



## Transcript from March 3, 2010 to March 3, 2010

All times are Pacific Time

### March 3, 2010

- 1:18 am **LauraScholz:** RT @goldinpr: RT @KellyeCrane: We've got some great topics lined up for tomorrow's #solopr chat (1-2pm ET), hope you can join
- 1:41 am **mdbarber:** RT @KellyeCrane: We've got some great topics lined up for tomorrow's #solopr chat (1-2pm ET) for independent consultants - hope you can join us.
- 3:01 am **KateRobins:** @KellyeCrane Argh. Can't make #solopr tomorrow.
- 3:16 am **LoudounBandBs:** RT @deegospel: RT @KellyeCrane: We have some great topics lined up 4 tomorrow #solopr chat (1-2pm ET) for independent consultants - hope you can join us.
- 2:03 pm **ShaneKinkennon:** I should participate in #soloPR chat today (1-2pm ET). It's a good crowd of folks.
- 2:12 pm **jburkhardt10:** MyMedialInfo partners with Pitch Engine, Technorati! Exciting news for PR pros! <http://bit.ly/cdRLlg> #PR #soloPR #MyMedialInfo
- 2:13 pm **jburkhardt10:** MyMedialInfo partners with Pitch Engine, Technorati! Exciting news for PR pros! <http://bit.ly/cdRLlg> #PR #soloPR #MyMedialInfo #in
- 2:16 pm **MatterComm:** RT @jburkhardt10: MyMedialInfo partners with Pitch Engine, Technorati! Exciting news for PR pros! <http://bit.ly/cdRLlg> #PR #soloPR...
- 2:16 pm **mattmendo:** RT @jburkhardt10: MyMedialInfo partners with Pitch Engine, Technorati! Exciting news for PR pros! <http://bit.ly/cdRLlg> #PR #soloPR...
- 2:43 pm **naturgal:** RT @KellyeCrane: Great topics lined up for today's #solopr chat (1-2pm ET) for independent consultants - hope you can join us.
- 2:51 pm **luannsaid:** Cannot believe I'll miss #solopr chat AGAIN today. I'm really starting to miss my virtual water-cooler buddies. Anyone heading to SXSW?
- 2:54 pm **KellyeCrane:** RT @naturgal: RT @KellyeCrane: Great topics lined up for today's #solopr chat (1-2pm ET) for independent consultants - hope you can join us.
- 3:15 pm **VanessaFrench:** MyMedialInfo partners w/Pitch Engine, Technorati! Exciting news for PR pros! <http://bit.ly/cdRLlg> #soloPR (RT @jburkhardt10)//cc: @SinuPatel
- 3:57 pm **KellyeCrane:** The Solo PR Pro Community Grows - join us on Facebook! <http://bit.ly/dABmoY> #solopr #pr
- 4:00 pm **jenzings:** RT @KellyeCrane: The Solo PR Pro Community Grows - join us on Facebook! <http://bit.ly/dABmoY> #solopr #pr | Cool!
- 4:09 pm **MSBeachPRAM:** RT @KellyeCrane: The Solo PR Pro Community Grows - join us on Facebook! <http://bit.ly/dABmoY> #solopr #pr
- 4:12 pm **ninton:** The Solo PR Pro Community Grows - join us on Facebook! <http://bit.ly/dABmoY> #solopr #pr (via @KellyeCrane)
- 4:27 pm **goldinpr:** Just joined! RT @KellyeCrane: The Solo PR Pro Community Grows - join us on Facebook! <http://bit.ly/dABmoY> #solopr #pr
- 4:48 pm **krisTK:** The value of your network goes beyond networking. New blog post for #solopr pros at <http://www.ipa.prsa.org>. Teleseminar Tues 2 pm ET
- 5:12 pm **KCDPR:** Hi #solopr friends -- we're looking for biz media gurus in central FL. DM me.

- 5:19 pm **KellyeCrane:** RT @krisTK: The value of your network goes beyond networking: <http://bit.ly/abRjvY>. Teleseminar Tues 2 pm ET #solopr
- 5:40 pm **LASComm:** Gr8 support & resource for PR ppl RT @KellyeCrane: The Solo PR Pro Community Grows - join us on Facebook! <http://bit.ly/dABmoY> #solopr #pr
- 5:42 pm **hopwood:** RT @naturgal: RT @KellyeCrane: Great topics lined up for today's #solopr chat (1-2pm ET) for independent consultants - join in
- 5:43 pm **annebentley:** RT @hopwood: RT @naturgal: RT @KellyeCrane: Great topics lined up for today's #solopr chat (1-2pm ET) for independent consultants - join in
- 5:56 pm **goldinpr:** Looking to hire intern who wants to gain PR experience, can be based anywhere in the U.S. Know someone? DM me or RT pls. #pr #solopr
- 6:00 pm **KellyeCrane:** It's 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
- 6:00 pm **KellyeCrane:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #soloPR. #solopr
- 6:01 pm **annebentley:** Hello everyone! Anne from VA. #soloPR #solopr
- 6:01 pm **productpasha:** RT @goldinpr: Looking 2 hire intern who wants to gain PR experience, can be based anywhere in the U.S. Know someone? DM me #pr #solopr
- 6:02 pm **amynolanapr:** I'm afraid I'm going to have to skip #solopr today. Sick in bed and too tired to even look at the computer!
- 6:02 pm **GRIPCOMMPR:** RT @goldinpr: Looking to hire intern who wants to gain PR experience, can be based anywhere in the U.S. #pr #solopr
- 6:02 pm **kellynandrews:** Hey friends - 10 years in the PR biz, this is my first year #solopr in Atlanta
- 6:02 pm **tsabine21:** Hello! Tamara from LA. #solopr #solopr
- 6:02 pm **MarchellGillis:** #solopr Hi all!
- 6:03 pm **mvroom:** Hi. Michelle from Ohio. #solopr
- 6:03 pm **tsabine21:** @amynolanapr Sorry to hear that Amy! I hope you feel better soon! #solopr
- 6:03 pm **KellyeCrane:** @amynolanapr Oh no! Feel better soon. #solopr
- 6:03 pm **socialitestatus:** Hi! Tche in Houston...#solopr
- 6:04 pm **krisTK:** @amynolanapr Oh no. Feel better soon. Wish I could bring you some soup. #solopr
- 6:04 pm **stephskordas:** RT @KellyeCrane: It's time for this week's #soloPR chat for independent pros in PR and related fields #solopr
- 6:04 pm **KellyeCrane:** While everyone is logging on, be sure to join us on FB! <http://bit.ly/dugg24> #solopr
- 6:04 pm **rantonette:** RA in L.A. - 20 yrs of nat'l agency & in-house, now #solopr serving mid-sized and professional services firms #solopr
- 6:05 pm **krisTK:** RT @goldinpr: Looking to hire intern who wants to gain PR experience, can be based anywhere in U.S. #solopr
- 6:05 pm **KellyeCrane:** Q1: Do you take credit cards or some sort of online payment vehicle? #solopr
- 6:05 pm **krisTK:** Hello. I'm based in south MS but work on projects all over. 20 yrs in PR, six as indy, APR. Looking forward to another great #solopr
- 6:05 pm **PRjeff:** Greetings. In Phoenix area. Solo for 15 of 22 yrs in PR. Can only be here for a this first part before I'll have to scoot... #solopr
- 6:05 pm **mdbarber:** Good morning everyone. Alaska-based pro with 30 years PR; nearly 10 as solo. #solopr

- 6:06 pm **mdbarber:** Q1 -- I don't take credit cards or online payments; haven't had the reason to yet. Some subs do but the fees are high. #solopr
- 6:06 pm **KellyeCrane:** Welcome everyone! RT Q1: Do you take credit cards or some sort of online payment vehicle? #solopr
- 6:07 pm **PRjeff:** No. Maybe in the future. RT @KellyeCrane: Q1: Do you take credit cards or some sort of online payment vehicle? #solopr
- 6:07 pm **annebentley:** I take payment via PayPal #soloprPR #solopr
- 6:07 pm **rockstarjen:** Hi all you fantastic #solopr tweeps! Missing the chat this week. Sigh. Catch you next week.
- 6:07 pm **KellyeCrane:** Q1: I have offered Paypal, especially for up-front payments. Interestingly, no one has taken me up on it yet. #solopr
- 6:08 pm **kristK:** Q1: I haven't needed to take credit cards either. I do have 1 client set up for direct deposit. #solopr
- 6:08 pm **ValerieSimon:** #solopr chat going on LIVE now! If you are an independent #PR practitioner, be sure to check it out! #pradvice
- 6:08 pm **KCDPR:** @annebentley : Do you cover the 2.6% fees or pass onto clients? #solopr
- 6:08 pm **KellyeCrane:** Q1: People still seem to prefer to overnight an actual check -- I guess it helps their bookkeeping. #solopr
- 6:08 pm **KCDPR:** clients that is #solopr
- 6:08 pm **akenn:** Q1: no, actually haven't been asked about this by clients ever... #solopr
- 6:08 pm **mvroom:** Michelle in Ohio. 10+ years in PR (1st year solo), mostly schools, some city govt. Also "retired" reporter. A1: No online payments #solopr
- 6:09 pm **rantonette:** Q1 - I think it makes sense to have Paypal available, and just add 3% to the total. #solopr
- 6:09 pm **annebentley:** I eat the fees since the payment is usually more immediate and there's no question of check being lost in mail #soloPR #solopr
- 6:09 pm **rantonette:** Q1 - Because you are GUARANTEED to be paid this way. #solopr
- 6:10 pm **Boston\_PR:** by @jburkhardt10: Great to meet/see everyone this morning at Taste! Happy Tuesday! #solopr #PR
- 6:10 pm **Boston\_PR:** by @jburkhardt10: MyMediaInfo partners with Pitch Engine, Technorati! Exciting news for PR pros! <http://bit.ly/cdRLlg> #PR #soloPR #MyMedi...
- 6:10 pm **mvroom:** #solopr. I still work mostly with governmental agencies. Credit doesn't work best for them.
- 6:10 pm **KCDPR:** Re Q1: Several clients have approached me and asked if I take Credit Cards,. Paypal seems easiest but the fees still \$50+ a client. #solopr
- 6:10 pm **KellyeCrane:** Q1: I have heard of client reps using company credit cards to keep services flowing (when accounting is moving slow). #solopr
- 6:10 pm **KellyeCrane:** @annebentley I can see that this would be a benefit! #solopr
- 6:11 pm **KellyeCrane:** Q2: Have you ever relocated your biz to another city/state? How did that work? Did you keep clients? #solopr
- 6:12 pm **KCDPR:** Any other vendors? Twitpay? RT @KellyeCrane: @annebentley I can see that this would be a benefit! #solopr
- 6:12 pm **deegospel:** hi. joining late. #solopr
- 6:12 pm **KellyeCrane:** Q2: I could write a whole blog post about my nomadic life (I probably should)! #solopr

- 6:13 pm **annebentley:** I haven't yet tried Twitpay but will certainly give a try! #soloPR #solopr
- 6:14 pm **jamieprince:** Joining late and it's my first time - sorry and sorry! #solopr
- 6:14 pm **PRjeff:** Ditto: NY, UT, NV, CA, AZ... RT @KellyeCrane: Q2: I could write a whole blog post about my nomadic life (I probably should)! #solopr
- 6:14 pm **mdbarber:** Q2 -- I haven't relocated (permanently); have 4 sev weeks @ a time. The relationships have stood. Seems w tech it's more likely now. #solopr
- 6:14 pm **mvroom:** #solopr Not moved. This is first year solo, but I do a significant amount of work remotely.
- 6:14 pm **deegospel:** q2: no, but i have thought about relocating lately. however, i have clients in different states #solopr
- 6:15 pm **KellyeCrane:** Q2: When moving to a new location, I continue working w/existing clients as much as possible (usually works out fine). #solopr
- 6:15 pm **krisTK:** Q2: My relo was a primary reason I went solo in first place. My first clients from FW have stayed w me since beginning. #solopr
- 6:15 pm **cortland:** Q1: We offer a small discount on monthly invoice for clients who set up credit card billing on auto-pilot. Use our merchant account. #solopr
- 6:15 pm **abcte:** And she's done great PR work for us! RT @krisTK based in south MS but work on projects all over. 20 yrs in PR, 6 as indy, APR. #solopr
- 6:15 pm **KellyeCrane:** Q2: In addition, I make an effort to introduce myself to the local PR community. Sending introductory emails, networking events, etc #solopr
- 6:16 pm **KellyeCrane:** RT @krisTK: Q2: My relo was a primary reason I went solo in first place. My first clients from FW have stayed w me since beginning. #solopr
- 6:16 pm **KellyeCrane:** RT @deegospel: q2: no, but i have thought about relocating lately. however, i have clients in different states #solopr
- 6:17 pm **krisTK:** Q2: I met w clients about the relo and offered to find local PR pro for them. Thankfully, they declined. #solopr
- 6:18 pm **KellyeCrane:** Q2: Years ago I moved to Portland, OR where I knew not a soul. I acted as if I was on a "real job" search, just as a solo #solopr
- 6:18 pm **annebentley:** @cortland exactly! knowing you're getting paid is worth the discount! #soloPR #solopr
- 6:18 pm **KellyeCrane:** Nice! RT @krisTK: Q2: I met w clients about the relo and offered to find local PR pro for them. Thankfully, they declined. #solopr
- 6:18 pm **jamieprince:** Q2: I've been based in Greenville, SC, for 7+ yrs but my clients are throughout the Southeastern US. #solopr
- 6:19 pm **KellyeCrane:** Hello to all the new faces today - glad to have you! #solopr
- 6:19 pm **KellyeCrane:** Q3: How do you justify retainers over \$2k/mo, and/or how do you explain your hourly rate? #solopr
- 6:20 pm **SoloDovePR:** Afternoon #solopr Im Sandra based in New Jersey I hae my first #album release #party and I am so excited. How is everyone else.
- 6:20 pm **cortland:** @annebentley Present money is worth more than future money. The regularity more than makes up for the discount. #solopr
- 6:20 pm **jamieprince:** @KellyeCrane Thanks - glad to be here! Hope to learn a lot and share a lot. #solopr
- 6:21 pm **ActiveIngreds:** ditto - my first time RT @jamieprince: @KellyeCrane Thanks - glad to be here! Hope to learn a lot and share a lot. #solopr
- 6:21 pm **ActiveIngreds:** thx! RT @KellyeCrane: Hello to all the new faces today - glad to have you! #solopr

- 6:22 pm **KellyeCrane:** Q3: For retainers, I break out the different components and assign dollar values to each. I'm also careful to ID what's out of scope #solopr
- 6:22 pm **cortland:** Q3: Justify w/proven results & testimonials you can show to prospects. Don't explain hourly rate - just tell 'em! Does BMW explain? #solopr
- 6:22 pm **krisTK:** Q2: Building a local network is crucial, even if your clients are elsewhere. Leads to friends, biz referrals and community ties. #solopr
- 6:22 pm **KellyeCrane:** Q3: If someone asks me to explain my hourly rate, I show 'em the door. :- ) #solopr
- 6:22 pm **jamieprince:** Q3: I have a client with retainer above \$2k but also have an xtra virtual team member assisting for specific projects. #solopr
- 6:23 pm **KellyeCrane:** Yes! RT @cortland: Q3: Justify w/proven results & testimonials. Dont explain hourly rate - just tell em! Does BMW explain? #solopr
- 6:23 pm **mdbarber:** LOL!!! Usually is a red flag isn't it. RT @KellyeCrane: Q3: If someone asks me to explain my hourly rate, I show em the door. :- ) #solopr
- 6:23 pm **krisTK:** Def no apologies. RT @cortland: Q3: Justify w/ results, testimonials. Don't explain hourly rate - just tell 'em! #solopr
- 6:23 pm **KCDPR:** @KellyeCrane : RE: Q3, I just say what out "team blended hourly rate" is and then mention avg hours per mo= price #solopr
- 6:23 pm **jamieprince:** Q3: I offer more than just PR, too, so lots of times I'm doing biz dev initiatives and mktg alongside the pr. #solopr
- 6:24 pm **ActiveIngreds:** RT @KellyeCrane: Q3: How do you justify retainers over \$2k/mo, and/or how do you explain your hourly rate? #solopr
- 6:24 pm **mdbarber:** Q3 -- My hourly rate is based on 30 year proven track record. I haven't found I need to explain it. #solopr
- 6:24 pm **KellyeCrane:** Q3: But seriously, your hourly rate reflects your worth in the marketplace. That's the only explanation they need. #solopr
- 6:24 pm **KCDPR:** And I offer client references galore! RT @cortland: Q3: Justify w/proven results & testimonials you can show to prospects. #solopr
- 6:24 pm **krisTK:** Q3: Hourly rate is based on what's in my head, not what I produce with my hands. I compare my services to legal counsel. #solopr
- 6:24 pm **rantonette:** Q3: I would ask how you justify retainers under \$3k a month. \$3k is \$36,000 annually, less than what they would be entry-level. #solopr
- 6:24 pm **ActiveIngreds:** RT @mdbarber LOL!!! Usually is a red flag isnt it RT @KellyeCrane Q3:If someone asks me to explain my hourly rate,I show em the door #solopr
- 6:25 pm **RManning\_Mynt:** Q3 - explain hourly rate, break out typical monthly activities based on previous client experience to explain retainer #solopr
- 6:25 pm **ActiveIngreds:** totally agree RT @KellyeCrane: Q3: But seriously, your hourly rate reflects your worth in the marketplace #solopr
- 6:25 pm **KCDPR:** Bingo. RT @mdbarber: Q3 -- My hourly rate is based on 30 year proven track record. I haven't found I need to explain it. #solopr
- 6:25 pm **KellyeCrane:** RT @KCDPR: @KellyeCrane : RE: Q3, I just say what out "team blended hourly rate" is and then mention avg hours per mo= price #solopr
- 6:25 pm **mdbarber:** Q3-- Re: retainers, wish I had them that large. But if the work load justifies that amount, it would be understood going in. #solopr
- 6:25 pm **KCDPR:** I'm a huge believer in you get what you pay for RT @KellyeCrane: Q3: But seriously, your hourly rate reflects your worth in the #solopr
- 6:26 pm **ActiveIngreds:** it's all about value - what someone is willing to pay for how badly they think they need YOU - never sell yourself short #solopr

- 6:26 pm **ActiveIngredds:** how do you establish a retainer? #solopr
- 6:26 pm **SoloDovePR:** RT @KCDPR: Bingo. RT @mdbarber: Q3 -- My hourly rate is based on 30 year proven track record. I haven't found I need to explain it. #solopr
- 6:26 pm **jamieprince:** Agree!@krisTK RTQ3: Hourly rate based on what is in my head, not what I produce w/ my hands. I compare my services 2 legal counsel.#solopr
- 6:27 pm **KCDPR:** I use that analogy often! Plus no benefits , etc needed RT @rantonette: Q3: I would ask how you justify retainers under \$3k a month. #solopr
- 6:27 pm **LauraScholz:** Q3: You shouldn't have to justify your rate. It's based on your services/experience. No one questions doctors, lawyers, CPAs, etc #solopr
- 6:27 pm **ActiveIngredds:** @jamieprince good idea #solopr
- 6:27 pm **krisTK:** @ActiveIngredds Start with hourly rate x hours/month. Include any % of costs related to serving that client. #solopr
- 6:28 pm **KCDPR:** Re: Q3: We have a minimum range and no maximum range --100% clients are on retainer. Easiest way for both sides. #solopr
- 6:28 pm **rantonette:** I agree with @kristk - and law firms seem to understand this when dealing w/ PR. #solopr
- 6:28 pm **SoloDovePR:** Q3 my monthly retainer is not over 2k and even w/that I sometimes have to spell out word for word what I will do #solopr
- 6:28 pm **KellyeCrane:** RT @krisTK: @ActiveIngredds Start with hourly rate x hours/month. Include any % of costs related to serving that client. #solopr
- 6:29 pm **mvroom:** #solopr Q3: I quote projects, and try not to quote hourly rates so I do not have to justify it. Sometimes difficult when working with govt.
- 6:29 pm **ActiveIngredds:** @krisTK thanks -that's where I was headed, but was wondering what you provide for that fee - x # of hrs? #solopr
- 6:29 pm **KellyeCrane:** RT @LauraScholz: Q3: You shouldnt have to justify your rate...No one questions doctors, lawyers, CPAs, etc #solopr
- 6:29 pm **han\_ma:** You have my interest... RT @goldinpr: Looking to hire intern who wants to gain PR experience, can be based anywhere in the U.S. #pr #solopr
- 6:29 pm **jamieprince:** Q3: I actually provide a discounted hourly rate built into retainers, to show xtra value. #solopr
- 6:30 pm **KellyeCrane:** @SoloDovePR Yes. Spelling out word-for-word what's included is a protection for you as much as the client! #solopr
- 6:30 pm **ActiveIngredds:** good idea RT @mvroom: #solopr Q3: I quote projects, and try not to quote hourly rates so I do not have to justify it #solopr
- 6:30 pm **ActiveIngredds:** RT @jamieprince: Q3: I actually provide a discounted hourly rate built into retainers, to show xtra value. #solopr
- 6:30 pm **rantonette:** Keep in mind: NY and LA agencies bill \$160-\$200 for AEs, with 1-2 yrs experience. #solopr
- 6:30 pm **krisTK:** Q3: Retainers allow pros to think stragetically on client's behalf on ongoing basis and provide better counsel. #solopr
- 6:30 pm **KellyeCrane:** RT @rantonette: Q3: I would ask how you justify retainers under \$3k a month. \$3k is \$36,000 annually.... #solopr
- 6:31 pm **rantonette:** This is why agency titles are inflated: need to bill out VP rates. Don't shortchange yourselves, Indies! #solopr
- 6:31 pm **jamieprince:** Q3: My monthly activity reports are also VERY detailed, so no one ever asks me what I did with my time. It's all there. #solopr

- 6:31 pm **krisTK:** @ActiveIngreds Client meetings and proposals lead to an estimated # of hours/month. Research what's going to be involved. #solopr
- 6:31 pm **KellyeCrane:** Yes! RT @rantonette: This is why agency titles are inflated: need to bill out VP rates. Dont shortchange yourselves, Indies! #solopr
- 6:31 pm **ActiveIngreds:** RT @krisTK: Q3: Retainers allow pros to think stragetically on clients behalf on ongoing basis and provide better counsel. #solopr
- 6:31 pm **annebentley:** @rantonette sometimes I explain this to clients - since I am a great deal given what you'd get at a firm for my rate. #soloPR #solopr
- 6:32 pm **LauraScholz:** Q3: Also, I avoid hourly rates altogether, unless it's some one-on-one targeted consulting. I don't like people nitpicking numbers. #solopr
- 6:32 pm **KCDPR:** True VP's bill at \$300/hr! RT @rantonette: This is why agency titles are inflated: need to bill out VP rates.! #solopr
- 6:32 pm **ActiveIngreds:** @jamieprince don't your monthly activity reports take forever to do? #solopr
- 6:32 pm **SoloDovePR:** RT @rantonette Q3: I would ask how you justify retainers under \$3k a month. \$3k is \$36,000 annually, less than entry-level. #solopr
- 6:32 pm **rantonette:** @jamieprince Train your new clients to expect "less" activity report detail - attorneys don't detail every item as PR does. #solopr
- 6:33 pm **krisTK:** Perhaps strategically instead? RT @krisTK: Q3: Retainers allow pros to think stragetically on client's behalf #solopr
- 6:33 pm **aribadler:** Why some firms call interns "associates." RT @KellyeCrane @rantonette: This is why agency titles inflated: need to bill VP rates. #solopr
- 6:33 pm **MsQJ:** RT @rantonette: @jamieprince Train your new clients to expect "less" activity report detail - attorneys don't detail every item as PR does. #solopr
- 6:33 pm **deegospel:** q3: in my niche(literary pr) on top of normal pr service fees we incur for clients there are niche fees that justify it #solopr
- 6:33 pm **MsQJ:** RT @rantonette: This is why agency titles are inflated: need to bill out VP rates. Don't shortchange yourselves, Indies! #solopr
- 6:33 pm **KCDPR:** We do "activity reports" vs. hour by hour. RT @ActiveIngreds: @jamieprince don't your monthly activity reports take forever to do? #solopr
- 6:33 pm **jamieprince:** @ActiveIngreds No, I just make it part of my daily routine. #solopr
- 6:34 pm **LauraScholz:** Sorry I have to leave #solopr chat early. Client meeting at 2pm! Enjoyed chatting w/ all of you!
- 6:34 pm **MsQJ:** RT @krisTK: The value of your network goes beyond networking. New blog post for #solopr pros at <http://www.ipa.prsa.org>. Teleseminar Tues 2 pm ET
- 6:34 pm **krisTK:** Q3: my reports have rows with date, project, activity description and time. #solopr
- 6:35 pm **jamieprince:** @rantonette I think new clients need reassurance more often and want to see you hitting the ground running. Seasoned clients r diff. #solopr
- 6:35 pm **ActiveIngreds:** @KCDPR got it - that's what I'm doing right now - have not had to be more detailed than that so far #solopr
- 6:35 pm **KellyeCrane:** @rantonette @jamieprince I like to outline activities within big buckets the amounts are billed by project/program. #solopr
- 6:36 pm **ActiveIngreds:** do you specialize? ie. by category, industry, type of projects, etc? #solopr
- 6:36 pm **KCDPR:** @ActiveIngreds : If you talk the talk, you'll never have to ;) #solopr
- 6:36 pm **VirtueIMC:** Watching #solopr while I work on a new project... Great chat today ;)
- 6:37 pm **KellyeCrane:** @aribadler Great point. As an intern I was billed out at \$50/hr -- 20 years ago! #solopr

- 6:37 pm **jamieprince:** @KellyeCrane good idea about bucketing. #solopr
- 6:37 pm **rantonette:** @jamieprince Good point re: new clients. Key is set expectations from the beginning - I might avoid hourly blow-by-blow, say. #solopr
- 6:38 pm **SoloDovePR:** @rantonette RE Q3 Price and PR services will always be an issue till clients realize that PR isnt cheap #solopr
- 6:38 pm **akenn:** I also add a summary of results. RT @krisTK: Q3: my reports have rows with date, project, activity description and time. #solopr
- 6:38 pm **KellyeCrane:** Q4: What are some of your biggest "lessons learned" (the hard way, or otherwise)? #solopr
- 6:38 pm **krisTK:** Similar story here. RT @KellyeCrane: @aribadler As an intern I was billed out at \$50/hr -- 20 years ago! #solopr
- 6:38 pm **MsQJ:** RT @goldinpr: Looking to hire intern who wants to gain PR experience, can be based anywhere in the U.S. Know someone? DM me or RT pls. #pr #solopr
- 6:39 pm **MsQJ:** RT @goldinpr: Just joined! RT @KellyeCrane: The Solo PR Pro Community Grows - join us on Facebook! <http://bit.ly/dABmoY> #solopr #pr
- 6:39 pm **jamieprince:** @rantonette I only break down by day, not by hour, so it is manageable. #solopr
- 6:39 pm **KellyeCrane:** @ActiveIngreds Regarding specializing, @KCDPR did a guest post on this - <http://bit.ly/cu1XBA> #solopr
- 6:39 pm **CommAMMO:** Q3 is ques abt "justifying" rates or explaining value rec'd for the retainer? #solopr
- 6:40 pm **chatterboxpr:** @rantonette I agree. I learned @ 1st agency job if you manage clients' expectations from beginning, less problems during campaign. #solopr
- 6:40 pm **akenn:** Q4: my hardest lessons are accounting-related, for sure #solopr
- 6:40 pm **mdbarber:** Q4 -- Lesson learned: Go w my gut. If I have ?/concerns, get answers before going forward. Gut is usually correct. #solopr
- 6:41 pm **krisTK:** Q4: Lesson learned: more clients and more money do not equal more happiness or career satisfaction. #solopr
- 6:41 pm **rantonette:** Q4 - So far, it's establishing the line between giving away the strategy and getting hired. #solopr
- 6:41 pm **CommAMMO:** Q4: Biggest lessons: social media doesn't replace calling & that more and more ppl don't want to talk rite now - no \$ to spend #solopr
- 6:41 pm **kellynandrews:** Q4: Trust my gut! If something feels shady at the beginning, it typically is. #solopr
- 6:42 pm **mdbarber:** RT @krisTK: Q4: Lesson learned: more clients and more money do not equal more happiness or career satisfaction. #solopr
- 6:42 pm **rantonette:** Q4 - As an indie, you need to appear hungrier, and yet you may outlay more time/knowledge to win biz than others. #solopr
- 6:42 pm **KCDPR:** @KellyeCrane : Re Q4: Hire a VERY good accountant and financial planner/advisor. It's your livelihood -need top notch guidance. #solopr
- 6:42 pm **KellyeCrane:** Q4: Prob my biggest lesson is to detail everything in writing before getting started. Makes sure everyone is on the same page. #solopr
- 6:42 pm **ActiveIngreds:** @KellyeCrane thanks! #solopr
- 6:42 pm **KellyeCrane:** Big one! RT @krisTK: Q4: Lesson learned: more clients and more money do not equal more happiness or career satisfaction. #solopr
- 6:43 pm **MsQJ:** @KellyeCrane Definitely! #solopr
- 6:43 pm **KellyeCrane:** RT @kellynandrews: Q4: Trust my gut! If something feels shady at the beginning, it typically is. #solopr

- 6:43 pm **MichaelWillett:** ! RT @krisTK Q4: Lesson learned: more clients and more money do not equal more happiness or career satisfaction. #solopr
- 6:43 pm **ActiveIngreds:** @KellyeCrane Q4: get paid in part in advance! #solopr
- 6:43 pm **CommAMMO:** Q for y'all - I'm less than 1 yr solo & in bad economy - what can I expect in the coming 12 mo? #solopr
- 6:43 pm **mdbarber:** Got to go folks. Sorry not to be able to stay. Great chat as always. Thanks Kellye. #solopr
- 6:43 pm **MarchellGillis:** same for me! @rantonette: Q4 - So far, it's establishing the line between giving away the strategy and getting hired. #solopr
- 6:43 pm **KCDPR:** I'm considering saying no to RFPs for that reason. RT @rantonette: Q4 - So far, it's establishing the line between giving away #solopr
- 6:43 pm **MsQJ:** RT @KellyeCrane: Big one! RT @krisTK: Q4: Lesson learned: more clients & more \$\$ don't equal more happiness or career satisfaction. #solopr
- 6:44 pm **krisTK:** Q4: Lesson learned: A client that doesn't think strategically or get big picture wont appreciate that you can. #solopr
- 6:44 pm **SoloDovePR:** RT @jamieprince: @rantonette I think new clients need reassurance more often and want to see you hitting the ground running. Seasoned clients r diff. #solopr
- 6:44 pm **rantonette:** @krispr Yay, Kris - good one! #solopr
- 6:44 pm **chatterboxpr:** Q4 - It's OK to pass on new biz opps/ potential clients if you see red flags b4 contract commences, regardless of budget. #solopr
- 6:44 pm **KellyeCrane:** Q4: Another lesson: Build relationships with multiple people in your client org - you never know when someone will leave. #solopr
- 6:44 pm **CommAMMO:** RT @krisTK: Q4: Lesson learned: A client that doesnt think strategically or get big picture wont appreciate that you can. #solopr
- 6:44 pm **MsQJ:** RT @CommAMMO: Q for yall - Im less than 1 yr solo & in bad economy - what can I expect in the coming 12 mo? #solopr
- 6:45 pm **ActiveIngreds:** Q4: hire others to do jobs that are non-revenue generating - like bookkeeping, mailing, compiling - may be worth an assistant! #solopr
- 6:45 pm **royalbizowner:** RT @rantonette: @jamieprince Train your new clients to expect "less" activity report detail - attorneys don't detail every item as PR does. #solopr
- 6:45 pm **ActiveIngreds:** RT @krisTK: Q4: Lesson learned: A client that doesnt think strategically or get big picture wont appreciate that you can. #solopr
- 6:45 pm **MsQJ:** RT @chatterboxpr ! Q4 Its OK 2 pass on new biz opps/ potential clients if u c red flags b4 contract commences, regardless of budget. #solopr
- 6:45 pm **KellyeCrane:** RT @KCDPR: Q4: Hire a VERY good accountant and financial planner/advisor. Its your livelihood -need top notch guidance. #solopr
- 6:45 pm **CommAMMO:** RT @CommAMMO: RT @krisTK: Q4: A client that doesnt think strategically or get big picture wont appreciate that you can. #solopr
- 6:45 pm **annebentley:** @chatterboxpr Agree with your point 100% #soloPR #solopr
- 6:46 pm **krisTK:** Amen. RT @KellyeCrane: Q4: Another lesson: Build relationships w multiple people in your client org - never know when one will leave #solopr
- 6:46 pm **chatterboxpr:** Q4: If I have 2 rank clients by importance, my agency's brand/image is the top priority over any client. #solopr
- 6:46 pm **VirtuelMC:** Q4 a PITA prospect WILL be a PITA client - over investing just to bring in income isn't worth the stress #solopr
- 6:46 pm **iampragency:** RT @KellyeCrane: RT @kellynandrews: Q4: Trust my gut! If something feels shady at the beginning, it typically is. #solopr

- 6:46 pm **deegospel:** q4 @krisTK i learned that lesson, too #solopr
- 6:47 pm **MsQJ:** @SoloDovePR You're absolutely RIGHT! #solopr
- 6:47 pm **mvroom:** #solopr Q4: Definitely have undersold myself. Silver lining is work I have to show to build other clients, but def. underselling.
- 6:47 pm **ActiveIngreds:** Q4: start every moment with the best attitude! AND ALWAYS always move forward (you can't go back anyway). #solopr
- 6:48 pm **BevPayton:** Do you charge another larger agency less per hr than your normal billing rate when brought on as a subcontractor ? #solopr
- 6:48 pm **KellyeCrane:** @chatterboxpr: Along those lines, working without getting paid is worse than not working at all. "Interview" potential clients #solopr
- 6:48 pm **jamieprince:** Have to take off now. Thx for a great first chat! C u next time - #solopr
- 6:48 pm **MichaelWillett:** For sure RT @krisTK Amen RT @KellyeCrane Q4:Build relationships w multiple people in your client org-never know when one will leave #solopr
- 6:48 pm **KellyeCrane:** RT @VirtuelMC: Q4 a [pain in the arse] prospect WILL be a PITA client- over investing just to bring in income isnt worth the stress #solopr
- 6:49 pm **CommAMMO:** @mvroom I struggle w/that too - I think it's price, but value is rly the issue. #solopr
- 6:49 pm **KellyeCrane:** If you have additional questions, send 'em to @KellyeCrane (or DM me) and we'll put them on the list for next time #solopr
- 6:49 pm **chatterboxpr:** @KellyeCrane Exactly. #solopr
- 6:49 pm **KellyeCrane:** RT @ActiveIngreds: Q4: start every moment with the best attitude! AND ALWAYS always move forward (you cant go back anyway). #solopr
- 6:49 pm **MediaMinder:** RT @goldinpr: Looking to hire intern who wants PR experience, can be based anywhere in U.S. Know someone? DM me or RT pls. #pr #solopr
- 6:49 pm **MsQJ:** I'm really hoping and praying that in 2010 I can retain great clients that pay so that I can quit my #dayjob #PRIsMyPassion #solopr
- 6:50 pm **deegospel:** q4: @KCDPR i agree. no more RFPs. crashed and burned on those. just gave my strategy away #solopr
- 6:51 pm **KellyeCrane:** Great insights all, as always -- thanks! In closing, let me tell you about a Twitter "event" we're invited to... #solopr
- 6:51 pm **KellyeCrane:** All of the major PR-related chats are participating in an upcoming #chatmixer, which will take place 3/9, from 8-9 ET. #solopr
- 6:51 pm **deegospel:** q4 @chatterboxpr pass on or walk away...so true #solopr
- 6:52 pm **rantonette:** Chris Brogan hits on "price points," our very Q3 topic, in his blog today - <http://bit.ly/cxUML0> #solopr
- 6:52 pm **Stefaniya:** Q1: I accept PayPal but so far most clients don't take me up on it. No credit cards. #solopr
- 6:52 pm **KellyeCrane:** This idea was hatched by @prtini and @JGoldsborough as a way for us to expand our networks. #solopr
- 6:52 pm **krisTK:** RT @KellyeCrane: All of the major PR-related chats are participating in an upcoming #chatmixer, which will take place 3/9, from 8-9 ET. #solopr
- 6:52 pm **ActiveIngreds:** RT @KellyeCrane: RT @ActiveIngreds: Q4: start every moment with the best attitude! AND ALWAYS always move forward (you cant go back anyway). #solopr
- 6:52 pm **deegospel:** q4 @ActiveIngreds amen! #solopr
- 6:52 pm **SoloDovePR:** Q4 as a newbie I've made a few rookie moves i.e. not having business cards, typos,using the wrong words, & the dreaded not using BCC #solopr

- 6:52 pm **MsQJ:** RT @KellyeCrane: All of the major PR-related chats are participating in an upcoming #chatmixer, which will take place 3/9, from 8-9 ET. #solopr
- 6:53 pm **deegospel:** RT @chatterboxpr: Q4: If I have 2 rank clients by importance, my agency's brand/image is the top priority over any client. #solopr
- 6:53 pm **SoloDovePR:** RT @MediaMinder: RT @goldinpr: Looking to hire intern who wants PR experience, can be based anywhere in U.S. Know someone? DM me or RT pls. #pr #solopr
- 6:53 pm **mvroom:** #solopr. Thanks everyone. It's nice to see similar perspectives. Nice to hear your voices
- 6:53 pm **Stefaniya:** Q1. If you take PayPal, be sure to add a percentage to cover the withdrawal fee they charge. #solopr
- 6:53 pm **deegospel:** q4 @chatterboxpr are you in my head. you're tweeting my thoughts faster than i can lol #solopr
- 6:53 pm **chatterboxpr:** @SoloDovePR Did you intern before branching out? #solopr
- 6:53 pm **KellyeCrane:** #chatmixer is an opportunity for us to "meet" new PR pros, many of whom may be in the position to hire us. Hope you can join on 3/9! #solopr
- 6:54 pm **akenn:** RT @KellyeCrane: the major PR-related chats are participating in an upcoming #chatmixer, which will take place 3/9, from 8-9 ET. #solopr
- 6:54 pm **MarchellGillis:** thank you! @rantonette Chris Brogan hits on "price points," our very Q3 topic, in his blog today - <http://bit.ly/cxUML0> #solopr
- 6:54 pm **MsQJ:** @SoloDovePR Live & learn... It's all a part of the process! #solopr
- 6:54 pm **chatterboxpr:** @deegospel I knew you were on my level. ;) #solopr
- 6:54 pm **rantonette:** RT @goldinpr: Looking to hire intern who wants PR experience, can be based anywhere in U.S. Know someone? #happo #solopr
- 6:54 pm **BevPayton:** RT @rantonette: Q3: I would ask how you justify retainers under \$3k a month. \$3k is \$36,000 annually, less than what they would be entry-level. #solopr
- 6:54 pm **juliewright:** RT @rantonette: RT @goldinpr: Looking to hire intern who wants PR experience, can be based anywhere in U.S. Know someone? #happo #solopr
- 6:54 pm **VirtueIMC:** Don't forget @vpg\_printing is offering a #solopr deal for logo & cards - if @skydiver gave her props you know she's good
- 6:55 pm **KellyeCrane:** Weigh in on the way I outlined our communities in today's post: <http://bit.ly/dABmoY> (and join us on FB! <http://bit.ly/dugg24>) #solopr
- 6:55 pm **Stefaniya:** Yes. RT @KellyeCrane: Q3: If someone asks me to explain my hourly rate, I show em the door. :- ) #solopr
- 6:55 pm **deegospel:** @chatterboxpr okay! #solopr
- 6:55 pm **krisTK:** Interject: Seeking partners to share CustomScoop monitoring account -- unlimited keywords, 90-day archive, InstantScoop access. #solopr
- 6:56 pm **mvroom:** @deegospel @chatterboxpr re: ranking and imp of our brand. Indeed, b/c after clients are gone, we're still here. #solopr
- 6:56 pm **KellyeCrane:** Thanks again everyone, and as always you can keep the conversation going using the #solopr hashtag all week! #solopr
- 6:56 pm **ActiveIngreds:** @KellyeCrane thanks Kellye! #solopr
- 6:57 pm **deegospel:** q4 @mvroom @chatterboxpr & our media clients base future opps on past deliverables. we could ruin our reps & lose value to clients #solopr
- 6:57 pm **chatterboxpr:** @mvroom @deegospel Agreed. Clients come & go but its the relationships w/ media that keep us in biz & on radar 4 new clients. #solopr

- 6:57 pm **Stefaniya:** Agree RT @LauraScholz: Q3: I avoid hourly rates , unless it's 1-on-1 targeted consulting. I don't like people nitpicking numbers. #solopr
- 6:58 pm **KellyeCrane:** Wanna know something funny? Not only does my friend @klstrong blow off #solopr chat every week, but she always calls me at that time. #nice
- 6:59 pm **deegospel:** RT @KellyeCrane: @chatterboxpr: ... working without getting paid is worse than not working at all. "Interview" potential clients #solopr
- 6:59 pm **Stefaniya:** Q4. I always ask for a deposit to start work, then bill in installments or monthly. #solopr
- 7:00 pm **SoloDovePR:** RT @KellyeCrane: @chatterboxpr: . working without getting paid is worse than not working at all. "Interview" potential clients #solopr
- 7:00 pm **MarchellGillis:** Thanks all for sharing such good info! #solopr
- 7:00 pm **heatherhuhman:** @KellyeCrane Argh! I miss #solopr every week! Let's arrange one sometime soon focused on new grads again. Maybe in April?
- 7:01 pm **deegospel:** RT @KellyeCrane: All of the major PR-related chats are participating in an upcoming #chatmixer, will take place 3/9, from 8-9 ET #solopr
- 7:01 pm **deegospel:** @rantonette thanks for that link #solopr
- 7:01 pm **MichaelWillett:** I like this! RT @Stefaniya Q4. I always ask for a deposit to start work, then bill in installments or monthly. #solopr
- 7:02 pm **MarchellGillis:** that sounds good @Stefaniya: Q4. I always ask for a deposit to start work, then bill in installments or monthly. #solopr
- 7:03 pm **MichaelWillett:** RT @chatterboxpr @mvroom @deegospel Agreed. Clients come & go but relationships w/ media keep us in biz & on radar 4 new clients #solopr
- 7:04 pm **MsQJ:** RT @chatterboxpr: @mvroom @deegospel Agreed. Clients come & go but its the relationships w/ media that keep us in biz & on radar 4 new clients. #solopr
- 7:04 pm **MsQJ:** RT @chatterboxpr: Q4 - It's OK to pass on new biz opps/ potential clients if you see red flags b4 contract commences, regardless of budget. #solopr
- 7:04 pm **PaulaMBHall:** RT @MichaelWillett: RT @chatterboxpr @mvroom @deegospel Agreed. Clients come & go but relationships w/ media keep us in biz & on radar 4 new clients #solopr
- 7:05 pm **VPG\_Printing:** RT @VirtuelMC: Don't forget @vpg\_printing is offering a #solopr deal for logo & cards - if @skydiver gave her props you know she's good
- 7:09 pm **MarchellGillis:** @VPG\_Printing what's the special deal for #solopr?
- 7:09 pm **SoloDovePR:** @chatterboxpr Yes I interned w/the YWCA of Bergen County Looking back i think I should have done another intership #solopr
- 7:10 pm **SoloDovePR:** @KellyeCrane That way everyone knows what to expect and there is less of a headache #solopr
- 7:10 pm **chelslevy:** RT @goldinpr: Looking to hire intern who wants PR experience, can be based anywhere in U.S. Know someone? #happo #solopr
- 7:32 pm **BevPayton:** dghidotti Thanks for the follow. I'm just getting started w my biz. Earned APR in Jan. Never worked so hard for no \$\$\$\$ #solopr
- 7:38 pm **amynolanapr:** Thanks for the well wishes, #solopr friends. Drugs are kicking in and I'm on the mend after a nice rest. Can't wait to read the transcript!
- 7:45 pm **PRtini:** @KellyeCrane thanks so much for sharing #chatmixer during #soloPR. Sorry I had to miss the chat today ... I'm sure it was great!!
- 8:17 pm **rockstarjen:** RT @chelslevy: RT @goldinpr: Looking to hire intern who wants PR experience, can be based anywhere in U.S. Know someone? #happo #solopr

10:06 pm **PRPiper:** Sorry to have missed #solopr today, but deadlines trumped. Look forward to reading posts.

10:35 pm **LauraScholz:** @Stefaniya @TiffanyPR @Sackman66 Thanks for the RTs/conversation. #solopr

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