCrane In fact I think ID'ing clients has to go hand in hand with knowing yourself & what you have (& don't have) to offer. #solopr
- 12:15 pm **kmatthews:** yes!! RT @shonali: "Goals" are big picture. Objectives HAVE to be measurable. #soloPR
- 12:15 pm **shonali:** @cherissef Anytime, be careful what you ask for. ;-) #soloPR
- 12:15 pm **KellyeCrane:** RT @christammiller: I think ID'ing clients has to go hand in hand with knowing yourself & what you have (& don't have) to offer. #solopr
- 12:15 pm **shonali:** RT @KellyeCrane: Q1 follow-up: Do you have a budget for your business? #soloPR
- 12:16 pm **christammiller:** Re goals: how easy/difficult is it to make 1-, 2-, & 5-year goals when everything is changing so quickly these days? #solopr
- 12:16 pm **jetsnow:** RT @kamichat: Amen, preach it! RT @shonali: "Goals"; are big picture. Objectives HAVE to be measurable. #soloPR
- 12:16 pm **hopwood:** We have very detailed cashflow forecasts that usually tell us we don't have any budget left. #solopr
- 12:16 pm **rockstarjen:** Q1 no formal budget, but weigh pros & cons of expense on a regular basis. #solopr
- 12:16 pm **CallieOettinger:** @KellyeCrane Budget - yes. Budget and business go hand in hand. #solopr
- 12:17 pm **matt_smedley:** Word up to that. RT @kmatthews: yes!! RT @shonali: "Goals" are big picture. Objectives HAVE to be measurable. #soloPR
- 12:17 pm **akenn:** Q1 follow up yes! and it's "not to exceed revenues" ;-) #solopr #solopr
- 12:17 pm **VirtuelMC:** I think that also identifying who your target client is & setting your expectations about how they need your svcs is key #solopr
- 12:17 pm **KellyeCrane:** LOL! RT @hopwood: We have very detailed cashflow forecasts that usually tell us we don't have any budget left. #solopr
- 12:17 pm **shonali:** @dslunceford Of course, but it's easier to confuse "goals" with "objectives" rather than strategy or tactics. #soloPR
- 12:17 pm **JasonKeeling:** Regarding #SoloPR Q1, given the explosion of online communication channels/networks, the need to establish a biz plan is amplified.
- 12:17 pm **MichaelWillett:** Important! RT @bethanyrc RT @KellyeCrane RT @shonali: "Goals" are big picture. Objectives HAVE to be measurable. #solopr
- 12:18 pm **shonali:** Re: budget question: I know what I need to bring in to cover my costs. Since I started out recently, works for now. #soloPR

- 12:18 pm **rockstarjen:** LOL sucks if expenses exceed revenues. RT @akenn: Q1 follow up yes! and it's "not to exceed revenues" :-) #solopr #solopr
- 12:18 pm **cherissef:** Q1 I am tracking my expenses this year in order to set budget for next year. No formal one yet. #solopr
- 12:18 pm **KellyeCrane:** Q1: Regarding budget, I've found many successful solos have a guideline, but keep it fluid. #solopr
- 12:19 pm **lisagerber:** sounds like me. RT @hopwood: We have very detailed cashflow forecasts that usually tell us we don't have any budget left. #solopr
- 12:19 pm **VirtuelMC:** q1 fillup: I know what I want to make each year & budget my time & expenses accordingly #solopr
- 12:19 pm **KellyeCrane:** Great answers to these questions, guys - great group, as always! #solopr
- 12:19 pm **cherissef:** I like this! RT @KellyeCrane: Q1: Regarding budget, Ive found many successful solos have a guideline, but keep it fluid. #solopr
- 12:19 pm **LuAnnGlowacz:** My bills (daycare's a big one) dictate my budget. Much like @shonali #solopr
- 12:19 pm **hopwood:** If you sort out your goals and objectives, you'll know where to allocate your budget. #solopr
- 12:20 pm **krisTK:** Q1: My budget forecast focuses on upgrades, tech, memberships. Other expenses low. #solopr
- 12:20 pm **KellyeCrane:** RT @VirtuelMC: q1 fillup: I know what I want to make each year & budget my time & expenses accordingly #solopr
- 12:20 pm **KellyeCrane:** Q2: From a PR perspective, what have you found to be the single greatest utility of social media? #solopr
- 12:20 pm **KellyeCrane:** RT @hopwood: If you sort out your goals and objectives, you'll know where to allocate your budget. #solopr
- 12:20 pm **lisagerber:** Q1 I use quickbooks and base my budget on last year's perf, this year's goals - not a terribly painful process. #solopr
- 12:21 pm **krisTK:** Q1: I keep biz budget separate from personal. I guess biggest budget item is ME and my salary. #solopr
- 12:21 pm **bethanyrc:** RT @KellyeCrane: Q2: From a PR perspective, what have you found to be the single greatest utility of social media? #solopr
- 12:21 pm **KellyeCrane:** RT @lisagerber: Q1 I use quickbooks and base my budget on last year's perf, this year's goals - not a terribly painful process. #solopr
- 12:21 pm **shonali:** @allanjenkins Then you're one in a million & good for you. :) #soloPR
- 12:22 pm **shonali:** RT @KellyeCrane: Q2: From a PR perspective, what have you found to be the single greatest utility of social media? #soloPR
- 12:22 pm **jetsnow:** RT @hopwood: If you sort out your goals and objectives, you'll know where to allocate your budget. #solopr
- 12:22 pm **jgombita:** .@shonali "strategy" is the "why" and "tactics" are the "how." Think that way and there won't be confusion! #soloPR
- 12:22 pm **amandamogul:** Real time media relations RT @KellyeCrane From PR perspective, what hv u found to be the single greatest utility of socialmedia? #solopr
- 12:23 pm **akenn:** Q2: for both me and my clients SM enables me to reach audiences I didn't know existed #solopr
- 12:23 pm **cherissef:** Q2: Social media has been a learning tool and has helped me with networking. #solopr
- 12:23 pm **mdbarber:** Q2: Social media is great for chats like this; sharing info & building relationships. Also a wonderful local community building tool #solopr
- 12:23 pm **rockstarjen:** Q2: SM leads me to incredible resources - media, research, articles, other smart minds - on a daily basis. Makes me smarter. #solopr
- 12:23 pm **CallieOettinger:** Q2: SM Importance: Putting marketing experience in hands of consumers. Developing a relationship with them and letting them decide. #solopr

- 12:23 pm **shonali:** Exactly! RT @jgombita @shonali "strategy" is the "why" and "tactics" are the "how." Think that way and there won't be confusion! #soloPR
- 12:23 pm **bethanyrc:** Q2: The availability of links--offering new techniques and discussing current issues. I have learned skills on how to "brand myself" #solopr
- 12:23 pm **christammiller:** @jgarcia62 @KDPryor @wcronin Oh I see... pains... click on the #solopr hashtag and you will see I'm engaged in a legit business tweetchat!
- 12:24 pm **akenn:** Q2: I've also leveraged SM for lots of free and very easy to use ways to communicate #solopr
- 12:24 pm **mnicholsPR:** Q2 - great learning tool -- but still struggling with it for B2B PR applications #solopr
- 12:24 pm **KellyeCrane:** RT @akenn: Q2: for both me and my clients SM enables me to reach audiences I didn't know existed #solopr
- 12:24 pm **allanjenkins:** .@shonali But there's no difference between goals and objectives! Either you bat .400 or you don't. #soloPR
- 12:24 pm **cherissef:** Q2: I like that social media has built a community for me, not just an audience. #solopr
- 12:24 pm **LuAnnGlowacz:** Q2: Building thought leadership & community (while still in PJs & no shower. Dam. I said I wouldn't bring that up this week.) #solopr
- 12:24 pm **hopwood:** Phew! Some answers just came in. Thought that Q2 was a conversation stopper as well as a humdinger of a question. #solopr
- 12:24 pm **mdbarber:** Q2: SM means you can listen and engage your audience. It makes things really local #solopr
- 12:24 pm **shonali:** Re: Q2, single-greatest utility of social media/networks is broadening my audience & network(s). #soloPR
- 12:24 pm **krisTK:** @shonali @jgombita Sports analogy I use in presentations: Strategy is "passing game" while Tactic is the specific play. #solopr
- 12:25 pm **bethanyrc:** RT @cherissef: Q2: I like that social media has built a community for me, not just an audience. #solopr
- 12:25 pm **cherissef:** RT @akenn: Q2: Ive also leveraged SM for lots of free and very easy to use ways to communicate #solopr
- 12:25 pm **KellyeCrane:** Q2: My favorite thing social media brings to PR is the ability to interact with influencers more often & in different ways. #solopr
- 12:25 pm **hopwood:** Us too RT: @mnicholsPR Q2 - great learning tool -- but still struggling with it for B2B PR applications #solopr #solopr
- 12:25 pm **cherissef:** @LuAnnGlowacz :) #solopr
- 12:25 pm **JasonKeeling:** #SoloPR Q2: From a PR perspective, what have you found to be the single greatest utility of social media?
- 12:25 pm **lisagerber:** #solopr social media makes the networking much easier. Not only 4 media relations, but also w/other pr pros, potential clients too.
- 12:25 pm **MichaelWillett:** RT @rockstarjen Q2: SM leads me to incredible resources-media, research, articles,other smart minds-on daily basis-Makes me smarter #solopr
- 12:25 pm **christammiller:** Q2: SM has helped me meet ppl who were able to guide my business planning, both directly & indirectly. #solopr
- 12:25 pm **krisTK:** Q2: ease of research. What are people talking about in real time and how can clients contribute to the conversation. #solopr
- 12:25 pm **CallieOettinger:** Yes. Lots of surprises! RT @KellyeCrane RT @akenn Q2 for both me & my clients SM enables me to reach audiences I didn't know existed #solopr
- 12:26 pm **shonali:** I should add, re Q2 that it's audience, network AND community like @cherissef (h/t girl!). #soloPR
- 12:26 pm **KellyeCrane:** @hopwood Yes, we get bottlenecks on occasion. Fortunately, Twitter has never completely let us down! #solopr

- 12:26 pm **SarahDawley:** Q2: More immediate and "organic" results when it comes to brand research. People love to let you know what they think via SM. #solopr
- 12:26 pm **VirtuelMC:** q2 SM has given me a better focus for my clients - reach & exposure. As well as networking with other professionals & resources #solopr
- 12:26 pm **KellyeCrane:** RT @mdbarber: Q2: SM means you can listen and engage your audience. It makes things really local #solopr
- 12:26 pm **LuAnnGlowacz:** q2: Every subcontractor I've used in the past year I connected (or reconnected) with through SM #solopr
- 12:26 pm **bethanyrc:** RT @rockstarjen Q2: SM leads me to incredible resources-media, research, articles, other smart minds-on daily basis-Makes me smarter #solopr
- 12:26 pm **brooklyn2020:** RT @kamichat: Amen, preach it! RT @shonali: "Goals"; are big picture. Objectives HAVE to be measurable. #soloPR (via @jetsnow)
- 12:27 pm **hopwood:** So far SM has been a learning tool, info resource, discipline (140 chrs or less) & encouragement to connect online and off. #solopr
- 12:27 pm **akenn:** Same here! RT @rockstarjen Q2: SM leads me to incredible resources-media, research, articles, other smart minds... Makes me smarter. #solopr
- 12:27 pm **KellyeCrane:** RT @LuAnnGlowacz: q2: Every subcontractor I've used in the past year I connected (or reconnected) with through SM #solopr
- 12:27 pm **krisTK:** Gotta love that. RT @LuAnnGlowacz: q2: Every subcontractor I've used in the past year I connected (or reconnected) with thru SM #solopr
- 12:27 pm **mdbarber:** Q2: Social media is the new media relations. We've always sent press releases; now engage & send more targeted "releases" more often #solopr
- 12:28 pm **mdbarber:** RT @LuAnnGlowacz: q2: Every subcontractor I've used in the past year I connected (or reconnected) with through SM #solopr
- 12:28 pm **JasonKeeling:** My #SoloPR Q2 response: Connecting with new networks of professionals and issue-focused communities is the greatest benefit of #socialmedia
- 12:28 pm **jgombita:** @krisTK interesting! I get "specific play" but please 'splain "passing game" (i.e., strategy)? Note that I'm not an uber sports fan. #solopr
- 12:28 pm **KellyeCrane:** Q2: The ability to directly ask a thought leader a question is amazing. The amount of free info online now always astounds me. #solopr
- 12:29 pm **amandamogul:** @mdbarber With social media you can actually build "media relationships" #solopr
- 12:29 pm **Jenniferwah:** Gotta say, I'm with Allan on this! RT @shonali: @allanjenkins Then you're one in a million & good for you. :) #soloPR
- 12:29 pm **PerfectPitchPR:** RT Q2: From a PR perspective, what have you found to be the single greatest utility of social media? #SoloPR
- 12:29 pm **KellyeCrane:** RT @amandamogul: @mdbarber With social media you can actually build "media relationships" #solopr
- 12:29 pm **KellyeCrane:** Q3: What is your biggest inspiration right now? What's motivating you today? #solopr
- 12:29 pm **mdbarber:** @amandamogul So true, and they are stronger too. #solopr
- 12:29 pm **cherissef:** Q2: Social media has brought me independence because I am able to learn and find a lot of info on my own. #solopr
- 12:30 pm **amandamogul:** Me, too! Mouth on the floor moments all the time. RT@KellyeCrane The amount of free info online now always astounds me. #solopr
- 12:30 pm **shonali:** "Public Relations" has always been about relationships. If you use SM well, that's one way to do it. #soloPR
- 12:30 pm **EZF_TopMoms:** RT @kamichat: Amen, preach it! RT @shonali: "Goals" are big picture. Objectives HAVE to be measurable. #soloPR
- 12:30 pm **LuAnnGlowacz:** Yes! RT @KellyeCrane: The ability to directly ask a thought leader a question is amazing. #solopr

- 12:30 pm **cherissef:** In a good way...still depend on my pr community but have access to many more resources. #solopr
- 12:30 pm **CallieOettinger:** Yes. Many answer e-mails & blog posts/not phones RT @KellyeCrane Q2: ability to directly ask a thought leader a question is amazing #solopr
- 12:31 pm **BethHarte:** RT @cherissef: Q2: Social media has brought me independence because I am able to learn and find a lot of info on my own. #solopr
- 12:31 pm **krisTK:** @jgombita I've heard it for chess too. Overall game plan vs specific moves. #solopr
- 12:31 pm **christammiller:** Q3: What I see as needs that are going unmet is what keeps me going. #solopr
- 12:31 pm **lisagerber:** I wanted to add to @cherissef 's comment. SM helps me as I'm in a very rural area. keeps me current. #solopr
- 12:31 pm **BethHarte:** RT @shonali: "Public Relations" has always been about relationships. If you use SM well, that's one way to do it. #soloPR
- 12:31 pm **mdbarber:** My way to remember strategy & tactics: strategy is the road to drive on and tactics are the types of car to drive. #solopr
- 12:31 pm **akenn:** Wow, excellent ques for Twitter Chat! RT @KellyeCrane Q3: What is your biggest inspiration right now? What's motivating you today? #solopr
- 12:32 pm **BethHarte:** RT @KellyeCrane: Q3: What is your biggest inspiration right now? What's motivating you today? #solopr
- 12:32 pm **bethanyrc:** TRUE! RT @cherissef: Q2: Social media has brought me independence because I am able to learn and find a lot of info on my own. #solopr
- 12:32 pm **jgombita:** @krisTK very educational--thanks! But can or does that jibe with (my) "strategy" equals "why?" #solopr
- 12:32 pm **KellyeCrane:** RT @christammiller: Q3: What I see as needs that are going unmet is what keeps me going. #solopr
- 12:32 pm **krisTK:** RT @cherissef: Q2: Social media has brought me independence because I am able to learn and find a lot of info on my own. #solopr
- 12:32 pm **CallieOettinger:** Q3: What's motivating me today? What I want to do tomorrow. #solopr
- 12:32 pm **jenmitch:** Q3: Went 2 BlogWorld and learned many new perspectives. I am researching and learning more than ever now. Learning keeps me going. #solopr
- 12:33 pm **jetsnow:** RT @KellyeCrane: Q3: What is your biggest inspiration right now? What's motivating you today? #solopr
- 12:33 pm **KellyeCrane:** RT @CallieOettinger: Q3: What's motivating me today? What I want to do tomorrow. #solopr
- 12:33 pm **cherissef:** Q3: My biggest inspiration or motivation today is the desire to break out of my box and expand my community outside of where I live. #solopr
- 12:33 pm **shonali:** Re: Q3 I don't want to be homeless. ;-) Seriously, "owning" my time (and myself) is the biggest motivator. #soloPR
- 12:33 pm **krisTK:** @jgombita It could because game plan changes based on opponent -- the "why" are you doing a tactic. #solopr
- 12:33 pm **hopwood:** Q3 As a child, a friend of my Dad gave me a book The Struggle For Life In The Animal Kingdom. Something like that motivates me now! #solopr
- 12:33 pm **wordymouth:** Q3: Ability to reach audiences directly & actually build rapport. I'm enthused by the communities I'm joining/building. #solopr
- 12:34 pm **cherissef:** @jenmitch Hi Jen! #solopr
- 12:34 pm **VirtuelMC:** q2 my inspiration is that I love my clients & getting them using the tools they haven't had access to #solopr
- 12:34 pm **lisagerber:** What's motivating me today: sticking to my bplan, finding my target clients and not accepting just any work for the income. #solopr
- 12:34 pm **akenn:** Seeing the impact PR can have on a small or start-up business motivates me #solopr

- 12:34 pm **KellyeCrane:** Q3: I'm motivated by the shifts in our profession, and the huge number of doors I see opening as a result. #solopr
- 12:35 pm **LuAnnGlowacz:** My inspiration is to best utilize precious time away from my kids. They should head to daycare every morning for a damn good reason. #solopr
- 12:35 pm **hopwood:** Q3 And I love it when the young people who work for me step up and make things happen. #solopr
- 12:35 pm **KellyeCrane:** RT @wordymouth: Q3: Ability to reach audiences directly & actually build rapport. I'm enthused by the communities I'm joining/bldg #solopr
- 12:35 pm **SarahDawley:** Q3: Motivating me today: Working on my own terms, the amount of shitty PR out there & the look on client faces when they "get it" #solopr
- 12:35 pm **marianne:** RT @mdbarber: My way to remember strategy & tactics: strategy is the road to drive on and tactics are the types of car to drive. #solopr
- 12:35 pm **KellyeCrane:** RT @cherissef: Q3: My biggest inspiration or motivation today is the desire to break out of my box and expand my community... #solopr
- 12:36 pm **krisTK:** Q3: My motivation is the ability to have more control over my life, my career. Helping clients accomplish their goals. World peace #solopr
- 12:36 pm **ShaneKinkennon:** RT @shonali ""owning my time (and myself) is the biggest motivator" ... when it comes to #soloPR
- 12:36 pm **cherissef:** RT @wordymouth: Q3:Ability to reach audiences directly & actually build rapport. Im enthused by the communities Im joining/building. #solopr
- 12:36 pm **shonali:** Yup. RT @lisagerber: What motivates me: finding my target clients and not accepting just any work for the income. #soloPR
- 12:36 pm **akenn:** I think about this often too! RT @LuAnnGlowacz ...They should head to daycare every morning for a damn good reason. #solopr #solopr
- 12:36 pm **wordymouth:** RT @shonali: Re: Q3 I dont want to be homeless. ;-) Seriously, "owning" my time (and myself) is the biggest motivator. #solopr
- 12:37 pm **ShaneKinkennon:** Motivating me: I alone am accountable for my success or failure. Very empowering (and scary) #soloPR
- 12:37 pm **akenn:** RT @ShaneKinkennon RT @shonali ""owning my time (and myself) is the biggest motivator" ... when it comes to #solopr
- 12:37 pm **GreenLeafBBQ:** RT @KellyeCrane: Q3: I'm motivated by the shifts in our profession, and the huge number of doors I see opening as a result. #solopr
- 12:37 pm **KellyeCrane:** Q3: I'm also motivated by this #solopr community. You all are doing exciting work, and it's great to shine a light on it.
- 12:37 pm **wordymouth:** RT @marianne: RT @mdbarber: Strategy is the road to drive on and tactics are the types of car to drive. #solopr
- 12:38 pm **KellyeCrane:** RT @ShaneKinkennon: Motivating me: I alone am accountable for my success or failure. Very empowering (and scary) #solopr
- 12:38 pm **LuAnnGlowacz:** Q3: And helping really smart businesses get the attention they deserve instead of letting them fade away. #solopr
- 12:38 pm **MichaelWillett:** I like this one RT @VirtueIMC q2 my inspiration is that I love my clients & getting them using the tools they haven't had access to #solopr
- 12:38 pm **shonali:** Speaking of motivation, client call coming up -> I have to jump off. Nice chatting with you & thanks @KellyeCrane! #soloPR
- 12:38 pm **PerfectPitchPR:** Q3: My biggest inspiration is my clients. #solopr
- 12:38 pm **cherissef:** RT@KellyeCrane: Q3:Im also motivated by this #solopr community. You all are doing exciting work,and its great toshine a light on it. #solopr
- 12:38 pm **CallieOettinger:** With you both @akenn RT @LuAnnGlowacz Best utilize precious time away from my kids. They should head to daycare for a good reason. #solopr
- 12:39 pm **jgombita:** @krisTK hmmm. But that would put strategy on more of "on the fly" basis. (Can see contingency-based planning.) Is that a good thing? #solopr

- 12:39 pm **LuAnnGlowacz:** @krisTK In that particular order? LOL! #solopr
- 12:39 pm **jenmitch:** HI! @cherissef: @jenmitch Hi Jen! #solopr
- 12:39 pm **KellyeCrane:** RT @LuAnnGlowacz: Q3: And helping really smart businesses get the attention they deserve instead of letting them fade away. #solopr
- 12:39 pm **KellyeCrane:** RT @PerfectPitchPR: Q3: My biggest inspiration is my clients. #solopr
- 12:40 pm **KellyeCrane:** Q4: Are you planning ahead for the holidays? Time off? If so, how are you handling? #solopr
- 12:40 pm **hopwood:** @shonali has a good mix of "away from" and "towards" motivations. #solopr
- 12:40 pm **MichaelWillett:** Like this! RT @LuAnnGlowacz Q3 & helping really smart businesses get the attention they deserve instead of letting them fade away #solopr
- 12:40 pm **SoloDovePR:** RT @PerfectPitchPR Q3: My biggest inspiration is my clients. #solopr< YES my clients make me work harder and learn more and become better
- 12:41 pm **SoloDovePR:** RT @KellyeCrane Q3:Im also motivated by this #solopr community.You all are doing exciting work,and its great toshine a light on it. #solopr
- 12:41 pm **CallieOettinger:** Q4: December is slow. Both my kids were born Dec. 12th (4 years apart). How's that for planning? #solopr
- 12:41 pm **ShaneKinkennon:** Q4: already planning down time for holidays. Upside: I make those decisions! Downside: I own consequences. #soloPR
- 12:42 pm **GreenLeafBBQ:** @KellyeCrane We like to review the commitments that we've made in the prior year, then address them. #solopr
- 12:42 pm **lulamedia:** following some new #solopr users
- 12:42 pm **cherissef:** Q4: My answer might be a little different, but I see the holidays as catch up time since school is out...goal setting for next year. #solopr
- 12:42 pm **hopwood:** RT @PerfectPitchPR Q3: My biggest inspiration is my clients. <<Practise client delight but keep your eye on the big picture>> #solopr
- 12:42 pm **LuAnnGlowacz:** Q4: Was hoping things would calm down (client book to publisher next week). But was referred to a new client that I can't pass up! #solopr
- 12:42 pm **KellyeCrane:** RT @ShaneKinkennon: Q4: already planning down time for holidays. Upside: I make those decisions! Downside: I own consequences. #solopr
- 12:43 pm **SoloDovePR:** RT @ShaneKinkennon: Motivating me: I alone am accountable for my success or failure. Very empowering (and scary) #solopr
- 12:43 pm **CallieOettinger:** Own it! RT ShaneKinkennon Q4: already planning down time for holidays. Upside: I make those decisions! Downside: I own consequences. #solopr
- 12:43 pm **KellyeCrane:** @CallieOettinger That is good planning indeed! Must be an interesting day in your house. #solopr
- 12:44 pm **rockstarjen:** Q4 absolutely! i find it's usually slow that time of year anyway, so now i don't have to "look" busy. #solopr
- 12:44 pm **KellyeCrane:** Q4: For holidays, I find it works to decide what days you want to take, and tell clients as far in advance as poss. #solopr
- 12:44 pm **LuAnnGlowacz:** So anyone want to subcontract for xmas?! #solopr
- 12:44 pm **hopwood:** Q4 We once pulled out all the stops to deliver a brochure on Christmas Eve, and the client had gone home for the holidays. #solopr
- 12:44 pm **ShaneKinkennon:** Oh, yeah, it helps having lots of DC-centric work. Place goes pretty dead in late December :) #soloPR
- 12:44 pm **KellyeCrane:** Q4: Then, if something unimportant comes up last minute -- too late, you're "off." #solopr
- 12:45 pm **jenmitch:** Same! (1 kid) RT @CallieOettinger: Q4: December is slow. Both my kids were born Dec. 12th (4 years apart). How's that for planning? #solopr
- 12:45 pm **krisTK:** @jgombita OK, my analogy has its flaws, I admit. Sports fans love it. Game schedule mapped out in advance so prep isnt on the fly. #solopr

- 12:45 pm **rockstarjen:** Q4: follow-up... since it's just me, though. i'm still available for emergencies. #solopr
- 12:45 pm **wordymouth:** Q4: Taking time to reflect, then set new goals. Read a few books I've been putting on hold. Get a jumpstart on January. Rest up! #solopr
- 12:45 pm **lisagerber:** Holidays tend to be less demanding from a client perspective. I work ON business at that time. #solopr
- 12:45 pm **amandamogul:** Q3 What motivates me? My kids + husband and building longevity for my brand. Excited about the possibilities for my blog and company #solopr
- 12:45 pm **KellyeCrane:** @hopwood I've found that happens too - if you tell clients it needs to wait, they're fine with it. #solopr
- 12:46 pm **hopwood:** Q4 It can be frustrating when things start shutting down for Christmas on Dec 1. Make the most of quiet time. #solopr
- 12:46 pm **amandamogul:** Q4: I agree w/ @cherissef I look fwd to holidays. Time to reflect over the past year, revise my approach/strategy for the new year. #solopr
- 12:46 pm **krisTK:** @LuAnnGlowacz Maybe I should move World Peace up a tad. have a tiara (or two) on my desk. Tempted to wear one daily. #solopr
- 12:46 pm **NicholasGPorter:** RT @BethHarte @shonali: "Public Relations" has always been about relationships. If you use SM well, that's one way to do it. #soloPR
- 12:46 pm **lisagerber:** the scary part of being #solopr . if its slow, you feel you should be working harder. when its busy, you're working hard. When to relax?
- 12:46 pm **VirtueIMC:** q4 being solo I can make my own schedule - and work where ever I am. I will take 12/24-25 & 12/31;1/1 #solopr
- 12:46 pm **rockstarjen:** Notice is key! RT @KellyeCrane: Q4: For holidays, I find it works to ... tell clients as far in advance as poss. #solopr
- 12:47 pm **rockstarjen:** Q4: if you are planning on attending CES, you'll NEED that holiday time refresher for sure. ;) #solopr
- 12:47 pm **LuAnnGlowacz:** Do it! No one will know! RT @krisTK: @LuAnnGlowacz ...have a tiara (or two) on my desk. Tempted to wear one daily. #solopr
- 12:47 pm **krisTK:** @lisagerber Amen. I've taken fewer vacation days as solo than I did when i had to ask for time off. #solopr
- 12:47 pm **KellyeCrane:** Q4: If you can do it, draw the line in the sand around holidays. It trains clients to respect your time. #solopr
- 12:48 pm **jgombita:** @krisTK nice recovery! ;-) For #solopr purposes, client short-term projects could definitely benefit from your sports analogy, n'est-ce pas?
- 12:48 pm **cherissef:** RT @KellyeCrane: Q4: If you can do it, draw the line in the sand around holidays. It trains clients to respect your time. #solopr
- 12:49 pm **jenmitch:** SO true. RT @lisagerber: the scary part of being #solopr . if its slow, you feel you should be working harder. when its busy, U work hard.
- 12:49 pm **KellyeCrane:** RT @amandamogul: Q4: I look fwd to holidays. Time to reflect over the past yr, revise my approach/strategy for the new yr #solopr
- 12:49 pm **krisTK:** Q4: I have retail client so holidays can be busy but educ clients are best -- they close for holidays. #solopr
- 12:50 pm **KellyeCrane:** Q5: What blogs (or other sources) have you found yourself reading most lately? #solopr
- 12:50 pm **akenn:** Me too, but flex @ other times @KrisTK @lisagerber I've taken fewer vacation days as solo than I did when i had to ask for time off. #solopr
- 12:50 pm **ShaneKinkennon:** @KellyeCrane Great point. We can train clients year round by avoiding reporting our whereabouts, on and off times, etc. #soloPR
- 12:50 pm **krisTK:** Started a list to keep up with all of you. Who am I missing? <http://twitter.com/krisTK/solopr> #solopr
- 12:50 pm **wordymouth:** RT @amandamogul: Q4: I agree w/ @cherissef I look fwd to holidays. Time to reflect, revise my approach/strategy for the new year. #solopr

- 12:51 pm **wvpmc:** Q4 holidays really less a concern than when emergencies arise - my clients have been wonderful, but not everyone's are #solopr
- 12:51 pm **SoloDovePR:** Same here RT@lisagerber: the scary part of being #solopr . if its slow,you feel you should be working harder. when its busy, U work hard.
- 12:51 pm **LuAnnGlowacz:** My biggest client is also a good friend. He knows where to find me. Mostly, though, it's me tracking him down. #solopr
- 12:52 pm **CallieOettinger:** Q5: I've been reading Seth Godin's blog a lot - going through old entries - and watching his videos at diff conferences. #solopr
- 12:52 pm **cherissef:** Wow we got to Q5 this week...I am curious to see what the responses are. Me, whatever is in my Google reader. #solopr
- 12:52 pm **VirtueIMC:** @KellyeCrane I don't know if it's about reading blogs; but I'm flwng key conversation-leaders @unmarketing; @Chrisbrogan; @skydiver #solopr
- 12:52 pm **GreenLeafBBQ:** @KellyeCrane We actually build solid "Not Available" days into our contracts - I own my Holidays. #solopr
- 12:53 pm **cherissef:** RT @KellyeCrane: Q5: What blogs (or other sources) have you found yourself reading most lately? #solopr
- 12:53 pm **rockstarjen:** Q5: not PR-related, but read Pioneer Woman. reading about a life so different than yours gives a fresh perspective on things. #solopr
- 12:53 pm **beer_me:** An Overview of Big Bang Nucleosynthesis - <http://bit.ly/xNt7A> #solopr
- 12:53 pm **KellyeCrane:** Great idea! RT @GreenLeafBBQ: @KellyeCrane We actually build solid "Not Available" days into our contracts - I own my Holidays. #solopr
- 12:53 pm **SarahDawley:** Q5: IttyBiz! One of my new faves. <http://ittybiz.com/> #solopr
- 12:53 pm **jetsnow:** RT @KellyeCrane: Q5: What blogs (or other sources) have you found yourself reading most lately? #solopr
- 12:54 pm **KellyeCrane:** Q5: Always find terrific info from @ConversationAge on her blog, Conversation Agent. #solopr
- 12:54 pm **jetsnow:** RT @GreenLeafBBQ: We actually build solid "Not Available" days into our contracts - I own my Holidays. #solopr [great idea!]
- 12:54 pm **CallieOettinger:** More Q5: Anything TED. Malcolm Gladwell, Seth Godin, etc. Really good. #solopr
- 12:54 pm **hopwood:** @lisagerber: Learning to take guilt free leisure time will ultimately benefit your business. #solopr
- 12:54 pm **rockstarjen:** Q5: for PR stuff, too many to list. Google Reader presents many headlines to sift through each morning. #solopr
- 12:54 pm **jetsnow:** RT @CallieOettinger: Q5: been reading Seth Godin's blog a lot -going through old entries, watching his videos at diff conferences. #solopr
- 12:54 pm **KellyeCrane:** @SarahDawley Yes, Naomi is a hoot, if folks can handle it. :-)#solopr
- 12:54 pm **cherissef:** RT @KellyeCrane: Q5: Always find terrific info from @ConversationAge on her blog, Conversation Agent. #solopr
- 12:55 pm **CallieOettinger:** @rockstarjen Q5: Yes. Pioneer Woman is GREAT. Just a GOOD blog. #solopr
- 12:55 pm **SMWomen:** RT @KellyeCrane: Great idea! RT @GreenLeafBBQ: We actually build solid "Not Available" days into our contracts - I own my Holidays. #solopr
- 12:55 pm **MichaelWillett:** RT @CallieOettinger Q5: I've been reading Seth Godin blog a lot-going through old entries & watching his videos at diff conferences #solopr
- 12:55 pm **cherissef:** I read all their blogs. RT @VirtueIMC: @KellyeCrane ... but Im flwng key conversation-leaders @unmarketing; @Chrisbrogan; @skydiver #solopr
- 12:55 pm **ShaneKinkennon:** RT @KellyeCrane Q5: Always find terrific info from @ConversationAge on her blog, Conversation Agent. #solopr
- 12:56 pm **KellyeCrane:** Q5: Communication Overtones from @kamichat and @thebrandbuilder 's blog of the same name always go deep on relevant topics. #solopr

- 12:56 pm **rockstarjen:** @CallieOettinger how awesome is PW? i wish i had more time to take her photo challenges. #solopr
- 12:56 pm **LuAnnGlowacz:** Q5: Haven't been reading as many blogs as I used to. TMI. Too much info. Copyblogger is always good & the Bloggers 4 laughs. #solopr
- 12:56 pm **LuAnnGlowacz:** Great. I'll have to check her out. RT @CallieOettinger: @rockstarjen Q5: Yes. Pioneer Woman is GREAT. Just a GOOD blog. #solopr
- 12:57 pm **KellyeCrane:** Q5: Also can't forget @dmsscott 's blog, who wrote the book (literally) on The New PR. #solopr
- 12:57 pm **cherissef:** Q5: One of my faves...www.soloprpro.com! :) #solopr
- 12:57 pm **JasonKeeling:** #SoloPR Q5: Frankly, the blog posts I read are most often determined by what other Twitter users are sharing.
- 12:57 pm **krisTK:** Q5: Like to read blogs from my pals too: @kellyecrane @kamichat @vedo #solopr
- 12:58 pm **ShaneKinkennon:** Thanks as always @KellyeCrane and this great #soloPR group. Love it. Gotta jet...
- 12:58 pm **rockstarjen:** But of course! RT @cherissef: Q5: One of my faves...www.soloprpro.com! :) #solopr
- 12:58 pm **CallieOettinger:** @rockstarjen Pioneer Woman - I just want to know someone named Ree. She knows her audience. Good example for clients. #solopr
- 12:58 pm **KellyeCrane:** RT @JasonKeeling: #SoloPR Q5: Frankly, the blog posts I read are most often determined by what other Twitter users are sharing. #solopr
- 12:58 pm **christammiller:** I love @ConversationAge's blog. Also @Ambercadabra, @dannybrown, @lizstrauss, @MackCollier, & @chrisbrogan. (Miss @BethHarte's!) #solopr
- 12:58 pm **cherissef:** RT @JasonKeeling: #SoloPR Q5: Frankly, the blog posts I read are most often determined by what other Twitter users are sharing. #solopr
- 12:59 pm **KellyeCrane:** Thanks everyone for participating in today's chat - great stuff, as always! #solopr
- 12:59 pm **KellyeCrane:** If you're new, be sure to join the Solo PR Pros LinkedIn group, too: bit.ly/Nf4sw #solopr
- 12:59 pm **cherissef:** Whoo! Adding that now. RT @KellyeCrane: Q5: Also cant forget @dmsscott s blog, who wrote the book (literally) on The New PR. #solopr
- 1:00 pm **cherissef:** Thanks again for a great chat and contributions! #solopr
- 1:00 pm **jetsnow:** RT @christammiller: I love @ConversationAge's blog. Also @Ambercadabra, @dannybrown, @lizstrauss, @MackCollier, @chrisbrogan. #solopr
- 1:00 pm **MichaelWillett:** Suggest @loiskelly 's blog.foghound.com RT @jetsnow RT @KellyeCrane: Q5: What blogs..have you found yourself reading most lately? #solopr
- 1:00 pm **LuAnnGlowacz:** @KellyeCrane You've built a great community here. Very grateful. THANK YOU! #solopr
- 1:00 pm **wvpmc:** @KellyeCrane thank you! #solopr
- 1:00 pm **krisTK:** Just found lots of new great people to follow with the replies to that question #solopr
- 1:01 pm **KellyeCrane:** The #solopr hashtag is active all week -- feel free to keep chatting, sharing and asking for advice. Thanks gang!
- 1:01 pm **hopwood:** @KellyeCrane Thanks for inviting me. Love the enthusiasm. Best wishes to everyone. #solopr
- 1:01 pm **rockstarjen:** @KellyeCrane thanks, kellye, for moderating! and love the sweet new avatar. :) #solopr
- 1:01 pm **amandamogul:** Q5 Mopwater PR + Media Notes is a great (and my) PR Blog <http://tinyurl.com/lack5ys> #solopr
- 1:01 pm **KellyeCrane:** RT @MichaelWillett: Suggest @loiskelly 's blog.foghound.com #solopr
- 1:01 pm **rockstarjen:** @CallieOettinger With a name like Jen, I want to be named Ree. :) Yes, great example. #solopr

- 1:01 pm **CallieOettinger:** Steve Pressfield's blog. Would be on it even if he wasn't a client. :) SPR might like Writing Wednesdays <http://tinyurl.com/y9au8sa> #solopr
- 1:02 pm **PerfectPitchPR:** Thanks! @KellyeCrane RT If you're new, be sure to join the Solo PR Pros LinkedIn group, too: bit.ly/Nf4sw #solopr
- 1:02 pm **iPatrol:** RT @christammiller: Hi all, I'm Christa in SC, freelance writer turned PR pro, specializing in public safety. #solopr follow her
- 1:02 pm **VirtuelMC:** #solopr Anyone going to #PRSA09 would love to see you at one of the tweetups! #SDmediaPR <http://bit.ly/SH7n8> @Rockstarjen & @Shonali
- 1:02 pm **LuAnnGlowacz:** You almost did it @cherissef RT @FakeAPStylebook: Do not use "Whoomp! There it is!" unless it actually is there. #solopr
- 1:03 pm **jetsnow:** Looking for good PR blogs? Follow #solopr for some great recommendations. #pradvice
- 1:04 pm **cherissef:** @LuAnnGlowacz I will keep that in mind! :) I want to say something like wohoo. I don't know. Sometimes I wish we could hear ourselves. #solopr
- 1:05 pm **LoisKelly:** Thanks! @MichaelWillett: Suggest @loiskelly 's blog.foghound.com : Q5: What blogs..have you found yourself reading most lately? #solopr
- 1:05 pm **SarahDawley:** Great chat, as always. Loving all these new blogs/resources. Thanks to @KellyeCrane et al! #solopr
- 1:07 pm **SoloDovePR:** RT @KellyeCrane Thanks everyone for participating in today's chat - great stuff, as always! #solopr
- 1:07 pm **KellyeCrane:** Good question from @VirtuelMC - what #solopr pros are going to #PRSA09?
- 1:09 pm **VirtuelMC:** I won't be at Conference but I'm local! RT @KellyeCrane: Good question from @VirtuelMC - what #solopr pros are going to #PRSA09?
- 1:10 pm **MichaelWillett:** RT @KellyeCrane The #solopr hashtag is active all week -- feel free to keep chatting, sharing and asking for advice. Thanks gang!
- 1:11 pm **KellyeCrane:** Quick reminder: We have the #solopr chat each Wednesday from 1-2 pm Eastern. See ya then.
- 1:11 pm **krisTK:** Group of PRSA Independent Practitioner Alliance members planning dinner outing Saturday night at #PRSA09. #solopr folks would be welcome.
- 1:14 pm **jetsnow:** RT @KellyeCrane: Quick reminder: We have the #solopr chat each Wednesday from 1-2 pm Eastern. See ya then.
- 1:15 pm **mooki8ny:** RT @BethHarte RT @shonali: "Public Relations" has always been about relationships. If you use SM well, that's one way to do it. #soloPR
- 1:18 pm **laurel_t:** RT @KellyeCrane Quick reminder: We have the #solopr chat each Wednesday from 1-2 pm Eastern. See ya then. #humberpr
- 1:21 pm **EmJha:** RT @PerfectPitchPR: Thanks! @KellyeCrane RT If you're new, be sure to join the Solo PR Pros LinkedIn group, too: bit.ly/Nf4sw #solopr
- 1:21 pm **PerfectPitchPR:** RT @KellyeCrane: Quick reminder: We have the #solopr chat each Wednesday from 1-2 pm Eastern. See ya then.
- 1:22 pm **markrobertspr:** Sitting in a BNI business networking meeting. Looking forward to reading transcript of #solopr chat.
- 1:24 pm **mdbarber:** @KellyeCrane I'll be there Friday afternoon through Monday morning. Looking forward to meeting many of you. #solopr #PRSA09
- 1:48 pm **PRVille:** Great reminder. RT @kamichat: Amen, preach it! RT @shonali: "Goals" are big picture. Objectives HAVE to be measurable. #soloPR
- 1:49 pm **SilhouettePRM:** RT @PerfectPitchPR: RT @KellyeCrane: Quick reminder: We have the #solopr chat each Wednesday from 1-2 pm Eastern. See ya then. \$WOW thanks
- 2:13 pm **womanintheknow:** RT @PRVille: Great reminder. RT @kamichat: Amen, preach it! RT @shonali: "Goals" are big picture. Objectives HAVE to be measurable. #soloPR
- 2:38 pm **BettyEllis:** @GreenLeafBBQ I'll have to remember "Not Available" days in contracts so I can take off holidays with peace of mind in the future. #solopr

- 2:39 pm **BettyEllis:** Worth remembering! RT @hopwood: @lisagerber: Learning to take guilt free leisure time will ultimately benefit your business. #solopr
- 2:56 pm **lisagerber:** yes. find the balance. RT @hopwood: @lisagerber: Learning to take guilt free leisure time will ultimately benefit your business. #solopr
- 3:02 pm **GreenLeafBBQ:** @BettyEllis They sure have made my life easier - setting expectations up front is paramount. #solopr
- 3:04 pm **GreenLeafBBQ:** What is the biggest challenge for the #solopr professional?
- 3:08 pm **BettyEllis:** @GreenLeafBBQ After not taking much vacation over the last few years, I'm very open to this advice! #solopr
- 4:10 pm **admom1:** RT @BethHarte: RT @shonali: "Public Relations" has always been about relationships. If you use SM well, that's one way to do it. #soloPR
- 5:22 pm **SamanthaZ46:** For Solo PR Pros - join the LinkedIn group,: bit.ly/Nf4sw #solopr
- 5:37 pm **krisTK:** #PRSA members can take \$20 off when they join a Section in Nov-Dec. <http://bit.ly/Z03zp> Code:FREESEC09 #solopr
- 9:20 pm **krisTK:** @rockstarjen any suggestions for restaurant for group of #solopr pros in San Diego Saturday night? Close to gaslamp and affordable. Thx.
- 9:21 pm **laurelhart:** Was the guest speaker for a great group of #solopr people tonight, talking about social media & PR. @KellyeCrane, of course I mentioned you!

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