



## Transcript from January 27, 2010 to January 27, 2010

All times are Pacific Time

## January 27, 2010

- 12:12 am **mdbarber**: Wednesday from 1-2 ET is one of my favorite hours. It's #solopr time. Join us if you can for sharing, learning & laughing.
- 1:19 am **KellyeCrane**: Yes! RT @mdbarber: Wednesday from 1-2 ET is one of my favorite hours. It's #solopr time. Join us if you can for sharing, learning & laughing
- 2:58 am **krisTK**: RT @Crescenzo: Anyone know of an inexpensive, small agency or single practitioner that can help you build kick ass presentations? #solopr
- 2:23 pm **KellyeCrane**: Are you in danger of becoming PR roadkill? <http://bit.ly/a62R5t> #solopr #pradvice #pr
- 3:19 pm **amynolanapr**: RT @KellyeCrane: Are you in danger of becoming PR roadkill? <http://bit.ly/a62R5t> #solopr #pradvice #pr
- 3:49 pm **KellyeCrane**: Want to join us at 1pm ET today for the #solopr chat, but don't understand how it works? Addt'l info here: <http://bit.ly/gEQiK> #solopr #pr
- 4:05 pm **KimSchuenman**: RT @KellyeCrane: Want to join us at 1pm ET today for the #solopr chat, find Info on how it works here: <http://bit.ly/gEQiK> #solopr #pr
- 4:17 pm **jamieprince**: @Crescenzo A good friend of mine, interactive expert Kristan Gillespie, is a whiz if you want to look her up @IndigoMoonMkt #solopr
- 4:18 pm **jamieprince**: @ScottCircle I do, inserting a low-res image w/i a text box w/i the copy. #solopr
- 4:22 pm **ScottCircle**: Thanks! Are you getting a good response? RT @jamieprince: @ScottCircle I do, inserting a low-res image w/i a text box w/i the copy. #solopr
- 5:14 pm **mdbarber**: Good morning peeps. 45 minutes until #solopr chat. Great convo but you may want to snooze too.
- 5:19 pm **amynolanapr**: T-minus 40 minutes and counting until my favorite conversation of the week with #solopr buddies.
- 5:20 pm **KellyeCrane**: So @mdbarber reminds me that #solopr might have Twitter issues due to Apple annoc. We're gonna give it a try-see you at 1pm ET for the chat!
- 5:26 pm **mdbarber**: @KellyeCrane Hope I'm wrong but it's already 4 of 10 trending topics. People please -- you can hear about it later too. #solopr
- 5:36 pm **MichaelWillett**: RT @KimSchuenman RT @KellyeCrane 1pm ET today for #solopr chat, find Info on how it works here: <http://bit.ly/gEQiK> #solopr #pr
- 5:37 pm **rockstarjen**: @mdbarber @KellyeCrane you are so right, ladies. there is always maxi-activity during the live blogging of the event, etc. #solopr
- 5:38 pm **kellelynnk**: #solopr not sure what today's topics are, but I attended a WordCamp.com conference this week and highly recommend it.
- 5:43 pm **KellyeCrane**: Weigh in with your thoughts on the Toyota announcement on the #solopr pros LinkedIn group: <http://bit.ly/2ZUDEt> #pr
- 5:57 pm **PRjeff**: Heading into the world of #solopr chat now for the next hour...
- 5:58 pm **KellyeCrane**: Gearing up for the #solopr chat - feel free to snooze me.
- 5:59 pm **PRjeff**: Greetings solo PR'ers - 22-yr-pro, abt 16 solo. Offer PR/corp. comm. w/clarity, impact and authenticity. #solopr
- 6:00 pm **SoloDovePR**: I know Jan. is almost over but if you haven't already check out my interview with @BELTIF12010 <http://ow.ly/112G8> #solopr #pr

- 6:00 pm **rmpapag:** Five Things I Wish I Knew When I Started <http://ow.ly/10UPV> [via PRDaily] #solopr #in
- 6:00 pm **KellyeCrane:** Time for this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it). #solopr
- 6:01 pm **KellyeCrane:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr
- 6:01 pm **karensim:** Joining #solopr chat for next hour so pls forgive active tweet stream, mute if you need or join us using tweetgrid or tweetchat #solopr
- 6:01 pm **krisTK:** RT @KellyeCrane: Time for this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more) #solopr
- 6:01 pm **amynolanapr:** Hi Twitter friends, it's #solopr chat time for the next hour.
- 6:02 pm **KellyeCrane:** To those who "lurk" during these chats (I know you're out there!) let this be the time you join in with this supportive group. #solopr
- 6:02 pm **trishlambert:** Long time listener, first time caller! Hey everyone! #solopr
- 6:02 pm **ScottCircle:** Joining in the #solopr chat - love to learn from fellow #PR pros!
- 6:02 pm **mdbarber:** Good morning -- 30+ in PR; nearly 9 as solo, operating from Anchorage. #solopr
- 6:02 pm **amybomar:** Jumping in for today's #soloPR chat! I'm an independent PR practitioner based in Upstate SC. #solopr
- 6:02 pm **mdbarber:** RT @KellyeCrane: To those who "lurk" during these chats let this be the time you join in with this supportive group. #solopr
- 6:02 pm **LuAnnGlowacz:** I finally made it again! Agency vet in Austin, TX. I've been solo now for about 3 years. #solopr
- 6:02 pm **amynolanapr:** Amy Nolan, APR from Baton Rouge. Solo for 5 months and things are looking up this month! #solopr
- 6:02 pm **krisTK:** Hello. I'm based in south MS but work on projects all over. 19 yrs in PR, six as indy, APR. Looking forward to another great #solopr
- 6:03 pm **rmpapag:** Ready for #solopr chat - Roxane from RMP Media Analysis here!
- 6:03 pm **mdbarber:** So nice to see both regular and new faces joining today. This hour is one of my faves all week. #solopr
- 6:03 pm **lindsaysydenham:** Joining #solopr from Salt Lake City!
- 6:04 pm **kellynandrews:** Good afternoon fellow #solopr - 11 yrs in PR, based in Atlanta
- 6:04 pm **PRjeff:** @trishlambert Welcome Trish! #solopr
- 6:04 pm **KellyeCrane:** Hi everyone! Q1: "thinking of going solo. Would love to know how you secured clients before leaving your FT job." #solopr
- 6:04 pm **LScribner:** Hello #solopr! Lori here, solo 5 yrs, agencies for 11, based in sunny San Diego (most of the time:)
- 6:05 pm **PRjeff:** We don't bite. RT @KellyeCrane: To those who "lurk" during these chats (I know you're out there!) let this be the time you join in. #solopr
- 6:05 pm **LuAnnGlowacz:** @trishlambert Well, then, we should meet! Why haven't we?! #solopr
- 6:05 pm **LauraScholz:** Hi #solopr. Laura here--2.5 yr old company, PR/communications/social media for lifestyle and entertainment brands
- 6:05 pm **trishlambert:** Q1 ans: Elance. Got so much work I quite FT sooner than planned!! #solopr
- 6:06 pm **PRjeff:** @LScribner Jealous. Lived in San Diego for 5 years. It was paradise. #solopr
- 6:06 pm **trishlambert:** oops, meant "quit"...sorry #solopr
- 6:06 pm **LauraScholz:** Q1: I wish I had! I got laid off and just jumped right in--had 2-3 clients within a few weeks & never looked back. #solopr
- 6:06 pm **krisTK:** Q1: Lost job and put word out to PR friends at agencies that I was avail for projects. Tied me over til I found longterm clients #solopr

- 6:06 pm **KellyeCrane:** RT @LauraScholz: Q1: I wish I had! I got laid off and just jumped right in--had 2-3 clients within a few weeks & never looked back. #solopr
- 6:07 pm **mdbarber:** Q1 -- in agency world so couldn't get clients before jumping into the water. #solopr
- 6:07 pm **amynolanapr:** Q1. I didn't have clients, just took a leap of faith! Scary!! #solopr
- 6:07 pm **LScribner:** I was lucky, I was given referrals by a solo who was recruited and went back full time referrals can be your best biz dev tool! #solopr
- 6:07 pm **mlhujber:** Hello, joining the chat today! Not sure I'll have a lot to say-I am still on the learning curve of being an independent. #solopr
- 6:08 pm **amybomar:** Q1: Did some contract work while I had a full time job, but didn't start my own biz after a move from Ohio to S Carolina. #solopr
- 6:08 pm **PRjeff:** Q1: Didn't have time to secure clients before leaving my last FT job. Job kept me TOO busy. #solopr
- 6:08 pm **LScribner:** Still paradise, come on bk anytime! RT @PRjeff: @LScribner Jealous. Lived in San Diego for 5 years. It was paradise. #solopr
- 6:08 pm **LauraScholz:** Q1: I think it's all about activating your network. It's amazing how many people will come to you once you get the word out. #solopr
- 6:08 pm **LuAnnGlowacz:** Q1: I was lucky to get pulled in by a friend (now client) w/ a PR budget, big dreams, & strong belief in me. Find your advocates. #solopr
- 6:08 pm **KellyeCrane:** Q1: I saw requests for freelance help and knew there was a need. Told my agency I'd love it if they were my 1st client- they were! #solopr
- 6:09 pm **rmpapag:** Not conventional, I took the leap w/o a client. Once I announced & asked for recommendations from former clients it came together #solopr
- 6:09 pm **trishlambert:** @LuAnnGlowacz I'm a terrible homebody! But will venture out for the right reason!! wid love 2 meet! #solopr
- 6:09 pm **krisTK:** Q1: Impt to build connections outside of workplace while employed. Your network will help you long after job is gone. #solopr
- 6:09 pm **amybomar:** Q1: Finding clients hasn't been difficult (even after a move) thanks to networking! #solopr
- 6:09 pm **denmeister:** Reading the tweets of wisdom from #solopr.
- 6:10 pm **KellyeCrane:** @LScribner This is a good point - find another solo who is super busy. They may subcontract to you or hand off prospects. #solopr
- 6:10 pm **trishlambert:** Q1: Hmm...interesting trend re: going solo on faith. "Leap and the net will appear" is not a bad approach! #solopr
- 6:10 pm **jetsnow:** RT @KellyeCrane: Time for this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more) #solopr
- 6:10 pm **rockstarjen:** Hello everyone. Hopefully Twitter holds up. I'm Jen 16+-year (5 year solo) pro in SD. #solopr
- 6:10 pm **KellyeCrane:** RT @amybomar: Q1: Finding clients hasn't been difficult (even after a move) thanks to networking! #solopr
- 6:10 pm **mlhujber:** Q1: I secured clients after leaving my FT job by networking with people within my former organization. #solopr
- 6:10 pm **rmpapag:** Q1 That same network sustains me today. Good work recommendations spreads like wildfire #solopr
- 6:10 pm **karensim:** Hi Everyone, little twitter glitch I see... #solopr
- 6:11 pm **trishlambert:** @KellyeCrane But try to make sure you're not getting their "nightmare" clients as hand offs! #solopr
- 6:11 pm **LauraScholz:** Love this! RT @LuAnnGlowacz: Q1: Lucky to work w/ friend (now client) w/ a PR budget, big dreams, & belief. Find your advocates. #solopr
- 6:11 pm **KellyeCrane:** @rockstarjen So far so good on the Twitter front. Haven't had to cry Uncle yet. #solopr

- 6:11 pm **chatterboxpr:** @KellyeCrane Q:1 - I worked freelance & part-time for 4 years while at agency b4 leaving 2 start my own gig. #solopr
- 6:11 pm **KellyeCrane:** True! RT @trishlambert: @KellyeCrane But try to make sure you're not getting their "nightmare" clients as hand offs! #solopr
- 6:11 pm **jetsnow:** RT @krisTK: Q1: Impt to build connections outside of workplace while employed. Your network will help you long after job is gone. #solopr
- 6:11 pm **rockstarjen:** Q1: i let everyone know i was going solo. i did my own little PR campaign before making the leap. #solopr
- 6:11 pm **SarahDawley:** Feels like forever since I finally caught a #solopr chat! Hi everyone.
- 6:11 pm **LuAnnGlowacz:** Q1: I inherited clients from another #solopr who was overbooked, too. Started subcontracting for them first so transition was easy.
- 6:12 pm **MichaelWillett:** Yes!RT @krisTK Q1: Impt to build connections outside of workplace while employed-Your network will help you long after job is gone #solopr
- 6:12 pm **amynolanapr:** Q1. My main client is an agency who subs work to me. A great mentor and advocate for me! Good to dev. relationships before going #solopr
- 6:12 pm **KellyeCrane:** Interesting. RT @chatterboxpr: Q:1 - I worked freelance & part-time for 4 years while at agency b4 leaving 2 start my own gig. #solopr
- 6:12 pm **lindsaysydenham:** RT @rmpapag: Q1 That same network sustains me today. Good work recommendations spreads like wildfire #solopr
- 6:12 pm **LuAnnGlowacz:** @SarahDawley Me, too! Hi! #solopr
- 6:12 pm **karensxim:** Had diff getting in can someone RT Q1? #solopr
- 6:12 pm **kellynandrews:** @LauraScholz that's how I started. Spread the word and had full load in no time. Take advantage of your existing networks #solopr
- 6:12 pm **chatterboxpr:** @trishlambert really from Elance, I never knew of anyone PR pros that had success with them. #solopr
- 6:12 pm **LauraScholz:** @kellynandrews I think that's great! Sometimes you don't find out how strong your network is until you tap into it. #solopr
- 6:12 pm **KellyeCrane:** RT @mlhujber: Q1: I secured clients after leaving my FT job by networking with people within my former organization. #solopr
- 6:12 pm **ScottCircle:** We love working with other solo's RT @KellyeCrane find another solo who is super busy. They may subcontract or hand off prospects. #solopr
- 6:13 pm **krisTK:** @karensxim How did we find clients b4 making the leap #solopr
- 6:13 pm **SarahDawley:** Same here, @rmpapag. I wouldn't necessarily suggest jumping in without at least 1 client but it was either sink or swim! #solopr
- 6:14 pm **karensxim:** @krisTK Thanks! #solopr
- 6:14 pm **kelleylynnk:** #solopr networking and former clients, colleagues and partners are the primary sources for me for new biz
- 6:14 pm **karensxim:** Q1: For biz initially Elance, for PR work, connections through Elance #solopr
- 6:14 pm **krisTK:** RT @LauraScholz: Sometimes you don't find out how strong your network is until you tap into it. #solopr
- 6:14 pm **Narciso17:** @mdbarber @KellyeCrane Has the #solopr Time Begun...?..Can Stick Around 4 a Bit...May Have Shown up Late to the Party...!
- 6:15 pm **KellyeCrane:** Agree that agencies can be a great source of work, especially when just starting out. #solopr
- 6:15 pm **trishlambert:** @chatterboxpr Yes! Had \$20K in award in 1st 6 wks on Elance, it helped me get traction. Even 2day, I average \$1k/month in projecdts #solopr
- 6:15 pm **mdbarber:** @Narciso17 You're welcome at the party my friend. Q1 is re: how you got clients in the beginning. #solopr
- 6:15 pm **jetsnow:** RT @KellyeCrane find another solo who is super busy. They may subcontract or hand off prospects. #solopr

- 6:15 pm **karensxim:** RT @KellyeCrane: Agree that agencies can be a great source of work, especially when just starting out. (Yes they are!) #solopr
- 6:16 pm **PRjeff:** Yup! RT @mpapag: Q1 That same network sustains me today. Good work recommendations spreads like wildfire #solopr
- 6:16 pm **krisTK:** We were thinking of relocating when I lost job. Couldnt do job search in either place. Going solo was solution @SarahDawley @mpapag #solopr
- 6:16 pm **rmpapag:** Q1 In all fairness I did some homework before leaping, I recognized a need and realized I could fill it. #solopr
- 6:16 pm **rajean:** Hi friends of @KellyeCrane, I'm dipping my toe into the #solopr waters after 4 yrs of volunteer PR work/boards, 22 yrs experience, Denver :)
- 6:17 pm **karensxim:** If you are not a PR prof (like me) other solos & agencies are great source of biz #solopr
- 6:17 pm **KellyeCrane:** RT @mpapag: Q1 In all fairness I did some homework before leaping, I recognized a need and realized I could fill it. #solopr
- 6:17 pm **kellynandrews:** @trishlambert Good to know! I've wondered how helpful that site was. #solopr
- 6:17 pm **SarahDawley:** Also, not just PR agencies. I found a lot of work w/an advertising agency when I first went #solopr. @KellyeCrane
- 6:17 pm **mdbarber:** Tweepchat working better than my reg stream right now but still lagging badly. Love Apple but darned timing! #solopr
- 6:18 pm **KellyeCrane:** Great pt. RT @SarahDawley: Also, not just PR agencies. I found a lot of work w/an advertising agency when I first went #solopr
- 6:18 pm **KellyeCrane:** Q2: from @ScottCircle: Are other #solopr 's including images in their press releases? If so, how do you format?
- 6:18 pm **krisTK:** Q1: I found it easier to find tactical projects than clients that needed strategic counsel #solopr
- 6:18 pm **Narciso17:** @mdbarber @KellyeCrane Clients in the Beginning, It Seems, Have to Come fm Referrals and Past Experience w/Potential Clients #solopr
- 6:19 pm **lindsaysydenham:** Q1: I've done PR volunteer work for a non-profit for three years. It's been the best place to network for my career. #solopr
- 6:19 pm **rmpapag:** Q1 @KrisTK current situation makes a difference. I had a lot of support at home as well as a backup plan if it all did not pan out. #solopr
- 6:19 pm **KellyeCrane:** @rajean Good for you! We're all friends here, BTW. :) #solopr
- 6:19 pm **karensxim:** RT @KellyeCrane: Q2: from @ScottCircle: Are other #solopr s including images in their press releases? If so, how do you format? #solopr
- 6:19 pm **amybomar:** If you've done past work in a specific industry, introduce yourself to others in same/similar industries. #solopr
- 6:19 pm **amynolanapr:** I've received referrals from friends in PR Assoc. of La., and I'm prez in 2010. Great opportunity to get my name out #solopr
- 6:19 pm **karensxim:** RT @krisTK: Q1: I found it easier to find tactical projects than clients that needed strategic counsel (Great pt & strategy) #solopr
- 6:20 pm **Narciso17:** @mdbarber @KellyeCrane In the Beginning, Potential Clients Have to Know U First..or At Least Know of U by Having Someone Vouch 4 U #solopr
- 6:20 pm **mdbarber:** Good point for starting out: RT @krisTK: Q1: I found it easier to find tactical projects than clients that needed strategic counsel #solopr
- 6:20 pm **chatterboxpr:** I agree that working w/ other solo pr practitioners is a good move, it builds credibility and confidence w/ your clients. #solopr
- 6:20 pm **jetsnow:** RT @KellyeCrane: Q2: from @ScottCircle: Are other #solopr 's including images in their press releases? If so, how do you format?
- 6:20 pm **KCDPR:** Had huge network of former customers that I turned into my clients #solopr
- 6:20 pm **karensxim:** From general biz perspective I also cold called and did good old fashioned selling, it worked! #solopr

- 6:20 pm **amybomar**: RT@krisTK Q1: I found it easier to find tactical projects than clients that needed strategic counsel (me too!) #solopr
- 6:20 pm **KateRobins**: RT @PRjeff: Yup! RT @mpapag: Q1 That same network sustains me today. Good work recommendations spreads like wildfire #solopr
- 6:21 pm **KateRobins**: RT @jetsnow: RT @KellyeCrane find another solo who is super busy. They may subcontract or hand off prospects. #solopr
- 6:21 pm **KellyeCrane**: @amybomar Very true. Going to industry-specific networking events (e.g., tech, healthcare) can be great for your biz. #solopr
- 6:21 pm **krisTK**: Support at home is key @mpapag. I have friends w the dream of being solo but spouse has no faith. #solopr
- 6:21 pm **BettyEllis**: Been solo for almost 12 yrs. out of Greenville, SC. PR and training company. PR focus on healthcare, antimicrobials, automotive #soloPR
- 6:21 pm **Narciso17**: @mddbarber @KellyeCrane Unless U Have Enough Street Cred, Ur Just Another Suit That This Biz Doesn't Know (or Fully Trust) #solopr
- 6:22 pm **ScottCircle**: Thanks! RT @KellyeCrane: Q2: Are other #solopr 's including images in their press releases? If so, how do you format?
- 6:22 pm **KellyeCrane**: @PRjoshmorris Hi Josh - glad to have a student join us! #solopr
- 6:22 pm **MichaelWillett**: GoodRT @ mddbarber Good point for starting out RT @krisTK Q1 Easier to find tactical projects than clients needing strategic counsel #solopr
- 6:22 pm **lauratellsjokes**: never underestimate the networking power of twitter. Host your own tweet up and make local connections. #solopr
- 6:22 pm **amybomar**: Hi @BettyEllis! We never hit this chat on the same days! #solopr
- 6:22 pm **mlhujber**: @krisTK RE: Q1: I found it easier to find tactical projects than clients that needed strategic counsel: How did you deal with that? #solopr
- 6:23 pm **mpapag**: Q2: My clients add pictures to their press releases depending on situation. Use PRWeb easy to upload #solopr
- 6:23 pm **Narciso17**: This is Why GETting Involved w/Civic Groups, chambers of Commerce, Industry Associations, etc. Can Help - People Get to Know U First #solopr
- 6:23 pm **kellynandrews**: Q2: I do and like using this site to post photos (alongside the release) <http://www.pitchengine.com/> #solopr
- 6:23 pm **BettyEllis**: Q1 - Started when had revenue coming from teaching & freelance writing to provide stable corner stone. Then networked for PR clients #soloPR
- 6:23 pm **rajejan**: RT @lauratellsjokes: never underestimate the networking power of twitter. Host your own tweet up and make local connections. #solopr
- 6:23 pm **LeliaKate**: Jumping into #solopr can be scary, but it's fun to get your feet wet! NPO work is a great way to get started.
- 6:24 pm **PRjoshmorris**: @Narciso17 Definitely don't want to end up "another suit" -why I'm here! #solopr Nice to listen in @KellyeCrane
- 6:24 pm **krisTK**: @mpapag I used PRWeb for first time today. Fingers crossed. #solopr
- 6:24 pm **TMariePR**: Hi #solopr chiming in for the first time! T.Marie, thinking about going solo, From Detroit, Mi
- 6:24 pm **KellyeCrane**: Q2: FYI- We have an interview with PitchEngine's founder coming up on the Solo PR Pro blog. Stay tuned! #solopr
- 6:24 pm **MichaelWillett**: Out of the box! RT @lauratellsjokes never underestimate Twitter networking power-Host your own tweetup & make local connections #solopr
- 6:24 pm **mddbarber**: PRSA networking & involvement as well as with nonprofits is key to building your brand. #solopr
- 6:24 pm **chatterboxpr**: @KellyeCrane Q2: I include links 2 images hosted on a photo sharing site like Flickr or link 2 an embedded gallery on my site. #solopr
- 6:25 pm **karensim**: Q2: My clients (PR agencies) do, some use Marketwire (easy format); pers. I've used PitchEngine & love it #solopr

6:25 pm **LeliaKate:** @PRjoshmorris Welcome to #solopr chat - Roll Tide! You can even get started before graduation - Offer PR help for campus projects, depts.

6:25 pm **KellyeCrane:** @TMariePR Welcome to you (and the others who are considering this career path). This is an excellent group to learn from! #solopr

6:25 pm **mdbarber:** Also @amymengel joined readMedia today. It looks to have real possibilities for micro targeting releases & such. #solopr

6:25 pm **PRjoshmorris:** @LeliaKate Is that because at NPOs you're typically flying solo as is? #solopr

6:25 pm **karensxim:** @TMariePR Hi Neighbor! #solopr

6:25 pm **TMariePR:** RT @MichaelWillett: Out of the box! RT @lauratellsjokes never underestimate Twitter networking power-Host your own tweetup & make local connections #solopr

6:25 pm **krisTK:** @mlhujber Bided my time and thankful for the work. Helped me get biz systems down too -- time, invoicing, plans, taxes #solopr

6:25 pm **Narciso17:** Q2: Using Svcs Like #PitchEngine Are Great...Helps Your Clients Stand Out a Bit More #solopr

6:25 pm **amandamogul:** I'm Amanda, here with @LeslySimmons two #PR pros in Washington, DC. #solopr

6:26 pm **Igross:** @chatterboxpr Do people click on the link? #solopr

6:26 pm **TMariePR:** @karensxim Hi neighbor #solopr

6:26 pm **ScottCircle:** Q2: Looks like Pitch Engine has a lot of fans! #solopr

6:26 pm **twspfirm:** RT @karensxim: If you are not a PR prof (like me) other solos & agencies are great source of biz #solopr

6:26 pm **KateRobins:** RT @krisTK: @mlhujber Bided my time and thankful for the work. Helped me get biz systems down too -- time, invoicing, plans, taxes #solopr

6:26 pm **LeliaKate:** Hi @KellyeCrane, @krisTK - I'm jumping on a call, but good luck on today's #solopr chat! Today's key word is network network network!

6:26 pm **karensxim:** @mdbarber @amymengel How do costs compare to other services? #solopr

6:26 pm **PRjoshmorris:** @LeliaKate Thanks! I take part in Capstone Agency w/ @UAPRSSA check us out (I do the Web site too): <http://bit.ly/7jK7IN> #solopr

6:26 pm **VirtualMC:** jumping in & out of #solopr - how's everyone today?

6:27 pm **LuAnnGlowacz:** Q2: Love this. Looking for better virtual media room options. I'm listening, oh wise ones! #solopr

6:27 pm **PRPiper:** So true! RT@mdbarber: PRSA networking & involvement as well as with nonprofits is key to building your brand. #solopr

6:27 pm **BettyEllis:** @amybomar Yes, I thought I'd correct that today! #solopr

6:27 pm **Narciso17:** Q2: Letting the Press Know That U Have Pics Avail 4 em' Can be Quite Effective Too...PLUS, U can Always Direct Em' to a Good Website #solopr

6:27 pm **mdbarber:** @karensxim I don't know. Just started looking at it today. <http://www.readmedia.com/> Maybe @amymengel will do a blog post #solopr

6:27 pm **KellyeCrane:** Q2: Many wire services are offering rich media as an add-on, so you can include images with the text. Or incl links to your newsroom #solopr

6:27 pm **twspfirm:** Just happened upon this chat, how often do you meet? Seems like a great group! #solopr. Our agency is looking to build partnerships!

6:27 pm **karensxim:** @LuAnnGlowacz Pitch Engine #solopr

6:28 pm **KCDPR:** now in position where former employer markets my biz #solopr

6:28 pm **LScribner:** Q2 IS anyone still using BizWire/PRNewsWire, or just for hard news? #solopr

6:28 pm **ScottCircle:** @KellyeCrane Wire services are great - but several of our clients can't afford #solopr

- 6:28 pm **Narciso17:** @PRjoshmorris YES, Suits Come and Go By the Barrel. But YOU Are Unique, Smart and Savvy - Why Not LEverage That to Ur Advantage? #solopr
- 6:28 pm **Igross:** I have clients on a budget and limited staff, so need to be cost efficient too when it comes to photos #solopr
- 6:28 pm **karensxim:** @mdbarber thanks I'll take a look and @amymengel, would love a post. :-)  
#solopr
- 6:28 pm **LuAnnGlowacz:** @karensxim Seems to be a very popular recommendation #solopr
- 6:28 pm **KellyeCrane:** Q2: As most know, not good to send images (or anything else) as an email attachment to media contacts. #solopr
- 6:29 pm **LauraScholz:** Me too! Thx! RT @LuAnnGlowacz: Q2: Love this. Looking for better virtual media room options. I'm listening, oh wise ones! #solopr
- 6:29 pm **karensxim:** @LScribner Agencies yes, smaller firms or solos for "hard" news only, too expensive! #solopr
- 6:29 pm **mdbarber:** RT @KellyeCrane: Q2: As most know, not good to send images (or anything else) as an email attachment to media contacts. #solopr
- 6:29 pm **krisTK:** @LScribner I use Profnet still and PRNewswire occasionally. #solopr
- 6:29 pm **KellyeCrane:** Q2: One thing about PitchEngine: the info is hosted on their site, which means your client doesn't get SEO benefit. #solopr
- 6:29 pm **PRjoshmorris:** Twitter = opportunities! RT@lauratellsjokes never underestimate Twitter networking power-Host own tweetups & make local connections #solopr
- 6:29 pm **amynolanapr:** @twspfirm We meet every Wed at 1 p.m. Eastern. Welcome aboard! #solopr
- 6:29 pm **rajean:** This is what scares me most, @krisTK @mlhujber - biz systems -- time, invoicing, plans, taxes.Does anyone contract out? #solopr
- 6:29 pm **KCDPR:** Have found the wire services useless/obsolete for \$ they want. Picking up phone/pitching still is king #solopr
- 6:29 pm **KimSchuenman:** RT @KellyeCrane: Q2: As most know, not good to send images (or anything else) as an email attachment to media contacts. #solopr
- 6:30 pm **KateRobins:** @krisTK @PRjoshmorris Always resp for results but at NPOs, espec post-big co., it's just you [to blame or credit] #solopr
- 6:30 pm **mdbarber:** RT @KellyeCrane: Q2: One thing about PitchEngine: the info is hosted on their site, which means your client doesnt get SEO benefit. #solopr
- 6:30 pm **karensxim:** Q2: I give links to my virtual server with access to photos when sending/responding to media via email #solopr
- 6:30 pm **Narciso17:** @Igross This is Why I Always URGE Clients to Have a Nice Pressroom to Their Site - It Can Really Make a Difference #solopr
- 6:30 pm **mdbarber:** @rajean Contract out what is not in your expertise. Or at least get help starting out. #solopr
- 6:31 pm **DesireeW:** RT @twspfirm: RT @karensxim: If you are not a PR prof (like me) other solos & agencies are great source of biz #solopr
- 6:31 pm **PRjoshmorris:** @Narciso17 I am? Thanks (jk)! I fully believe in leveraging myself via personal brand management. SM & networking help! #solopr
- 6:31 pm **MichaelWillett:** Really! RT @KellyeCrane Q2: A thing about PitchEngine: info is hosted on their site, meaning your client doesn't get SEO benefit #solopr
- 6:31 pm **karensxim:** RT @mdbarber: @rajean Contract out what is not in your expertise. Or at least get help starting out.>>YES! #solopr
- 6:31 pm **KellyeCrane:** @KCDPR Wire svc distribution can be useful for SEO. For "real" results, I agree with you completely. #solopr
- 6:31 pm **krisTK:** @rajean Biz has grown to the point that I'm considering it. Spouse has financial exp and that helps. #solopr
- 6:32 pm **KateRobins:** @rajean As E. Roosevelt said, "Do one thing everyday that scares you." Fine print's never been as riveting. #solopr

- 6:32 pm **LauraScholz:** YES! RT @Narciso17: @Igross This is Why I URGE Clients to Have a Nice Pressroom to Their Site - It Can Really Make a Difference #solopr
- 6:32 pm **LScribner:** In San Diego we have #SDMediaPR tweetups so local PR and media can get together #solopr
- 6:32 pm **ScottCircle:** Why we like micro sites if possible RT @KellyeCrane: Q2: PitchEngine:info is hosted on their site, your client doesn't get SEO. #solopr
- 6:32 pm **rmpapag:** Agree 100% you will look like a pro RT @mdbarber: @rajean Contract out what is not in your expertise.. #solopr
- 6:32 pm **jetsnow:** RT @mdbarber: @rajean Contract out what is not in your expertise. Or at least get help starting out. #solopr
- 6:32 pm **jetsnow:** RT @karensxim: Q2: I give links to my virtual server with access to photos when sending/responding to media via email #solopr
- 6:32 pm **Narciso17:** One of the Few Great Things About This Econ is That Lotsa Great/Smart PR Folks Are Avail on a Contract Basis... #solopr
- 6:32 pm **twsprfirm:** @amynolanapr great! I'll calendar the time, this is a great resource and glad #solopr have a voice cyber world!
- 6:32 pm **VirtueIMC:** someone mentioned networking via tweet-ups - I am hosting 1 tonight specifically aimed at media/PR relationship building #solopr
- 6:32 pm **chatterboxpr:** @Igross Yes, they do. Some email services track click thrus 4 others, I use bit.ly & compare w/ view counts on Flickr & twitpic. #solopr
- 6:33 pm **SarahDawley:** Word. For the most part. RT @KCDPR Found wire services useless/obsolete for \$ they want. Picking up phone/pitching still is king #solopr
- 6:33 pm **PRjoshmorris:** 3 main topics of #smchat and #solopr - #collaboration #innovation #networking
- 6:33 pm **marketwire:** RT @KellyeCrane: @KCDPR Wire svc distribution can be useful for SEO. For "real" results, I agree with you completely. #solopr
- 6:33 pm **Narciso17:** - Leverage Their Help/Expertise When You Run Into Time Issues or Probs U Just Can't Solve #solopr
- 6:33 pm **LScribner:** I like PRWeb, affordable and good for SEO #solopr
- 6:33 pm **twsprfirm:** LScribner In San Diego we have #SDMediaPR tweetups so local PR and media can get together #solopr (that's a really cool idea!)
- 6:33 pm **PRjeff:** Q2: Never e-mail attachments. Too risky. Always include links or paste news rls in body of e-mail. #solopr
- 6:33 pm **KellyeCrane:** Q2: Agree with @Narciso17 - if budget permits you to have a Social Media Newsroom on the client site - that's the best. #solopr
- 6:33 pm **twsprfirm:** @LScribner In San Diego we have #SDMediaPR tweetups so local PR and media can get together #solopr (that's a really cool idea!)
- 6:34 pm **rockstarjen:** @KellyeCrane great news on twitter holding up. i have to cry uncle, though. :( #solopr
- 6:34 pm **kellynandrews:** @rajean I've heard that this comp. can be a huge help, although I haven't looked into them yet <http://www.bothpro.com/> #solopr
- 6:34 pm **twsprfirm:** RT @SarahDawley: Word. For the most part. RT @KCDPR Found wire services useless/obsolete for \$ they want. Picking up phone/pitching still is king #solopr
- 6:34 pm **karensxim:** RT @KellyeCrane: Q2: Agree with @Narciso17 - if budget permits you 2 have a SocMedia Newsroom on the client site - thats the best. #solopr
- 6:34 pm **LuAnnGlowacz:** I agree with @karensxim & @KellyeCrane -- offer a link to the photos but don't try to email them, especially in initial pitch. #solopr
- 6:35 pm **rmpapag:** Q2: Agree a Press room is essential. Reporters go there for info. A Dynamic PR will stand out. #solopr
- 6:35 pm **Narciso17:** @KellyeCrane Yepper - a Good Newsroom Keeps Things Nimble, Quick and Much More User-Friendly #solopr

- 6:35 pm **krisTK:** My philosophy too. Offer to send file in msg RT @PRjeff: Q2: Never e-mail attachments. Include links or paste news rls in msg #solopr
- 6:35 pm **KellyeCrane:** RT @mpapag: Q2: Agree a Press room is essential. Reporters go there for info. A Dynamic PR will stand out. #solopr
- 6:35 pm **PRjeff:** Q2: Yes, send attachments after initial pitch and only w/permission. #solopr
- 6:35 pm **marketwire:** @twsprfirm You can check here for my list of Twitter chats: <http://bit.ly/RU8sK> #solopr
- 6:35 pm **MichaelWillet:** Important RT @PRjoshmorris 3 main topics of #smchat & #solopr - #collaboration #innovation #networking
- 6:35 pm **KateRobins:** RT @KellyeCrane: Q2: Agree with @Narciso17 - if budget permits you to have a Social Media Newsroom on the client site - that's the best. #solopr
- 6:36 pm **KellyeCrane:** RT @PRjeff: Q2: Yes, send attachments after initial pitch and only w/permission. #solopr
- 6:36 pm **ruthseeley:** Q2 From everything I've read, Pitch Engine has more functionality than any other virtual newsroom. Easy to use too. #solopr Hi, Cdn solo PR.
- 6:36 pm **karensxim:** RT @PRjeff: Q2: Yes, send attachments after initial pitch and only w/permission. (good practice period imho) #solopr
- 6:37 pm **TMariePR:** RT @KellyeCrane: Q2: Agree with @Narciso17 - if budget permits you to have a Social Media Newsroom on the client site - that's the best. #solopr
- 6:37 pm **KateRobins:** @VirtuelMC Where's the tweetup? #solopr
- 6:37 pm **mpapag:** This is a cornerstone to building a relationship!@PRjeff: Q2: Yes, send attachments after initial pitch and only w/permission. #solopr
- 6:37 pm **kelleylynnk:** @Narciso17 how have you convinced clients to do a good online newsroom? I've found that a challenge #solopr
- 6:37 pm **PRjoshmorris:** They don't teach professional lingo in the classroom. We need an #PR acronym bible. #solopr #PRSSA #PRstudchat
- 6:37 pm **twsprfirm:** I love pitch engine and find it extremely easy to use and smart for pitching and sending news releases. #solopr
- 6:37 pm **krisTK:** Q2: Online newsroom provider and #solopr in SLC @codella with NewsCactus.com (good guy too)
- 6:38 pm **Narciso17:** To Me, #PitchEngine Should be Used in Conjunction w/ a Great Newsroom - Gives Media Two Ways to Experience Ur 'Clients Goods' #solopr
- 6:38 pm **KellyeCrane:** Q2: Regarding Social Media Newsroom, you can use RSS feeds to automate most of it. Not as daunting as it sounds! #solopr
- 6:38 pm **chatterboxpr:** Q2: I use pitch engine as well as creating my own social media news rooms for my clients. I host their newsrooms on my server. #solopr
- 6:38 pm **LScribner:** IMHO didn't find PitchEngine all that intuitive and don't see the SEO benefits either #solopr
- 6:38 pm **KCDPR:** Agree on press room, pdf fact sheets, bios, electronic press kits, logios, photos, media love all in one place #solopr
- 6:38 pm **ScottCircle:** We agree, but with arts clients a picture's worth 1,000 RT @PRjeff: Q2: send attachments after initial pitch and only w/permission. #solopr
- 6:38 pm **KateRobins:** Love this! RT@TMariePR RT@KellyeCrane RT @Narciso17 If budget permits, have Social Media Newsroom on client site - that's the best. #solopr
- 6:39 pm **twsprfirm:** (Sounds good, thanks!) --> @marketwire @twsprfirm You can check here for my list of Twitter chats: <http://bit.ly/RU8sK> #solopr
- 6:39 pm **mdbarber:** No SEO from Pitch Engine is a big issue I think. Need to drive people to client's site. #solopr
- 6:39 pm **KateRobins:** RT @KCDPR: Agree on press room, pdf fact sheets, bios, electronic press kits, logios, photos, media love all in one place #solopr

- 6:39 pm **VirtueIMC:** @KateRobins we do it in San Diego - it's #SDmediaPR here's the link: <http://twit.us/SDmediaPR> #solopr
- 6:39 pm **rajean:** Thx,all, more confident. Contracting biz side is way 2 begin. I've not worked in agency. Only corp & non-profit, in teams. #solopr
- 6:39 pm **VirtueIMC:** @KateRobins we do it in San Diego - it's #SDmediaPR here's the link: <http://bit.ly/628PSS> #solopr
- 6:39 pm **amymengel:** @karensxim @mdbarber It's very affordable. A @readmedia subscription can be as little as \$39/mo for unlimited use. #solopr
- 6:39 pm **twsprfirm:** #solopr Tweeps, gotta head to a client mtg, but look forward the the Wed/1pm tweetups! Chat soon!
- 6:40 pm **KateRobins:** Strongly agree. @mdbarber No SEO from Pitch Engine is a big issue I think. Need to drive people to client's site. #solopr
- 6:40 pm **mdbarber:** RT @amymengel: @karensxim @mdbarber Its very affordable. A @readmedia subscription can be as little as \$39/mo for unlimited use. #solopr
- 6:40 pm **ScottCircle:** RT @KCDPR: Agree on press room, pdf fact sheets, bios, electronic press kits, logos, photos, media love all in one place #solopr
- 6:40 pm **jetsnow:** RT @PRjeff: Q2: Never e-mail attachments. Too risky. Always include links or paste news rls in body of e-mail. #solopr
- 6:40 pm **chatterboxpr:** RT @KellyeCrane: Q2: Re: SM Newsroom & RSS feeds - U can gauge which media is really interested in the client/product. #solopr
- 6:40 pm **karensxim:** @amymengel Wow that's great, just bookmarked site & appreciate the resource! #solopr
- 6:40 pm **Narciso17:** @kelleylynnk I've Found that Showing Them Numbers Fm Orgs They Know (AdAge, Forrester, Etc.) That Show a Real Need Being Met .. #solopr
- 6:40 pm **KateRobins:** @VirtueIMC I'm in CT. I'll move. #solopr
- 6:40 pm **KellyeCrane:** Let's all keep in mind that results vary depending on the client's industry (for ex, hospitality vs. tech). Diff approaches #solopr
- 6:40 pm **TMariePR:** RT @amymengel: @karensxim @mdbarber It's very affordable. A @readmedia subscription can be as little as \$39/mo for unlimited use. #solopr
- 6:41 pm **sparklyhero:** Peeping in on #solopr chat.
- 6:41 pm **marketwire:** No SEO being an issue is a fact! RT @mdbarber: No SEO from Pitch Engine is a big issue I think. Need to drive people to site. #solopr
- 6:41 pm **KateRobins:** Seems all I've done is RT but so much great info here. You've hit the mute button on this chatterbox. #solopr
- 6:41 pm **rajean:** RT @ScottCircle: We agree, but with arts clients a picture's worth 1,000 RT @PRjeff: Q2: send attachments after initial pitch and only w/permission. #solopr
- 6:41 pm **mdbarber:** Very true: RT @KellyeCrane: Remember: results vary depending on clients' industry (for ex, hospitality vs. tech). Diff approaches #solopr
- 6:42 pm **VirtueIMC:** @KateRobins I'd encourage you to host your own! It's a great way to network w local media in no pitch/no pressure! #solopr
- 6:42 pm **Narciso17:** @kelleylynnk ..With This Kinda Thing Goes a Long Way..Cause It's Not U Telling the Truth, So Much as It's Ur Showing Them the Truth #solopr
- 6:42 pm **BettyEllis:** Agree RT @PRjeff: Q2: Never e-mail attachments. Too risky. Always include links or paste news rls in body of e-mail. #solopr
- 6:42 pm **KellyeCrane:** Ha! RT @KateRobins: Seems all I've done is RT but so much great info here. You've hit the mute button on this chatterbox. #solopr
- 6:43 pm **KateRobins:** @Narciso17 Yes, re: nos from fam. sources. Don't go native. #solopr
- 6:43 pm **kelleylynnk:** @Narciso17 thanks for the insight re: online press rooms. #solopr
- 6:43 pm **VirtueIMC:** helping a client with a launch & wanted to create a SM press room - looks like I need to get a handle on how ;) #solopr

- 6:43 pm **Narciso17:** @kelleylynnk PLUS, You Want to Remind Them That It's THEM Telling Their Story..in Their Own Words...Like a Nice Online Brochure #solopr
- 6:43 pm **chatterboxpr:** How many of you use Pitch Engine's news room vs their news release hosting for 30 days? I just use the release feature. #solopr
- 6:43 pm **SarahDawley:** @KellyeCrane IMO the approach also differs whether you're aiming for local or nation-wide coverage, bloggers vs. mass media etc. #solopr
- 6:44 pm **KateRobins:** Yup. It IS about them. @Narciso17 #solopr
- 6:44 pm **chatterboxpr:** @VirtueIMC set the newsroom up like a blog powered by blogger or wordpress, you'll get more SEO than some of the pro sites. #solopr
- 6:44 pm **techpr:** @LScribner No html editor in PitchEngine is a HUGE disadvantage #solopr
- 6:44 pm **KellyeCrane:** RT @SarahDawley: IMO the approach also differs whether you're aiming for local or nation-wide coverage, bloggers vs. mass media etc. #solopr
- 6:44 pm **Narciso17:** @KateRobins Yepper - Clients Trust What They Read Fm People who Crunch Numbers 4 a Living..Easier 4 Them to Sell to Their Boardroom #solopr
- 6:44 pm **LuAnnGlowacz:** Need better newsroom/social aggregate for a client NOW. Building into website design is taking too long. Any other temp solutions? #solopr
- 6:45 pm **VirtueIMC:** @chatterboxpr great recco! #solopr
- 6:45 pm **MichaelWillett:** RT @BettyEllis Agree RT @PRjeff Q2: Never e-mail attachments. Too risky. Always include links or paste news rls in body of e-mail. #solopr
- 6:45 pm **KCDPR:** Curious outside of profNet/HARO--any other news lead sites/services out there? #solopr
- 6:46 pm **ActiveIngreds:** RT @KateRobins: Love this! RT@TMariePR RT@KellyeCrane RT @Narciso17 If budget permits, have Social Media Newsroom on client site - that's the best. #solopr
- 6:46 pm **LScribner:** @chatterboxpr @virtueImc it helps if the client is SEO savvy when it comes to newsroom, luckily I do! #solopr
- 6:46 pm **rmpapag:** Check out Vocus @LuAnnGlowacz: Need better newsroom/social aggregate for a client NOW. Any other temp solutions? #solopr
- 6:46 pm **KellyeCrane:** RT @chatterboxpr: set the newsroom up like a blog powered by blogger or wordpress, you'll get more SEO than some of the pro sites #solopr
- 6:46 pm **chatterboxpr:** @VirtueIMC No prob, everything that the pro sites offer you can build using templates with wordpress or blogger. #solopr
- 6:47 pm **KateRobins:** @VirtueIMC Solo is always having to get a new handle on something. Always something. But man it drills the smarts into you. #solopr
- 6:47 pm **KellyeCrane:** Q3: Do you have a dollar limit for events you attend? How do you decide what to go to? #solopr
- 6:48 pm **amybomar:** HARO has gotten so popular. Wonder how many users ProfNet has now? #solopr
- 6:48 pm **karensxim:** RT @KellyeCrane: Q3: Do you have a dollar limit for events you attend? How do you decide what to go to? #solopr
- 6:48 pm **LScribner:** I have a SD web designer contact that is very affordable if anyone needs rec for wordpress newsroom dev #solopr
- 6:48 pm **MichaelWillett:** RT @rajean RT @ScottCircle 4 arts clients picture worth 1,000 RT @PRjeff Q2-send attachments after initial pitch-only w/permission #solopr
- 6:48 pm **KateRobins:** Can you run it as a trial? @LScribner @chatterboxpr @virtueImc helps if the client is SEO savvy when it comes to newsroom #solopr
- 6:49 pm **krisTK:** Q3: I set budget at 1st of year for prof educ. usually 3-4 conferences a year (but I serve on board too). #solopr
- 6:49 pm **kelleylynnk:** @KellyeCrane Q3 as a boot-strapped start up, I rarely attend events that charge. there are tons of free networking events in Boston #solopr

- 6:49 pm **amybomar:** Q3: Day events are obviously more affordable. For out-of-town events, depends on focus/topic. Have to be selective. #solopr
- 6:49 pm **KellyeCrane:** Q3 is from me. :-)) I have a million events I want to attend, but need to whittle down the list. #solopr
- 6:50 pm **amynolanapr:** Q3. I attend events where I can get the most for my money. Mostly local or regional, Southern PR Federation. #solopr
- 6:50 pm **KellyeCrane:** RT @krisTK: Q3: I set budget at 1st of year for prof educ. usually 3-4 conferences a year (but I serve on board too). #solopr
- 6:50 pm **KateRobins:** @amybomar J'lists I meet with say they use both. Have heard that HARO attracts more off-topic pitch/replies. #solopr
- 6:50 pm **PRjeff:** Q3: I base event attendance on potential ROI - will it spur potential clients? #solopr
- 6:50 pm **KCDPR:** RT@KellyeCrane: a few hundred max for event where referrals help. Only go to events w/ prospects (financial advisors for me) #solopr
- 6:51 pm **KellyeCrane:** RT @PRjeff: Q3: I base event attendance on potential ROI - will it spur potential clients? #solopr
- 6:51 pm **KateRobins:** @KellyeCrane Never underestimate boards for learning/attendance perks. #solopr
- 6:51 pm **LScribner:** Q3 There are plenty of free/low-cost events out there for networking; believe smaller is better for making contacts #solopr
- 6:51 pm **mlhujber:** Q3: I stick to a monthly budget of up to 100 dollars for networking events. #solopr
- 6:51 pm **PRjeff:** Q3: Peer events are great for camaraderie & to learn, but not the best for finding new clients. #solopr
- 6:51 pm **TMariePR:** I agree totally.. budget and potential! RT @PRjeff: Q3: I base event attendance on potential ROI - will it spur potential clients? #solopr
- 6:51 pm **chatterboxpr:** @KateRobins Run what as a trial? #solopr
- 6:51 pm **KellyeCrane:** RT @KCDPR: RT: a few hundred max for event where referrals help. Only go to events w/ prospects (financial advisors for me) #solopr
- 6:51 pm **karensxim:** Q3: My list is much longer than my budget so still figuring it out! Logic says choose based on highest return #solopr
- 6:52 pm **krisTK:** Q3: I ask about room-mates too. Makes conference more fun and cuts costs. #solopr
- 6:52 pm **sparklyhero:** RT @PRjeff: Q3: Peer events are great for camaraderie & to learn, but not the best for finding new clients. #solopr
- 6:52 pm **PRjeff:** Q3: But networking is VITAL to making connections and keeping biz viable. #solopr
- 6:52 pm **amybomar:** Q3: There are a lot of decent free Webinars offered these days. Take advantage of playback options! #solopr
- 6:52 pm **rajean:** Check out #journchat run by PR pro @prsarahevens b4 you host your own client/media tweetup. Done well! #solopr
- 6:52 pm **krisTK:** Q3: PR pros are my referral sources so PR conferences are good biz dev tool for me #solopr
- 6:52 pm **KateRobins:** Agree. ROI drives. KCDPR RT@KellyeCrane: few hundred max for event where referrals help. Only go to events w/prospects #solopr
- 6:53 pm **KellyeCrane:** Deinitely! RT @amybomar: Q3: There are a lot of decent free Webinars offered these days. Take advantage of playback options! #solopr
- 6:53 pm **jetsnow:** RT @chatterboxpr: @VirtueIMC No prob, everything that the pro sites offer you can build using templates with wordpress or blogger. #solopr
- 6:53 pm **mdbarber:** Q3: Events are usual combination of learning and networking. If we don't learn we don't stay current, especially today. #solopr
- 6:53 pm **KellyeCrane:** Q3: I'm looking at blogging/interactive conferences to make Solo PR Pro even better. So many to choose from. #solopr

- 6:54 pm **KateRobins:** RT @KelyeCrane: Deinitely! RT @amybomar: Q3: There are a lot of decent free Webinars offered these days. Take advantage of playback options! #solopr
- 6:54 pm **KellyeCrane:** Bingo! RT @krisTK: Q3: PR pros are my referral sources so PR conferences are good biz dev tool for me #solopr
- 6:54 pm **krisTK:** Q3: have to mention PRSA Ind Practitioner Alliance webinars and virtual conference. Targeted content for #solopr
- 6:54 pm **KCDPR:** hate to say it but theyre job fairs tooRT @PRjeff: Peer events are great for camaraderie , but not the best for finding new clients. #solopr
- 6:54 pm **MichaelWillett:** Interesting! RT @krisTK Q3 PR pros are my referral sources so PR conferences are good biz dev tool for me #solopr
- 6:54 pm **LauraScholz:** Q3: I tend to attend events outside of PR--I like to network beyond just my field of expertise. #solopr
- 6:54 pm **chatterboxpr:** Q3: I evaluate based on availability (client obligations), potential strategic partnership opps, cost & proximity, in that order. #solopr
- 6:55 pm **mdbarber:** Agree! Great RT @krisTK: Q3: have to mention PRSA Ind Practitioner Alliance webinars and virtual conference. Targeted content for #solopr
- 6:55 pm **KellyeCrane:** Regarding Webinars, continue to watch the #solopr hashtag all week - many are sharing good links.
- 6:55 pm **VirtuelMC:** RT @KelyeCrane: Q3: Do you have a dollar limit for events you attend? How do you decide what to go to? #solopr
- 6:55 pm **karensxim:** RT @LauraScholz: Q3: I tend to attend events outside of PR--I like to network beyond just my field of expertise. (Very smart tip) #solopr
- 6:55 pm **mdbarber:** RT @KelyeCrane: Bingo! RT @krisTK: Q3: PR pros are my referral sources so PR conferences are good biz dev tool for me #solopr
- 6:55 pm **krisTK:** Use webinars as excuse to host a gathering @KateRobins @KelyeCrane RT @amybomar: lot of decent free Webinars offered these days. #solopr
- 6:55 pm **MichaelWillett:** Yes, excellent! RT @rajeon Check out #journchat run by PR pro @prsarahevens b4 you host your own client/media tweetup. Done well! #solopr
- 6:55 pm **kelleylynnk:** @KelyeCrane while not a PR conference, I highly recommend the #wordcamp events on WordPress & blogging. #wcbos was amazing #solopr
- 6:55 pm **amynolanapr:** Absolutely! RT @krisTK: Q3: PR pros are my referral sources so PR conferences are good biz dev tool for me #solopr
- 6:55 pm **KCDPR:** happy clients attending industry events are best referral source out there. Must attend events #solopr
- 6:55 pm **KellyeCrane:** RT @chatterboxpr: Q3: I evaluate based on availability... potential strategic partnership opps, cost & proximity, in that order. #solopr
- 6:55 pm **VirtuelMC:** @KateRobins yes - but remember you are what your clients are in investing in - so things that make you better #solopr
- 6:55 pm **amybomar:** RT @krisTK Q3: have to mention PRSA Ind Practitioner Alliance webinars and virtual conference. Targeted content for #solopr (yep!) #solopr
- 6:55 pm **LScribner:** Q3 Webinars are good for ongoing ed, but you have to get out and meet ppl IRL to really connect #solopr
- 6:55 pm **LuAnnGlowacz:** Q3: I've checked out attendee list when I can. Lots of smart ppl I converse w/on Twitter to meet in person. Not just the speakers. #solopr
- 6:56 pm **KellyeCrane:** @kelleylynnk I went to Wordcamp Atlanta earlier this month, and I thought it was great, too. #solopr
- 6:56 pm **KateRobins:** Keep the genepool healthy! @LauraScholz Q3:Tend to attend events outside of PR--I like to network beyond just my field of expertise. #solopr
- 6:56 pm **KellyeCrane:** RT @KCDPR: happy clients attending industry events are best referral source out there. Must attend events #solopr
- 6:56 pm **VirtuelMC:** Q3 I look at what will help me grow & how I can budget it in or leverage it for a client - that's the hardest thing for me #solopr

- 6:56 pm **MichaelWillett:** RT @LScribner Q3 There are plenty of free/low-cost events out there for networking; believe smaller is better for making contacts #solopr
- 6:56 pm **sparklyhero:** RT @KateRobins: Keep the genepool healthy! @LauraScholz Q3:Tend to attend events outside of PR--I like to network beyond just my field of expertise. #solopr
- 6:57 pm **chatterboxpr:** @KellyeCrane I wanted to attend Wordcamp Atlanta but couldn't. Are you going to SoCon10 this weekend? #solopr
- 6:57 pm **karensxim:** Networking w/other professionals is great for driving innovation, good to get different perspective #solopr
- 6:57 pm **KateRobins:** @mdbarber PRSA events seem exp tho on top of membership when there's so much freely available of eq or better quality. Opinions? #solopr
- 6:57 pm **rajean:** RT @LauraScholz: Q3: I tend to attend events outside of PR--I like to network beyond just my field of expertise. #solopr
- 6:57 pm **KellyeCrane:** RT @VirtueIMC: Q3 I look at what will help me grow & how I can budget it or leverage it for a client-that's the hardest thing for me #solopr
- 6:57 pm **sparklyhero:** RT @amynolanapr: Absolutely! RT @krisTK: Q3: PR pros are my referral sources so PR conferences are good biz dev tool for me #solopr
- 6:57 pm **rmpapag:** Excellent point, in person contact matters@LScribner Q3 Webinars good for ed, but you have to get out and meet ppl IRL to connect #solopr
- 6:58 pm **amybomar:** Q3 Become a regular attendee at local PRSA meetings - networking & professional growth. #solopr
- 6:58 pm **mdbarber:** @KateRobins PRSA, IMO, is worth EVERY penny you spend. The networking, leadership, clients have been extremely valuable to me. #solopr
- 6:58 pm **MichaelWillett:** RT @karensxim Networking w/other professionals is great for driving innovation, good to get different perspective #solopr
- 6:59 pm **LuAnnGlowacz:** Must go...thanks for the wisdom fellow #solopr pros!
- 6:59 pm **mdbarber:** RT @amybomar: Q3 Become a regular attendee at local PRSA meetings - networking & professional growth. Me: participate & volunteer #solopr
- 6:59 pm **KellyeCrane:** Excellent input all, as always. Many thanks to each of you for sharing your wisdom and humor today! #solopr
- 6:59 pm **PRjeff:** RT @rajean: RT @LauraScholz: Q3: I tend to attend events outside of PR--I like to network beyond just my field of expertise. #solopr
- 6:59 pm **krisTK:** Q3: AdFed, IABC, AMA, PRSA are all options. Find the best fit for your practice. #solopr
- 6:59 pm **mdbarber:** And yet another great hour comes to a close. Great chatting & sharing. #solopr
- 7:00 pm **KellyeCrane:** If you're new, checkout the Solo PR Pros LinkedIn group, too (you can ask Qs and get longer responses!): bit.ly/Nf4sw #solopr
- 7:00 pm **Narciso17:** Sorry - Had to Step Off the #solopr Chat for a Moment - Had a Client Call
- 7:00 pm **LauraScholz:** Great chatting w/ @PRjeff @KateRobins @karensxim @Narciso17 @christine\_sz @krisTK @kellynandrews @KellyeCrane #solopr
- 7:00 pm **chatterboxpr:** @KateRobins How would you do a trial, I'm confused. SM rooms are standard for all my clients. #solopr
- 7:00 pm **amybomar:** Thanks @KellyeCrane for your help in getting us all together! #solopr
- 7:01 pm **MichaelWillett:** RT @rmpapag Excellent point, in person contact matters @LScribner Q3 Webinars good for ed-U have to get out/meet ppl IRL to connect #solopr
- 7:01 pm **krisTK:** Dues are cheap when I think of all the connections, clients, skills from PRSA @KateRobins (Also pay quarterly to ease bite) #solopr
- 7:01 pm **amynolanapr:** Great chat today! Thanks, #solopr friends!
- 7:01 pm **PRjeff:** @LauraScholz Likewise. Thx! #solopr
- 7:01 pm **LScribner:** @SDWebDesigner Can't wait to launch the site, very exciting! Mind if I refer you to others in our wkly #solopr chat?

7:01 pm **SarahDawley:** @LuAnnGlowacz Nice to see you in #solopr again!

7:01 pm **Narciso17:** Thx 2 Everyone Involved with the #solopr Time...for Their Candor, Wisdom and Advice

7:01 pm **kelleylynnk:** @Narciso17 can you point me to some online newsrooms you love? #solopr

7:02 pm **mdbarber:** RT @krisTK: Dues are cheap when I think of all the connections, clients, skills from PRSA @KateRobins (Also pay 1/4ly to ease bite) #solopr

7:02 pm **krisTK:** This is always the shortest hour of my week. As soon as we adjourn, I start looking forward to the next one #solopr

7:03 pm **LScribner:** Great chat all, and thanks to @kellyecrane for keeping #solopr going!

7:03 pm **KCDPR:** Nice to join today, 1st time for me #solopr thanks again

7:04 pm **rajean:** Brain hurts but energized :) Kudos PR friends! RT @Narciso17 Thx 2 Everyone Involved w/ #solopr ...for Their Candor, Wisdom & Advice

7:04 pm **karensxim:** Speaking of PR..time for client interview! #solopr

7:04 pm **mlhujber:** Great chatting with everyone! #solopr

7:04 pm **marketwire:** RT @karensxim: Networking w/other professionals is great for driving innovation, good to get different perspective #solopr

7:05 pm **mdbarber:** @KateRobins Are you a PRSA member? Chapter affiliation? May be able to connect you with folks. Huge value for me. #solopr

7:05 pm **KateRobins:** Thanks, all. #solopr

7:06 pm **marketwire:** If you are a #prsa member, RT this to be included in our PRSA twitter list. #solopr

7:07 pm **rajean:** Interested to see how the Toyota news shakes out this week. Can use some wise PR. #solopr

7:07 pm **MichaelWillett:** Yes, indeed! RT @LScribner Great chat all, and thanks to @kellyecrane for keeping #solopr going!

7:07 pm **ltwoods:** RT @marketwire: If you are a #prsa member, RT this to be included in our PRSA twitter list. #solopr

7:07 pm **nlawhead:** Thanks! RT @Marketwire: If you are a #prsa member, RT this to be included in our PRSA twitter list. #solopr

7:07 pm **DonnaHedgeBurns:** RT @Marketwire: If you are a #prsa member, RT this to be included in our PRSA twitter list. #solopr

7:08 pm **KellyeCrane:** @Narciso17 @kelleylynnk Butting in: my favorite social media newsroom is GM Europe: <http://bit.ly/Oagcn> #solopr

7:08 pm **rajean:** @MichaelWillett nice to see you on the #solopr chat today. You're always so kind to RT my musings. Thank you!

7:09 pm **jenbalios:** RT @DonnaHedgeBurns: RT @Marketwire: If you are a #prsa member, RT this to be included in our PRSA twitter list. #solopr

7:09 pm **LindseyMGrant:** RT @Marketwire If you are a #prsa member, RT this to be included in our PRSA twitter list. #solopr

7:10 pm **BettyEllis:** Agree. Fits budget better, too RT @amybomar: Q3 Become a regular attendee at local PRSA meetings - networking & professional growth. #solopr

7:11 pm **jetsnow:** RT @LauraScholz: Q3: I tend to attend events outside of PR--I like to network beyond just my field of expertise. (Very smart tip) #solopr

7:12 pm **BettyEllis:** Hear! Hear! Great chat everyone RT @LScribner: Great chat all, and thanks to @kellyecrane for keeping #solopr going!

7:13 pm **Narciso17:** Thx 2 @ScottCircle @PRjoshmorris @LauraScholz @karensxim @kelleylynnk @KateRobins @rajean 4 the #solopr Conversatin'

7:13 pm **TMariePR:** RT @LauraScholz: Q3: I tend to attend events outside of PR--I like to network beyond just my field of expertise. (Very smart tip) #solopr

- 7:16 pm **sparklyhero:** @rajean LinkedIn is a hidden jewel. I had an account, but wouldn't use it for at least 7 months. #solopr
- 7:17 pm **Mikinzie:** Driving to Grand Rapids for client meetings #solopr Hoping to get something signed today!
- 7:20 pm **PRjoshmorris:** Do it to it! No tweeting + driving! RT @Mikinzie: Driving to Grand Rapids for client meetings #solopr Hoping to get something signed today!
- 7:22 pm **AlenBeljin:** RT @marketwire: If you are a #prsa member, RT this to be included in our PRSA twitter list. #solopr
- 7:23 pm **JohnstonWells:** RT @rajean: Check out #journchat run by PR pro @prsarahevens b4 you host your own client/media tweetup. Done well! #solopr

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