



Transcript from March 24, 2010 to March 24, 2010

All times are Pacific Time

March 24, 2010

- 11:05 am **rmpapag:** Good Morning all! Who's looking forward to #solopr today? I know I am!
- 12:27 pm **goldinpr:** Good, quick read RT @annievang: USA Today's Commitment To Social Media - Inventorspot - #solopr <http://bit.ly/9hKvEM>
- 1:17 pm **KellyeCrane:** Getting ready for today's #solopr chat (1-2pm ET) for indie PR pros - have any questions to add to the list?
- 1:32 pm **JamieLaceyPR:** In advance of 2day's #solopr chat, here's interesting article on "10 commandmts of pro bono work" <http://tinyurl.com/yhkttj8>
- 1:40 pm **Helpaprproout:** RT @KellyeCrane: Getting ready for today's #solopr chat (1-2pm ET) for indie PR pros - have any questions to add to the list?
- 1:43 pm **karensxim:** Looking forward to #brandchat and #solopr chat today! I guess I better get to work so I don't miss them, lol!
- 2:21 pm **amynolanapr:** Going to have to miss today's #solopr chat. Lunch with a PR colleague. Can't wait to check out the transcript.
- 3:23 pm **rmpapag:** Have you used Executive Interviews for broadcast clips? Comments on the service & output? #publicrelations #solopr #pr <http://ow.ly/1qktk>
- 3:52 pm **KellyeCrane:** Almost time! (1-2pm ET today) RT @rmpapag: Who's looking forward to #solopr today? I know I am!
- 3:53 pm **rmpapag:** @kellyecrane I'm bummed, pop-up meeting coincides with #solopr chat today. Will have to read the transcript later.
- 3:55 pm **GetPushing:** RT @KellyeCrane: Almost time! (1-2pm ET today) RT @rmpapag: Who's looking forward to #solopr today? I know I am!
- 4:00 pm **Carla_U:** Going to have to miss today's #solopr chat. Can't wait to check out the transcript.
- 4:04 pm **GetPushing:** Ready to go... anyone else on board for #solopr? #solopr
- 4:05 pm **kbolesen:** I think I might check out #solopr chat today... never had a chance to do it before.
- 4:06 pm **GetPushing:** You'll enjoy it! Welcome fellow #swfl tweeter! RT @kbolesen: I think I might check out #solopr chat today... #solopr
- 4:09 pm **GetPushing:** 12 News Release Alternatives <http://shar.es/mg6DG> Some good ideas to keep communication fresh & relevant. #PR #solopr
- 4:12 pm **amynolanapr:** Are you stuck in a holding pattern? Tips to get out of it now. <http://bit.ly/aHAow9> #solopr
- 4:29 pm **ninton:** Worth checking out #pr ppl! Almost time! (1-2pm ET today) RT @rmpapag: Who's looking forward to #solopr today? I am! (via @KellyeCrane)
- 4:29 pm **mdbarber:** 30 minutes until #solopr chat. If you're an independent PR professional, join us for great sharing & learning. 1 PM ET. Tweetchat works best
- 4:43 pm **MichaelWillett:** RT @mdbarber #solopr chat. If you're an independent PR professional, join us for great sharing & learning. 1 PM ET. Tweetchat works best
- 4:54 pm **KateRobins:** #solopr in 8 mins. My people!

- 4:59 pm **NicCandler:** Joining my first #solopr chat today in just a few mins.
- 5:00 pm **ayatlin:** @mdbarber Have a great day also. I look forward to you #solopr chat every week.
- 5:01 pm **KellyeCrane:** Welcome to #solopr - love seeing some new people planing to join! #solopr
- 5:02 pm **mdbarber:** @ayatlin Great! Of course, my screen says "twitter is sick" right now. :-(#solopr
- 5:02 pm **KellyeCrane:** Indie consultants, if you have Qs you'd like us to discuss, please @me without the hashtag (or DM), and we'll add them to the list #solopr
- 5:03 pm **SunRiseCom:** Peeking in for the chat. Haven't done so in a looong time! Hello everyone :-) Indie consultant in #DC. Going on 5th yr. #solopr
- 5:03 pm **JamieLaceyPR:** Hi to all on #solopr. Health PR is my main focus. Made switch from corporate to solo last year. Glad to be joining today's chat.
- 5:03 pm **mdbarber:** Anyone else having issues with tweetchat? Seems like we had this problem last week too! #solopr
- 5:04 pm **SunRiseCom:** @mdbarber I saw that "Twitter is sick" too, didn't know what it meant. #solopr
- 5:04 pm **mdbarber:** Good morning all from Anchorage where we're talking spring...means melting snow. 30+ PR pro; 10 years solo #solopr
- 5:04 pm **GetPushing:** @mdbarber mine is working fine. (TweetChat) I used TweetGrid last week though and it was easy/useful. #solopr
- 5:04 pm **KellyeCrane:** Yes, Tweetchat malfunction - I'm trying Tweetgrid now (sorry for delay) #solopr
- 5:05 pm **mdbarber:** @GetPushing Yep. I'm in TweetGrid right now. Can't get Tweetchat to show me the "chat" functions. It just shows the search. #solopr
- 5:05 pm **nlinton:** Lurking today! #solopr
- 5:05 pm **jasoncohen:** Hey everybody on the #solopr chat! NYC based audio & video content producer here...looking forward to the chat. #solopr
- 5:05 pm **KellyeCrane:** OK, Q1: What wire services have you used, and which do you prefer? Is wire dist important these days? #solopr
- 5:06 pm **southsherman:** I am just beginning my #solopr career so I am very interested.
- 5:06 pm **suzanneskyvara:** Good morning from San Francisco! 20 years PR, 6 years solo #solopr
- 5:06 pm **kelleylynnk:** @KellyeCrane Q1 I think I've used them all. PRN and BW still best for big news. You get what you pay for. value now in SEO #solopr
- 5:07 pm **GetPushing:** Q1 I have a Vocus account, but don't use it for wire - just lists. I've used PRWeb in the past. Don't find them useful 4 my clients. #solopr
- 5:07 pm **mdbarber:** Q1 -- Wire service use really depends on the project I think & breadth of dist. Think also becoming less important. #solopr
- 5:07 pm **KellyeCrane:** RT @kelleylynnk: I think I've used them all. PRN and BW still best for big news. You get what you pay for. value now in SEO #solopr
- 5:07 pm **karensxim:** Hi all, sorry I'm late! Karen Swim sunny solo from Michigan #solopr
- 5:07 pm **KellyeCrane:** Hi all! RT Q1: What wire services have you used, and which do you prefer? Is wire dist important these days? #solopr
- 5:08 pm **JamieLaceyPR:** I'm a longtime user of PRN. Tried BW, but made the leap back. Agree with @kelleylynnk. You get what you pay 4. #solopr
- 5:08 pm **GetPushing:** BTW - I'm an agency owner - 3 years. Been in PR for 7. #solopr
- 5:08 pm **mdbarber:** Q1 -- Agree the value now is in SEO and listening on the Web. Then engaging. #solopr
- 5:08 pm **KellyeCrane:** RT @mdbarber: Q1 -- Wire service use really depends on the project I think & breadth of dist. Think also becoming less important #solopr

- 5:09 pm **GetPushing:** We use PRlog.com & PitchEngine.com for social media and otherwise online news release distributions. Both are free & offer tracking. #solopr
- 5:10 pm **KellyeCrane:** Q1: As others have said, I find wire dist good for SEO (and that's about it). Esp useful if it's a new prod/company #solopr
- 5:10 pm **karensxim:** Q1: Currently PRN, PitchEngine, sometimes BW and PRWeb v. interested in this topic rev. options this week #solopr
- 5:11 pm **KellyeCrane:** RT @GetPushing: We use PRlog.com & PitchEngine.com for social media & otherwise online news release dist. Both free & offer tracking #solopr
- 5:11 pm **snepromo:** Following/watching #solopr chat tweets & soaking up info :)
- 5:11 pm **KellyeCrane:** RT @karensxim: Q1: Currently PRN, PitchEngine, sometimes BW and PRWeb v. interested in this topic rev. options this week #solopr
- 5:12 pm **luannsaid:** Hi, everyone. Client duty calls...looking forward to transcript. (BTW, I use BusinessWire, but rarely.) #solopr
- 5:12 pm **KateRobins:** @mdbarber @GetPushing On the grid with ya. #solopr
- 5:12 pm **MichaelWillett:** RT @GetPushing We use PRlog.com & PitchEngine.com for SM & otherwise online news release distributions. Both free & offer tracking #solopr
- 5:12 pm **KellyeCrane:** Q1: I use Businesswire - they seem more willing to create custom circuits than PRN (anyone seen otherwise?) #solopr
- 5:13 pm **KateRobins:** @KellyeCrane @me It really works! :) #solopr
- 5:13 pm **NicCandler:** @GetPushing Pls tell me more about PitchEngine and how their service works. #solopr
- 5:13 pm **mdbarber:** @KateRobins Hey Kate. Hope all's going well with you. #solopr
- 5:14 pm **southsherman:** I think PitchEngine.com is definitely the best and it is free. Never had a problem with them. #solopr
- 5:14 pm **rockstarjen:** Missing out on #solopr chat today. :(
- 5:14 pm **KateRobins:** @KellyeCrane I'm old school. PRNewswire. I like their eagle-eye editing. #solopr
- 5:14 pm **PR_Fuse:** Rules of engagement. rt @mdbarber Q1 -- Agree the value now is in SEO and listening on the Web. Then engaging. #solopr
- 5:15 pm **KellyeCrane:** @NicCandler FYI- I have a post coming up on Solo PR Pro about social media releases, featuring interview w/@pitchengine! #solopr
- 5:15 pm **GetPushing:** @NicCandler www.PitchEngine.com is a free svc, allows u to create acct, turn releases into SM releases. Very easy & provides stats. #solopr
- 5:15 pm **KateRobins:** @GetPushing Would like to hear more about your exp w/ vocus. Off line is fine. Don't want to hijack the chat :) #solopr
- 5:16 pm **karensxim:** RT @KellyeCrane: @NicCandler FYI- I have a post coming up on Solo PR Pro abt soc med releases, featuring interview w/@pitchengine! #solopr
- 5:16 pm **KellyeCrane:** Q2: How do solos collect on unpaid bills and can the debts be written off on taxes? #solopr
- 5:16 pm **GetPushing:** @KateRobins Sure - DM me with ?s. :) #solopr
- 5:16 pm **KateRobins:** @mdbarber Agree. Not sure what's taking it place. Other than solid relations with AP #solopr
- 5:16 pm **karensxim:** PRNewswire really is small biz friendly, have found their svc excellent #solopr
- 5:17 pm **chatterboxpr:** RT @KellyeCrane: Q2: How do solos collect on unpaid bills and can the debts be written off on taxes? #solopr

- 5:17 pm **marketwire:** @KellyeCrane Hi there! Unf, I haven't had much time to participate in the #solopr chat. Always have time to read the transcript though :P
- 5:17 pm **karenschwim:** @GetPushing I would love to hear about that exp. too w/Vocus! #solopr
- 5:17 pm **JamieLaceyPR:** Agree :) RT @karenschwim: PRNewswire really is small biz friendly, have found their svc excellent #solopr
- 5:17 pm **karenschwim:** RT @KellyeCrane: Q2: How do solos collect on unpaid bills and can the debts be written off on taxes? #solopr
- 5:17 pm **KateRobins:** @mdbarber Yes. Reading, listening so it at least looks like you've read other ppl's posts before weighing in. #solopr
- 5:17 pm **jgombita:** @KellyeCrane believe wire distr should remain part of mix; just don't make it a one-shot "spray & pray." Also do targeted lists #solopr
- 5:18 pm **LScribner:** Late to the #solopr party! Lori here, San Diego PR pro 6 years solo
- 5:18 pm **NicolePRexec:** RT @KellyeCrane: Q2: How do solos collect on unpaid bills and can the debts be written off on taxes? #solopr
- 5:18 pm **KateRobins:** @MichaelWillett @GetPushing Duly noted. #solopr
- 5:18 pm **SunRiseCom:** Q2 - re: debt write off, I think it depends on the tax structure of the biz. #solopr
- 5:18 pm **KellyeCrane:** RT @jgombita: believe wire distr should remain part of mix; just don't make it a one-shot "spray & pray." Also do targeted lists #solopr
- 5:18 pm **karenschwim:** @JamieLaceyPR They make you feel as important as big brand (and we are!) ;-)
#solopr
- 5:18 pm **mdbarber:** @KateRobins Listening is so critical right now I think. Hate when folks just post/broadcast w/o know what's already being said #solopr
- 5:18 pm **djreich:** RT @KellyeCrane: As others have said, I find wire dist good for SEO (and that's about it). Esp useful if it's a new prod/company #solopr
- 5:19 pm **marketwire:** RT @jgombita: @KellyeCrane wire distr should remain part of mix; just dont make it a 1-shot "spray & pray." Also do targeted lists #solopr
- 5:19 pm **GetPushing:** Q2 - it's very hard to collect unless the amounts are large enough for a collection co. to step in. We are battling this now. #solopr
- 5:19 pm **KellyeCrane:** Re: Q2: There is some excellent info on this topic on the Solo PR Pros LinkedIn Group - <http://bit.ly/bGq99x> #solopr
- 5:19 pm **karenschwim:** Q2: Haven't found it worth it to hire agency but try to avoid issue by up front protection, on rare occas. have counted it as a loss #solopr
- 5:20 pm **KellyeCrane:** RT @SunRiseCom: Q2 - re: debt write off, I think it depends on the tax structure of the biz #solopr
- 5:20 pm **KateRobins:** @GetPushing @NicCandler Interesting and interesting. Another reason while old dogs like me join #solopr
- 5:20 pm **amymengel:** @KellyeCrane Q1 Don't forget about @readmedia for online and wire dist. or releases with a local focus! #solopr
- 5:20 pm **karenschwim:** RT @KellyeCrane: Re: Q2: There is some excellent info on this topic on the Solo PR Pros LinkedIn Group - <http://bit.ly/bGq99x> #solopr
- 5:20 pm **KellyeCrane:** RT @karenschwim: Q2: Haven't found it worth it to hire agency but try to avoid issue by up front protection... #solopr
- 5:20 pm **KateRobins:** RT @karenschwim: PRNewswire really is small biz friendly, have found their svc excellent #solopr
- 5:20 pm **KellyeCrane:** Thx for reminder! RT @amymengel: Q1 Don't forget about @readmedia for online and wire dist. or releases with a local focus! #solopr

- 5:20 pm **mdbarber:** Q2 -- I leave it to my CPA/tax guy to determine the write offs. That's why I pay him to do my taxes. #solopr
- 5:21 pm **KateRobins:** @marketwire @KellyeCrane I love reading the transcripts. Print and read with highlighter on trains. #solopr
- 5:21 pm **mdbarber:** @amymengel Thanks Amy! Forgot. @readmedia is a great tool for targeting releases. Maybe you can do a post for solopr too. #solopr
- 5:21 pm **LScribner:** Re Q1, my clients like PRWeb. I'm really not seeing the media pick up from wire distro, anyone seeing ROI from a media perspective? #solopr
- 5:21 pm **KellyeCrane:** RT @mdbarber: Q2 -- I leave it to my CPA/tax guy to determine the write offs. That's why I pay him to do my taxes. #solopr
- 5:22 pm **KateRobins:** @JamieLaceyPR @karensxim Their editing is phenomenal in my experience. #solopr
- 5:22 pm **karensxim:** @amymengel Thanks for reminder about @readmedia, keep meaning to try them out! #solopr
- 5:22 pm **cloudspark:** q2: always have a signed contract that includes collection terms. best protection for your reputation and bottom line. #soloPR
- 5:22 pm **PRjeff:** Just back in office. 22 yrs in biz, solo about 15. In Phoenix area. #solopr
- 5:22 pm **karensxim:** @LScribner To be honest, I've seen great SEO results but much better press coverage w/PRN, BW #solopr
- 5:23 pm **KellyeCrane:** Q2: When having trouble collecting, stern notice from you that you will be turning them over to your attorney often does the trick #solopr
- 5:23 pm **KellyeCrane:** RT @cloudspark: q2: always have signed contract that includes collection terms. best protection for your reputation and bottom line #solopr
- 5:23 pm **kgombita:** @KellyeCrane yes, I've used @marketwire; staff are very accommodating. BTW, active twits @davewire & @gusf both work there. #solopr
- 5:24 pm **karensxim:** @PRjeff Glad you made it, always learn and laugh when you're around! #solopr
- 5:24 pm **GetPushing:** @KellyeCrane Not always though. We've threatened collections to no avail. Even offered payment options over time. So frustrating. #solopr
- 5:24 pm **PRjeff:** Q2: Preventative is best re: clients who may not pay. Screen carefully and get a deposit up front. Have an agreement too. #solopr
- 5:24 pm **KateRobins:** @mdbarber Ever read a post that repeats, however elegantly, what others have already said? If I say autism I'll lose followers. #solopr
- 5:24 pm **merylkevans:** Contracts help with unpaid bills @KellyeCrane #solopr but it can be tricky to come up with a good template w/out spending \$\$ on lawyer
- 5:25 pm **GetPushing:** @cloudspark Speaking of contracts - anyone have any resources for templates for PR people? Would like to see examples. #solopr
- 5:25 pm **marketwire:** @KateRobins Yeppers. Sometimes a chat gets so fast that a transcript is the only way to go. #solopr
- 5:25 pm **PRPiper:** Q2: Have retooled biz model to offset potential losses to include more retainers & periodic payments to avoid run up of large AR. #solopr
- 5:25 pm **PRjeff:** Yes! RT @cloudspark: q2: always have a signed contract that includes collection terms. best protection for your rep. & bottom line. #solopr
- 5:25 pm **MichaelWillett:** Good! RT @cloudspark q2: always have signed contract including collection terms. best protection for your reputation & bottom line #soloPR
- 5:25 pm **kgombita:** @KateRobins "spray and pray" has been around for awhile, but most recently it was @davewire who used it to me re: bad practices. #solopr

- 5:25 pm **KellyeCrane:** RT @PRjeff: Q2: Preventative is best re: clients who may not pay. Screen carefully and get a deposit up front. Have an agreement too #solopr
- 5:26 pm **karensxim:** RT @KellyeCrane: RT @DanielleSittu: Im an LLC, and my accountant says no. Can only write off tangibles, not services. :(#solopr
- 5:26 pm **KellyeCrane:** @GetPushing That is very frustrating! #solopr
- 5:26 pm **EaddyPerry:** hello; joining late! better late than never! lol boutique outfit out of charlotte, nc.! #solopr
- 5:26 pm **KellyeCrane:** RT @merylkevans: Contracts help with unpaid bills but it can be tricky to come up with a good template w/out spending \$\$ on lawyer #solopr
- 5:26 pm **SunRiseCom:** Gotta run. A short time in the #solopr chat today. Enjoy the rest of your week everyone.
- 5:27 pm **MichaelWillett:** RT @KellyeCrane Thx for reminder RT @amymengel Q1 Don't forget about @readmedia for online/wire dist. or releases with local focus! #solopr
- 5:27 pm **KateRobins:** @LScribner Media not so much; reflects diminishing journo #'s? But web pick ups have resulted in many, many dir consumer inqs #solopr
- 5:28 pm **mdbarber:** RT @GetPushing: @cloudspark Speaking of contracts - have any resources for templates for PR people? Would like to see ex. #solopr
- 5:28 pm **karensxim:** A couple of times I have had my brother call with friendly reminders, something about the third party male voice, it works! #solopr
- 5:28 pm **KellyeCrane:** Q2: @karensxim: Yes, it happens at big agencies, too, unfortunately. #solopr
- 5:28 pm **mdbarber:** @KateRobins That is so true about repeating posts but also reinforces messages too. #solopr
- 5:28 pm **LScribner:** @KateRobins Exactly! I honestly think the wire is mainly about SEO these days #solopr
- 5:29 pm **karensxim:** @KellyeCrane An unfortunate cost of doing business it happens to the best of us #solopr
- 5:29 pm **KateRobins:** @GetPushing @KellyeCrane I think @shonali talked about deposits in previous chats. Do you take half up front? #solopr
- 5:29 pm **kgombita:** @queryfreewriter that's why I had the smiley! Hey so, you should participate in #solopr chat about how to get clients to pay their bills...
- 5:29 pm **jonathanfleming:** RT @KellyeCrane: Re: Q2: There is some excellent info on this topic on the Solo PR Pros LinkedIn Group - <http://bit.ly/bGq99x> #solopr
- 5:29 pm **mdbarber:** Great idea: RT @karensxim: I've had my brother call w friendly reminders, something about third party male voice, it works! #solopr
- 5:30 pm **karensxim:** @mdbarber lol, I sound so nice not even the dog will listen to me! #solopr
- 5:30 pm **GetPushing:** @KateRobins No, we heavily vet clients in advance & only bill after work is done (monthly basis) as an act of goodwill on our part. #solopr
- 5:31 pm **KateRobins:** @GetPushing @cloudspark Will you let me know what you get? Heard download a bunch, combine what's relevant, then get it lawyered. #solopr
- 5:31 pm **mdbarber:** @karensxim Sometimes we have to get mean. I don't do it so well either. #solopr
- 5:31 pm **PRjeff:** I'm available for hire. Got the Sicilian last name. RT @karensxim: A couple of times I have had my brother call...male voice-works! #solopr
- 5:32 pm **karensxim:** @mdbarber You're right and it helps to just shift it to the "billing department" :-)
#solopr
- 5:32 pm **GetPushing:** Sure. RT @KateRobins Will you let me know what you get? Heard download a bunch, combine whats relevant, then get it lawyered. #solopr

- 5:32 pm **karenschwim:** @PRjeff lol, I am going to put you on speed tweet! #solopr
- 5:32 pm **KellyeCrane:** Q3: Do you have 2 (or more) sets of fees for different services? e.g., consulting vs social media training? Fee differential? #solopr
- 5:33 pm **mdbarber:** @karenschwim Funny my "billing dept" is male also. He can be very persuasive. #solopr
- 5:33 pm **karenschwim:** For contracts, don't forget solo attorneys are really great and reasonable too! #solopr
- 5:33 pm **PRFlipside:** just joined...is #solopr still on? btw, a thanks to @kellycrane for connecting me w/ @PRJeff. Helped my #solopr practice.
- 5:33 pm **karenschwim:** @mdbarber the great thing is that it also preserves your relationship with the client when you're not the enforcer #solopr
- 5:34 pm **KellyeCrane:** @mdbarber @karenschwim If someone wants to meet the beeyatchy side of me, she will show up. :-) #solopr
- 5:34 pm **mdbarber:** Q3 -- I charge same rate for my services. My value doesn't change based on the service provided...anymore than a CPA/ lawyer's does. #solopr
- 5:34 pm **KellyeCrane:** RT Q3: Do you have 2 (or more) sets of fees for different services? e.g., consulting vs social media training? Fee differential? #solopr
- 5:35 pm **mdbarber:** @KellyeCrane I can't imagine your beeyatchy side! :-) #solopr
- 5:35 pm **PRPiper:** Q2: We call, call, call and let them know you're not going away. Sometimes you can wear them down & get paid. #solopr
- 5:35 pm **PRjeff:** @karenschwim Gee thanks! I've made it on your speed tweet? I'll have to brag about that to my kids... #solopr
- 5:35 pm **TBlinkedin:** RT @KellyeCrane: Re: Q2: There is some excellent info on this topic on the Solo PR Pros LinkedIn Group - <http://bit.ly/bGq99x> #solopr
- 5:35 pm **karenschwim:** @KellyeCrane ROFL, I think we can all "go there" but woe to the person who is on the receiving end! #solopr
- 5:35 pm **3hatscomm:** catching last half of chat #solopr
- 5:35 pm **EaddyPerry:** q3 would just have billing based on hourly and retainer, but now starting to bill according to service rendered if not involved. #solopr
- 5:36 pm **karenschwim:** @PRjeff lol, I'd love to be a fly on the wall when you break that news, lol #solopr
- 5:36 pm **PRFlipside:** Q3: i try to keep fees simple, but will not go below a certain figure. i guess it's different for me since i'm just starting out. #solopr
- 5:36 pm **PRPiper:** Do over! Q2: We call, call, call & let them know we're not going away. :) #solopr
- 5:36 pm **PRjeff:** Q3: Pricing can be challenging. I basically offer a project fee at a higher hourly rate than a retainer. #solopr
- 5:36 pm **KellyeCrane:** RT @PRjeff: Q3: Pricing can be challenging. I basically offer a project fee at a higher hourly rate than a retainer. #solopr
- 5:37 pm **KateRobins:** @LScribner PRN rel last year overwhelmed client with calls, email, reqs to speak, etc. He thought it was pickup. Whatever. All good #solopr
- 5:37 pm **karenschwim:** RT @PRjeff: Q3: Pricing can be challenging. I basically offer a project fee at a higher hourly rate than a retainer. #solopr
- 5:37 pm **GetPushing:** We do the same. RT @PRjeff: Q3: Pricing can be challenging. I basically offer a project fee at a higher hourly rate than a retainer. #solopr
- 5:38 pm **KateRobins:** @PRjeff @karenschwim LOL. Actually my husband -- we call him "the Italian job" -- does the same thing. #solopr

- 5:38 pm **karenschwim:** Agree with @PRjeff it can be challenging, I have a schedule but basically do project & retainer rates that back into my hourly #solopr
- 5:38 pm **PRjeff:** Q3: But then I have one client that pays a retainer w/o a cap on hours. That's a tricky one. #solopr
- 5:38 pm **KellyeCrane:** Q3: I'm a firm believer in having a standard hourly rate. Offer diff fee-based packages, perhaps- but your time has certain value #solopr
- 5:38 pm **mdbarber:** @PRjeff True. I do reduce my rate for a retainer for at least 6 months. #solopr
- 5:38 pm **KellyeCrane:** Yes! RT @PRFlipside: Q3: i try to keep fees simple, but will not go below a certain figure. #solopr
- 5:38 pm **karenschwim:** @KateRobins @PRJeff that is hilarious! #solopr
- 5:39 pm **KellyeCrane:** RT @mdbarber: Q3 -- I charge same rate for my services. My value doesn't change based on the service provided... #solopr
- 5:39 pm **karenschwim:** I give retainer clients a pricing break and other guarantees too #solopr
- 5:39 pm **mdbarber:** RT @KellyeCrane: Q3: Have standard hourly rate. Offer diff fee-based packages, perhaps- but your time has certain value #solopr
- 5:39 pm **KateRobins:** RT @karenschwim: @mdbarber the great thing is that it also preserves your relationship with the client when you're not the enforcer #solopr
- 5:40 pm **mdbarber:** @KateRobins Does the "Italian job" hire out his collection services? I like the sound of that! #solopr
- 5:40 pm **3hatscomm:** ITA don't sell yourself short RT @KellyeCrane: Q3: have a standard rate. Offer diff fee-based packages- your time has certain value #solopr
- 5:40 pm **KellyeCrane:** Q4: Do you have clients treating PR and social media as separate things? How do you educate? #solopr
- 5:41 pm **MichaelWillett:** RT @KellyeCrane Q3-Believer in having standard hourly rate-Offer diff fee-based packages, perhaps-but your time has certain value #solopr
- 5:41 pm **kgombita:** Q3. Base fee differential on value of "strategic" counsel (i.e., imparting knowledge re: biz goals) & simple tactical training. #solopr
- 5:41 pm **mdbarber:** Q4 -- Re: PR & SM training for clients -- Water on stone; eventually the stone will break...I hope, or I don't cont working w client #solopr
- 5:41 pm **3hatscomm:** @KellyeCrane PR and SM are closely related, show them how integration makes you more efficient, effective, getting them results #solopr
- 5:41 pm **PRjeff:** When being italiano doesn't work-I'll call RT @KellyeCrane: If someone wants to meet the beeyatchy side of me, she will show up. :-) #solopr
- 5:42 pm **mdbarber:** Q4 -- working on a blog series about this. Hope to have it start later this week; early next. #solopr
- 5:42 pm **PRjeff:** RT @KellyeCrane: Q4: Do you have clients treating PR and social media as separate things? How do you educate? #solopr
- 5:42 pm **mdbarber:** Q4 -- I also talk about SM as a new tool in the PR tool box. The analogy helps...with some. #solopr
- 5:42 pm **KateRobins:** @KellyeCrane Upside of hrly is that customers understand time that goes into implementation. Educate the customer. #solopr
- 5:42 pm **KellyeCrane:** Share on the FB pg! RT @mdbarber: Q4 working on a blog series about this. Hope to have it start later this week; early next. #solopr
- 5:42 pm **jasoncohen:** #SoloPR Q3: We offer flat-rate audio & video solutions based on scope...takes away the typical headaches assoc w/ media creation. #solopr
- 5:43 pm **SparkfireMarket:** I like that. RT @mdbarber: Q4 -- I also talk about SM as a new tool in the PR tool box. The analogy helps...with some. #solopr

- 5:43 pm **KellyeCrane:** RT @3hatscomm: PR and SM are closely related, show them how integration makes you more efficient, effective, getting them results #solopr
- 5:43 pm **EaddyPerry:** RT @KellyeCrane: Q3: I'm a firm believer in having a standard hourly rate. Offer diff fee-based packages, perhaps- but your time has certain value #solopr
- 5:43 pm **KateRobins:** @mdbarber He's haggling in the Middle East until July. I'll bring it up. :) #solopr
- 5:43 pm **JamieLaceyPR:** RT @3hatscomm: @KellyeCrane #PR and SM closely related, show how integration makes more efficient, effective... #solopr
- 5:43 pm **mdbarber:** @KellyeCrane Will do...Now need to finish it. Time..... #solopr
- 5:43 pm **PRFlipside:** Q4: Yes, but I always illustrate the intersection b/w the two. Beneficial 2 hav client that embraces both..starts & ends w/ client. #solopr
- 5:44 pm **mdbarber:** @KateRobins Maybe he can stop by on his way back. :) #solopr
- 5:44 pm **KellyeCrane:** Q4: Discussing the vast changes in the tradt'l media can help them realize they old ways are going the way of the Do Do bird. #solopr
- 5:44 pm **JamieLaceyPR:** Signing off #solopr chat for face2face meeting. Interesting chat and my 1st use of tweetgrid. Thx, all.
- 5:44 pm **LScribner:** Q4 Explaining that SM is a necessary ingredient to traditional PR helps, but I'm curious if #solopr are charging extra for SM?
- 5:45 pm **cloudspark:** q4: PR/SM it's about communicating well (and listening well) to your specific audiences. #soloPR
- 5:45 pm **KateRobins:** @PRjeff @KellyeCrane Is this new product development? Maybe hook up with emerging voice technologies. Kelly, are you Irish? #solopr
- 5:45 pm **EaddyPerry:** we see social media as a tool of pr. so for us it is ok for them to separate. #solopr
- 5:45 pm **KellyeCrane:** RT @cloudspark: q4: PR/SM it's about communicating well (and listening well) to your specific audiences. #solopr
- 5:45 pm **kgombita:** Q4: Pointer to recent Jim Grunig paper, "Paradigms of global public relations in an age of digitalisation" <http://tr.im/Sp64> #solopr
- 5:45 pm **cloudspark:** q4: i ask all my clients how they find products, news, info - mostly it's online. well that's how their customers work as well. #soloPR
- 5:46 pm **doitinpublic:** @KellyeCrane Q4: We give our clients a chart illustrating what social media campaign they need per the PR objectives. #solopr
- 5:46 pm **hollywoodlvwork:** RT @EaddyPerry: we see social media as a tool of pr. so for us it is ok for them to separate. #solopr
- 5:46 pm **mdbarber:** RT @cloudspark: q4: PR/SM it's about communicating well (and listening well) to your specific audiences. #soloPR #solopr
- 5:46 pm **KellyeCrane:** RT @PRFlipside: Q4: Yes, but I always illustrate the intersection b/w the 2. Beneficial 2 hav client that embraces both... #solopr
- 5:46 pm **KellyeCrane:** RT @3hatscomm: @KellyeCrane When clients are stuck in old school ways, don't want to learn new tricks you have to take the lead #solopr
- 5:47 pm **LScribner:** Q4 I'm the Twitterer for one client, feel like it's more customer service than SM but it's fun! #solopr
- 5:47 pm **3hatscomm:** Exactly, people ask or they search. PR and SM help clients "get found" #solopr
- 5:47 pm **SparkfireMarket:** It's all about balance. RT @cloudspark: q4: PR/SM its about communicating well (and listening well)2 your specific audiences #soloPR #solopr
- 5:47 pm **PRjeff:** So what if client gives you 40/hrs worth of work a week? RT @Tonita: if you are a retainer client of ours, we do not cap your hours. #solopr

- 5:48 pm **KellyeCrane:** @EaddyPerry Are you saying that you do both PR and SM, regardless of what client asks (since they are related)? #solopr
- 5:48 pm **3hatscomm:** RT @SparkfireMarket: Balance. RT @cloudspark: q4: PR/SM its about communicating well (and listening well) 2 your audiences #soloPR #solopr
- 5:48 pm **mdbarber:** Q4: First step is planning; having measurable objective. Then Strategy; employ SM/trad'l tactics based on plan. #solopr
- 5:49 pm **KevinFenton:** I've been thinking about book PR--and a presence in real or web magazines distinctively reaches NEW readers. #solopr
- 5:49 pm **PRjeff:** Q4: Traditional and social are all part of the same service I offer, but I do educate re: social #solopr
- 5:49 pm **KellyeCrane:** Cool! RT @doitinpublic: Q4: We give our clients a chart illustrating what social media campaign they need per the PR objectives #solopr
- 5:49 pm **KateRobins:** @KellyeCrane Right. It's like setting a table. Knives, forks, spoons. Can't eat soup with a knife. #solopr
- 5:49 pm **karensxim:** @PRjeff @Tonita I am a firm believer that one client should not rep more than 25% of your revenue #solopr
- 5:49 pm **KellyeCrane:** RT @PRjeff: Q4: Traditional and social are all part of the same service I offer, but I do educate re: social #solopr
- 5:50 pm **mdbarber:** So true! RT @karensxim: @PRjeff @Tonita I am a firm believer that one client should not rep more than 25% of your revenue #solopr
- 5:50 pm **KellyeCrane:** Good one! RT @KateRobins: Right. It's like setting a table. Knives, forks, spoons. Can't eat soup with a knife. #solopr
- 5:50 pm **mdbarber:** @tonita -- Don't see how you can have a retainer wo a cap. It doesn't allow you to control time & manage budgeting. (@PRjeff) #solopr
- 5:51 pm **mdbarber:** Great analogy: RT @KateRobins: Right. It's like setting a table. Knives, forks, spoons. Can't eat soup with a knife. #solopr
- 5:51 pm **KellyeCrane:** RT @Tonita: @KellyeCrane yes, we do both, but we see sm as a tool of pr. this would be the tool used to carry out our pr strategy. #solopr
- 5:51 pm **EaddyPerry:** @KellyeCrane yes, we do both, but again we see sm as a tool of pr. this would be the tool used to carry out our pr strategy. #solopr
- 5:51 pm **KateRobins:** @KellyeCrane @EaddyPerry I back up to the objective. Here's what you want to achieve. I recommend these approaches to get you there. #solopr
- 5:52 pm **KateRobins:** RT @mdbarber: Q4: First step is planning; having measurable objective. Then Strategy; employ SM/trad'l tactics based on plan. #solopr Yup
- 5:52 pm **PRFlipside:** Q4: At the end of the day, SM and PR have to move the needle for a client. On their own, it's weaker. More impactful together. #solopr
- 5:53 pm **KellyeCrane:** Yes! RT @PRFlipside: Q4: ...SM and PR have to move the needle for a client. On their own, it's weaker. More impactful together. #solopr
- 5:53 pm **mdbarber:** Q4 -- If you don't have a plan & know how you'll measure success, you can't possibly offer advice that will get you there. #solopr
- 5:53 pm **cloudspark:** RT @KateRobins: Right. It is like setting a table. Knives, forks, spoons. You cannot eat soup with a knife. #solopr
- 5:53 pm **PRPiper:** Q4: One size does not fit all. Educating client is critical for success (i.e. achieving defined results). #solopr
- 5:54 pm **KellyeCrane:** Q4: I see some clients still not getting the big picture- education continues! #solopr
- 5:54 pm **KellyeCrane:** RT @mdbarber: Q4 If you don't have a plan & know how you'll measure success, you can't possibly offer advice that will get you there #solopr

- 5:54 pm **KateRobins:** #solopr Marijuana's always been word of mouth. A press kit would have killed it.
- 5:54 pm **mdbarber:** RT @PRRPiper: Q4: One size does not fit all. Educating client is critical for success (i.e. achieving defined results). #solopr
- 5:54 pm **MariaJamesPR:** @mdbarber I agree! That's just so risky to me. #solopr
- 5:55 pm **marketwire:** If you want to educate your clients about SM, consider signing them up for our free #sm10x30 program. <http://www.sm10x30.com>. #solopr
- 5:55 pm **karensxim:** RT @KateRobins: #solopr Marijuanas always been word of mouth. A press kit would have killed it.>>rofl #solopr
- 5:55 pm **3hatscomm:** Word! RT @mdbarber: RT @PRRPiper: Q4: 1 size does not fit all. Educating client is critical for success (achieving defined results). #solopr
- 5:55 pm **KateRobins:** @KellyeCrane The biggest and unpaid part of the job. The more we all do our jobs right -- educating -- the better it all gets. #solopr
- 5:55 pm **KellyeCrane:** @KateRobins Dude, an illegal drug reference - a #solopr first!
- 5:56 pm **mdbarber:** RT @KateRobinsThe biggest & unpaid part of the job. The more we all do our jobs right - educating - the better it all gets. #solopr
- 5:56 pm **mdbarber:** Love it! RT @KateRobins: #solopr Marijuana's always been word of mouth. A press kit would have killed it.
- 5:56 pm **KellyeCrane:** RT @PRRPiper: Q4: One size does not fit all. Educating client is critical for success (i.e. achieving defined results). #solopr
- 5:57 pm **mdbarber:** @MariaJamesPR What's risky? #solopr
- 5:57 pm **donnamct:** RT @marketwire: If you want to educate your clients about SM, consider signing them up for our free #sm10x30 program. <http://www.sm10x30.com>. #solopr
- 5:57 pm **PRRPiper:** Have to run. Terrific convo today. Thx all! #solopr
- 5:58 pm **KellyeCrane:** W/just a minute left, I'd like to encourage you all to share your successes, photos, etc. on <http://www.facebook.com/SoloPRpro> #solopr
- 5:59 pm **williamlanier:** Brilliant. And true. RT @KateRobins: #solopr Marijuana's always been word of mouth. A press kit would have killed it.
- 5:59 pm **MariaJamesPR:** @mdbarber Hi! I saw your RT about one client making up more than 25% of ur revenue .. unless I misunderstood #solopr
- 5:59 pm **KellyeCrane:** Thanks for another terrific chat. We use the #solopr hashtag all week, and we'll see you next Wed. at 1pm ET
- 6:00 pm **KateRobins:** @mdbarber It does. But when you read those don't you wonder, "Is this person listening/reading or just a one-way communicator?" #solopr
- 6:00 pm **mdbarber:** @MariaJamesPR Okay -- I wasn't sure what it in ref too. Yes. I agree having someone with more than 25% of my income is not good. #solopr
- 6:00 pm **karensxim:** Oh no it's over, say it ain't so! #solopr
- 6:01 pm **PRjeff:** Thanks all for the enlightenment today! #solopr
- 6:01 pm **mdbarber:** Great chat all. See you next week! #solopr
- 6:01 pm **AishaSavage:** RT @GetPushing: 12 News Release Alternatives <http://shar.es/mg6DG> Some good ideas to keep communication fresh & relevant. #PR #solopr
- 6:01 pm **karensxim:** @KellyeCrane you are a brilliant hostess, thanks for letting me in the door! :-)
Another great chat! #solopr
- 6:01 pm **3hatscomm:** Later! RT @karensxim: Oh no its over, say it aint so! #solopr
- 6:02 pm **LScribner:** @KellyeCrane Didn't get any feedback on my question whether solos are charging more for SM or just incl it in program? Nxt #solopr maybe?

- 6:02 pm **karensxim:** Bye everyone, until next week or sooner in the twitterverse! #solopr
- 6:03 pm **mdbarber:** @KateRobins Sure do. One-way communications doesn't work anymore. #solopr
- 6:03 pm **KellyeCrane:** @LScribner Things get lost in the chat shuffle sometimes. I'll put your Q down for next week's #solopr
- 6:03 pm **EaddyPerry:** great discussion! bye everyone! #solopr
- 6:03 pm **KateRobins:** It's over? Already? So sad. Time to get out pajamas so don't embarrass kid at school. Haven't forgotten about the robes, yall. #solopr
- 6:03 pm **KellyeCrane:** Ha- I feel that way, too. RT @karensxim: Oh no it's over, say it ain't so! #solopr
- 6:04 pm **KateRobins:** @mdbarber Stagnant. Stinky. Offensive. Like the Dead Sea. The lowest place on earth. #solopr
- 6:04 pm **KellyeCrane:** RT @KellyeCrane: I'd like to encourage you all to share your successes, photos, etc. on <http://www.facebook.com/SoloPRpro> #solopr
- 6:05 pm **LScribner:** @KellyeCrane That'd be great Kelly. It's so new I'm not even sure if it's better to charge hourly or per project for SM #solopr
- 6:08 pm **karensxim:** @KellyeCrane I look forward to Wednesdays, I only do two chats and this is one! #solopr
- 6:11 pm **VirtueIMC:** @LScribner @KellyeCrane FYI I include it my proposals & is charged @ my hourly rate #solopr (I see it as an extension to reputation mgmt)
- 6:12 pm **PRjeff:** @Tonita I'd like to discuss this w/you further. Can you dm me pls? #solopr
- 6:12 pm **deegospel:** @KellyeCrane ok. i will not miss #solopr next week. just added it to rtm. aargh!
- 6:24 pm **shonali:** @KateRobins @GetPushing @KellyeCrane Be flexible but yes, get something at signing (re: deposits). #soloPR
- 6:27 pm **mdbarber:** @karensxim I agree. Block hour for #solopr each week. It's great time to learn & give back.
- 6:31 pm **karensxim:** @mdbarber Absolutely, fast moving hour of learning and sharing & worth blocking out each week #solopr
- 6:37 pm **duartej:** RT @jgombita: Q4: recent Jim Grunig paper, "Paradigms of global public relations in an age of digitalisation" <http://tr.im/Sp64> #solopr
- 6:38 pm **LeliaKate:** Lovely "team" lunch with @genevievejooste and @melissalamkin today at @Cantina1511. Brainstorming biz ideas !#solopr
- 6:41 pm **jgombita:** Q2 RT @queryfreewriter: know what works w/ billing? Make it clear if consistently late, you will start charging a premium for hassle #solopr
- 7:47 pm **socialitestatus:** Arrrgh!! I missed #solopr chat! :(
- 9:34 pm **KCDPR:** 3 weeks in a row I have missed the #solopr chat, but media interviews have been frequent ;)
- 9:38 pm **annebentley:** @KCDPR hopefully we both make it to the next #solopr chat!
- 9:41 pm **KCDPR:** #solopr tweeps, any thought to an "after-hours" version of the event?