



Transcript from May 12, 2010 to May 12, 2010

All times are Pacific Time

May 12, 2010

- 12:10 am **whatmakesexpert:** Tell Us? IN 140 Char Thank you for having me! I'm a #soloPR pro in DC, not an "expert" but w passion for #measureP... <http://bit.ly/db4bkT>
- 12:26 am **mdbarber:** RT @paulajohns: Well this is interesting - The UK's new PM, David Cameron, is a former #PR exec, according to Reuters: <http://tinyurl.com/3yw263y> #solopr
- 11:40 am **mvroom:** Business Writing 101 <http://ht.ly/1JUJ2> #solopr
- 1:00 pm **BGdoesPR:** @PerkettPR Toastmasters is really valuable in refining presentation skills, #solopr chats are helpful kick around PR strategies/insight.
- 1:26 pm **akenn:** Reminder: North Shore PR Coffee is tomorrow, Thurs, 5/13, 8:30 am at Atomic Cafe in Beverly. See you there! #PR #BostonPR #soloPR
- 1:55 pm **KellyeCrane:** It's #solopr chat day! Learn about being (or becoming) an indie #pr pro today from 1-2pm ET. Send in your Qs.
- 1:57 pm **cloudspark:** RT @KellyeCrane It's #solopr chat day! Learn about being (or becoming) an indie #pr pro today fr 1-2pm ET. Send in your Qs. Follow the tag.
- 2:00 pm **dconconi:** RT @KellyeCrane: It's #solopr chat day! Learn about being (or becoming) an indie #pr pro today from 1-2pm ET. Send in your Qs. I'm in!!
- 2:03 pm **jenzings:** RT @KellyeCrane: It's #solopr chat day! Learn about being (or becoming) an indie #pr pro today from 1-2pm ET. Send in your Qs.
- 2:14 pm **KellyeCrane:** @cloudspark @dconconi @jenzings @BGdoesPR Thanks for the #solopr RTs and shoutouts today - "see" you soon on the chat!
- 2:14 pm **B_TIFULDRTYRICH:** RT @KellyeCrane It's #solopr chat day! Learn about being (or becoming) an indie #pr pro today from 1-2pm ET Send in your Qs.- @TorixCheyenne
- 2:15 pm **rockstarjen:** @KellyeCrane I think I'll actually make #solopr today! It's been too long. So excited. :)
- 2:23 pm **DeblnDenver:** RT@KellyeCrane It's #solopr chat day! Learn about being (or becoming) an indie #pr pro today from 1-2pm ET. Send in your Qs.
- 2:24 pm **fransteps:** @KellyeCrane So bummed I can't listen in today to #solopr. Have a lunchtime board meeting. Will watch for transcript, tho!
- 2:37 pm **raschandahall:** RT @KellyeCrane It's #solopr chat day! Learn about being (or becoming) an indie #pr pro today from 1-2pm ET Send in your Qs.
- 3:10 pm **rmpapag:** RT @KellyeCrane: It's #solopr chat day! Learn about being (or becoming) an indie #pr pro today from 1-2pm ET. Send in your Qs.
- 3:42 pm **jillvan:** Think I need to skip out on #solopr today. Have a very sick kiddo. Will catch up on the transcript and hopefully see you guys next week!
- 3:57 pm **mdbarber:** RT @KellyeCrane: It's #solopr chat day! Learn about being (or becoming) an indie #pr pro today from 1-2pm ET. Send in your Qs.
- 4:06 pm **Narciso17:** Don't 4get That #solopr is Convening Today (1-2pm ET). Send in Ur Qs 2 @KellyeCrane (h/t @mdbarber)
- 4:15 pm **mdbarber:** @jillvan Will miss you this morning. Hope your kid feels better. #solopr
- 4:17 pm **jillvan:** @mdbarber Aw, thank you so much! I'll miss y'all too. Hopefully next week... Have a great chat! #solopr
- 4:18 pm **jillvan:** Great article for solos! > The 5 Rules of Solopreneur Success: <http://bit.ly/9ieqRi> via @IncMagazine #solopr
- 4:30 pm **socialitestatus:** Yay I can participate in #solopr chat today!

4:39 pm **DeblnDenver:** #solopr

4:46 pm **GetPushing:** Small #PR biz ppl welcome too! RT @KellyeCrane: Its #solopr chat day! Learn about being an indie #pr pro today from 1-2pm ET. #solopr

4:57 pm **trishlambert:** Almost #solopr time..may be posting a lot for the next hour! #solopr

5:00 pm **youplusmeCEO:** going to be jumping into #solopr chat shortly. snooze me as I may be "chatty" - or I may just lurk since I'm buried... decisions, decisions

5:00 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

5:00 pm **KellyeCrane:** If you have #solopr questions you'd like us to discuss, please @me without the hashtag (or DM), and we'll add them to the list!

5:01 pm **KellyeCrane:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr

5:02 pm **karensxim:** Skidding in for solopr, high vol of tweets coming for next hour, pls mute or join using tweetgrid or tweetchat #solopr

5:02 pm **atlantatweeps:** Atlanta Tweeps #solopr

5:02 pm **KellyeCrane:** I'm the moderator, based in Atlanta, 15 yrs as an independent consultant, author of the blog: <http://soloprpro.com/> #solopr

5:02 pm **LauraScholz:** @KellyeCrane Hey everyone! Laura from Atlanta. Almost 3 yrs solo. #solopr

5:03 pm **karensxim:** @youplusmeCEO Lol, same decision here, will be lurking or chatting with you! :) #solopr

5:03 pm **DeblnDenver:** Coming from a chilly Denver! I do Social PR to chat with other SoloPR types ;) #solopr

5:03 pm **trishlambert:** Me too! Me too! It's the sweatpants success broad in Austin! RT @karensxim: Skidding in for solopr.... #solopr

5:03 pm **KeeyanaHall:** About to join in on #solopr for a bit.

5:03 pm **KellyeCrane:** Lurkers, come out of the shadows! We don't bite. :-) #solopr

5:03 pm **youplusmeCEO:** Hi - #solopr from San Diego - 10+ in biz, 2+ solo & launching a new offering for my practice (I am also @VirtualMC)

5:03 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

5:03 pm **amynolanapr:** Hello from Baton Rouge. Nine months #SoloPR, work from home, mom of two. Clients in education and small biz.

5:04 pm **karensxim:** Hi All, Karen Swim here Marketer with PR tendencies, solo for 6 years, official for 5 #solopr

5:04 pm **KellyeCrane:** Q1: A community member wanted to discuss @ginidietrich's post: It's Time to Rid PR Firms of the Billable Hour <http://ff.im/-jRXNY> #solopr

5:05 pm **BettyEllis:** Glad to return to #solopr. Been solo 12 yrs. Own Communication Works, LLC, a PR and training company in Greenville, SC

5:05 pm **karensxim:** @trishlambert Lol! Hey Trish! #solopr

5:05 pm **KellyeCrane:** Q1 (cont'd): What do you think of billing by the hour? #solopr

5:05 pm **rockstarjen:** 17-year (5+ solo) pro in San Diego. Clients in digital music & travel insurance/assistance & ID theft. How is everyone today? #solopr

5:06 pm **dconconi:** Hello from Toronto - 2nd time #solopr, first time in DC for 11 years, now in Canada for 5 months. #solopr

5:06 pm **KeeyanaHall:** Afternoon everyone! Keeyana, Indie PR pro from Cincinnati. #solopr

5:06 pm **KellyeCrane:** Welcome all the new and veteran #solopr chatters - the gang's all here!

5:07 pm **adamsherk:** @KellyeCrane I've heard reports to the contrary :) #solopr

5:07 pm **mdbarber:** Good morning all. Indy consultant from Anchorage #solopr

5:07 pm **rockstarjen:** Q1 I've billed by the hour for the past 5+ years, only recently taking on a client on retainer. #solopr

- 5:07 pm **KellyeCrane:** Q1: I think many clients are used to being billed hourly by PR agencies. Some get frightened by project-based fees #solopr
- 5:07 pm **DeblnDenver:** Q1: I don't bill by the hour anymore. Just project fees. I tell the client it works out they get the best results this way. #solopr
- 5:07 pm **swoodruff:** Hey Betsy_rshc, do you know about #solopr chat (happening now for PR solopreneurs)
- 5:08 pm **luannsaid:** @trishlambert Hey, from Austin, too! Trying to #solopr chat while listening to a @GuyKawasaki conference. We'll see how well I do.
- 5:08 pm **FabBrownGirl:** Hello everyone...just joining this chat to learn the ropes of what it takes to be a #solopr
- 5:08 pm **youplusmeCEO:** Q1 I think that there is a push from the clientside to negate billable-hour, it is useful tool for clients that don't want retainers #solopr
- 5:08 pm **karensxim:** Q1 and the post that inspired does present interesting points, I don't bill by the hour but do track time #solopr
- 5:08 pm **rockstarjen:** Q1 follow-up. I see pros/cons for both, and I think there are many facets to determine what works best for you/client. #solopr
- 5:08 pm **dconconi:** Q1 - billing by the hour is a necessary evil. I prefer project/retainer billing but it's also based on an estimated hourly rate #solopr
- 5:08 pm **KellyeCrane:** @adamsherk Well, tell us who reported that and we'll take care of them. Ha! #solopr
- 5:08 pm **amynolanapr:** Q1 I bill hourly as a sub and do either hourly or project fees for own clients. Depends on client. #solopr
- 5:09 pm **mdbarber:** Q1 It seems to me that it depends on the client, the relationship and what you work out together. #solopr
- 5:09 pm **PRandMarComPro:** Hello everyone. I am looking forward to today's chat. Jackie #solopr #solopr
- 5:09 pm **karensxim:** The post makes a good point about exploring other ways to show value #solopr
- 5:09 pm **KellyeCrane:** RT @DeblnDenver: Q1: I don't bill by the hr anymore.Just project fees.I tell the client... they get the best results this way #solopr
- 5:09 pm **rockstarjen:** Agreed. RT @mdbarber: Q1 It seems to me that it depends on the client, the relationship and what you work out together. #solopr
- 5:09 pm **DeblnDenver:** @dconconi Q1 cont it's true, I do estimate the time it will take me, but it keeps me from having a client worry about hours. #solopr
- 5:09 pm **KellyeCrane:** RT @karensxim: Q1 and the post that inspired does present interesting points, I don't bill by the hour but do track time #solopr
- 5:10 pm **svcathy:** @KellyeCrane Hello from the Bay Area, California! #SoloPR
- 5:10 pm **krisTK:** Q1: Tracking time is a necessary evil, whether or not client gets itemized supplement to my bill. I need to know where my time goes #solopr
- 5:10 pm **rockstarjen:** Q1 I know solo pros that have worked 2-3X what expected when working by retainer. If you don't agree on avg # of hours for fee... #solopr
- 5:10 pm **dconconi:** RT @karensxim: Q1 and the post that inspired does present interesting points, I dont bill by the hour but do track time #solopr
- 5:10 pm **ampercleveland:** RT @mdbarber: Q1 It seems to me that it depends on the client, the relationship and what you work out together. #solopr #ssolopr
- 5:11 pm **amynolanapr:** Q1 Even if I do project fee, still track time to know how many hours I put into that project. Can use data for future quotes. #solopr
- 5:11 pm **danfarkas:** I'm searching for #solopr live on TweetGrid Search - <http://tweetgrid.com/search?q=%23solopr>
- 5:11 pm **luannsaid:** I used to hate the retainer model. But now I see some value to it--both for me and for the clients. #solopr
- 5:11 pm **Narciso17:** Won't Be Able to Participate in Today's #solopr - My Computer is d-r-a-g-g-i-n-g...4 mins for this tweet...! #grrr
- 5:11 pm **karensxim:** RT @krisTK: Q1: Tracking time is necessary evil, whether or not client gets itemized suppl. 2 my bill. need to know where time goes #solopr

- 5:11 pm **KellyeCrane:** RT @luannsaid: I used to hate the retainer model. But now I see some value to it--both for me and for the clients. #solopr
- 5:11 pm **socialitestatus:** Tche from Houston #solopr Q.1 I charge by the hour but would like to get to the point of charging a retainer
- 5:11 pm **youplusmeCEO:** q1 sometimes a request can't be billed as a project, so an hourly rate is a necessity to recover fees #solopr
- 5:11 pm **KellyeCrane:** @Narciso17 Aw, sorry Narciso! See you next time. #solopr
- 5:12 pm **karensxim:** @luannsaid I agree I'd rather just rock it out w/out clock watching for dollars #solopr
- 5:13 pm **KellyeCrane:** Q1: A retainer works if you have a solid scope of work. Can say "anything beyond will be billed at hourly rate of X" #solopr
- 5:14 pm **KellyeCrane:** Q1: Even if working on fee-based or retainer work, important to always track time. You'll learn if you need more \$ next time. #solopr
- 5:14 pm **KellyeCrane:** @amynolanapr Oh, I just said something similar to what you tweeted. Jinx! #solopr
- 5:14 pm **FabBrownGirl:** @luannsaid what value have you seen using the retainer method of billing? #solopr
- 5:14 pm **tsabine21:** RT @krisTK: Q1: Tracking time is a necessary evil, whether or not client gets itemized supplement to my bill. #solopr #solopr
- 5:15 pm **rockstarjen:** @KellyeCrane agree on tracking time. even if not billing hourly, helps you understand time you're spending on what. very important. #solopr
- 5:15 pm **amynolanapr:** @KellyeCrane Great minds! #solopr
- 5:15 pm **KellyeCrane:** Q2: How do you deal with PAPER? Beyond electronic storage. What about old client, project files? #solopr
- 5:15 pm **dconconi:** Q1 retainers are great but I find clients still want to understand how much time they are getting for it #solopr #solopr
- 5:16 pm **krisTK:** Q1: I bill some clients in advance for set number of hours then work against it. Amount varies each month. #solopr
- 5:16 pm **karensxim:** RT @KellyeCrane: Q2: How do you deal with PAPER? Beyond electronic storage. What about old client, project files? #solopr
- 5:16 pm **KellyeCrane:** It can be more profitable RT @socialitestatus:Q.1 I charge by the hour but would like to get to the point of charging a retainer #solopr
- 5:16 pm **DeblnDenver:** RT @KellyeCrane: Q2: How do you deal with PAPER? Beyond electronic storage. What about old client, project files? #solopr
- 5:16 pm **janetfalk:** I bill by the hour with 15% dicount for 10 hours and multiples; I WISH it would turn into retainers. #solopr
- 5:17 pm **PRjeff:** yep... RT @mbarber: Q1 It seems to me that it depends on the client, the relationship and what you work out together. #solopr
- 5:17 pm **karensxim:** Q2: I use an online file server for everything - Egnyte, if I get it hard copy I scan it, but these days rare to get paper #solopr
- 5:17 pm **youplusmeCEO:** q2 I have clients that are photographers & they use a model where they charge a fee to keep files past a certain amt of time #solopr
- 5:17 pm **dconconi:** RT @krisTK: Q1: I bill some clients in advance for set number of hours then work against it. Amount varies each month. Love Prebills #solopr
- 5:17 pm **MarchellGillis:** Checking in from Atl -- hi all #solopr
- 5:17 pm **amynolanapr:** Q2 Good question! Still trying to figure that out! Need space for file cabinet. Not easy in my tiny kitchen/office! #solopr
- 5:17 pm **ClearpointPR:** RT @KellyeCrane: RT @luannsaid: Used to hate retainer model. But now I see value . . .for clients. #solopr Yes, ensures clients best value
- 5:17 pm **rockstarjen:** Q2 What paper? ;) I recycle it as ASAP (scanning important stuff, first). #solopr
- 5:18 pm **rockstarjen:** Q2 What paper? ;) I recycle it ASAP (scanning important stuff, first). #solopr
- 5:18 pm **karensxim:** @youplusmeCEO Makes sense because storage costs money #solopr

- 5:18 pm **janetfalk:** Confession from a pack-rat. I rarely throw out. But I am a filing whiz. #solopr
- 5:18 pm **dc2fla:** Keeping up #solopr today too. Promised myself this week to enjoy my favorite chats and tweeple!
- 5:18 pm **dconconi:** Q2 try to limit paper as much as possible and only keep back one year - scan what's important and toss! Feels so good! #solopr
- 5:19 pm **3hatscomm:** @DeblnDenver If it can be scanned, turned digital I do so. If I have to keep paper, system: filed boxes at bottom of closet ;-) #solopr
- 5:19 pm **KellyeCrane:** Q2: I am a pack rat when it comes to client info. I have floppy disks w/text files of emails from 1994! Not kidding. #solopr
- 5:19 pm **DeblnDenver:** RT @rockstarjen: Q2 What paper? ;) I recycle it as ASAP (scanning important stuff, first). --> Me too #solopr
- 5:19 pm **amynolanapr:** Q2 Fortunately, though, most of my files are electronic. #solopr
- 5:19 pm **KellyeCrane:** RT @3hatscomm: If it can be scanned, turned digital I do so. If I have to keep paper, system: filed boxes at bottom of closet ;-) #solopr
- 5:19 pm **luannsaid:** Q2: LOL. I have bins and bins of un-filed paperwork waiting to get some love. #solopr
- 5:19 pm **dc2fla:** @janetfalk Natural disorganization here results in hyper-organized filing paper & digital (Thank god for tags) #solopr
- 5:20 pm **karensxim:** RT @dconconi: try to limit paper as much as possible and only keep back one year - scan whats important and toss! Feels so good! #solopr
- 5:20 pm **KellyeCrane:** RT @dconconi: Q2 try to limit paper as much as possible & only keep back one year - scan what's important and toss! Feels so good! #solopr
- 5:20 pm **amynolanapr:** @KellyeCrane Floppy disk? What's that? LOL #solopr
- 5:20 pm **rockstarjen:** @DeblnDenver Of course, I don't even carry biz cards. Such an e-girl. :) #solopr
- 5:21 pm **DeblnDenver:** @KellyeCrane Q2 follow up- do you back up to the cloud, or back up to a hard drive? #solopr
- 5:21 pm **youplusmeCEO:** q2 INVEST in a CLOUD SERVER! it has saved my bacon when computers crash, re client files #solopr
- 5:21 pm **FabBrownGirl:** Like others have said, converting hard copies into electronic files is your best bet! #solopr
- 5:21 pm **jjenkins:** Just joining. It's my first week as JJPR after serving as VP PR at an AL agency for four years. Thanks @krisTK for insight into #solopr.
- 5:21 pm **krisTK:** @dconconi I don't think of that as a retainer, do you? #solopr
- 5:21 pm **paulajohns:** Hi #solopr. Paula here, checking in from San Diego area. For Q2 - My biggest issue is email. I hate to delete. I save 'em by the thousands!
- 5:21 pm **KellyeCrane:** Q2: For the paper files (mostly from the past), I have numerous of bankers boxes in my basement. #solopr
- 5:22 pm **rockstarjen:** Q2 I don't even mail my invoices. I submit them via email, as well. #solopr
- 5:22 pm **FabBrownGirl:** Q2 I still like to keep the most important documents as hard copies though #solopr
- 5:22 pm **KellyeCrane:** @jjenkins Welcome and congrats on your newly independent status! #solopr
- 5:22 pm **BettyEllis:** #solopr Q2-Keep working files nicely organized in computer file folders. End up with paper which remain in nicely labeled file folders
- 5:22 pm **rockstarjen:** Me, too! RT @paulajohns: Q2 - My biggest issue is email. I hate to delete. I save em by the thousands! #solopr
- 5:22 pm **socialitestatus:** Q2 I'm trying to stay paper free. I lose stuff lol! But it's best to have a digital copy and hard copy for back up #solopr
- 5:22 pm **DeblnDenver:** RT @youplusmeCEO: q2 INVEST in a CLOUD SERVER! it has saved my bacon when computers crash, re client files #solopr
- 5:22 pm **amynolanapr:** @jjenkins Hey girl! Glad to see you at #solopr

- 5:22 pm **dconconi:** accountant at former BIG firm job said only need to keep one year back for auditing purposes. Everything else is just recycling. #solopr
- 5:22 pm **krisTK:** @amynolanapr I've been doing this for six years. Imagine my piles and boxes. No pics of office. #solopr
- 5:23 pm **DeblnDenver:** @jgjenkins Congrats and welcome!! :) #solopr
- 5:23 pm **KellyeCrane:** Q2: Unfortunately, I do find myself referring to old files on occasion, so can't cure my pack rat tendencies. #solopr
- 5:23 pm **trishlambert:** Q2: I back up 2 a 1T hard drive; can't use online server bec of sat internet limits, can't afford not 2 be able 2 get 2 my records #solopr
- 5:23 pm **karensxim:** RT @DeblnDenver: RT @youplusmeCEO: q2 INVEST in a CLOUD SERVER! it has saved my bacon when computers crash, re client files (Agree) #solopr
- 5:23 pm **KellyeCrane:** @amynolanapr Seriously- WTH? :-) #solopr
- 5:23 pm **youplusmeCEO:** @rockstarjen @paulajohns srsly thought I'd lose my mind when my sm biz email server crashed losing all my emails (6+ YEARS worth) #solopr
- 5:24 pm **Npressmarketing:** Sarah Nelson from Npress: I scan and keep most everything. Great to have case studies and lots of projects can be repurposed . #solopr
- 5:24 pm **dconconi:** @krisTK for me a retainer is security, for my clients it is consistency #solopr
- 5:24 pm **KellyeCrane:** @DeblnDenver I currently have an external hard drive for backup, but need to get around to establishing a more automated system. #solopr
- 5:24 pm **3hatscomm:** @krisTK @KellyeCrane Pack rat too, but also a tech geek.. have mostly boxes of old ZIP disks, DVDs, now use external hard drives #solopr
- 5:24 pm **karensxim:** I pay less than \$20/month for online cloud file server & it has auto version control & sharing too, love it! #solopr
- 5:24 pm **jgjenkins:** Q2 I scan all receipts and info for tax purposes at the end of the month and will keep electronic files only to eliminate paper. #solopr
- 5:24 pm **dc2fla:** Packrat for life-I have to fight being a pilot, er pile-it. Scanning eliminate papers, keeping it digital as possible @kellyeCrane. #solopr
- 5:25 pm **ampercleveland:** Create a system for retaining that is sustainable and scaleable or you create more work for yourself #solopr
- 5:25 pm **trishlambert:** Me 2, gone back 5+ yrs at times, so much stuff is "evergreen"RT @KellyeCrane: Q2: I find myself referring 2old files on occasion.... #solopr
- 5:25 pm **FabBrownGirl:** RT @dconconi: @krisTK for me a retainer is security, for my clients it is consistency< I like this #solopr
- 5:25 pm **karensxim:** My file server also does automatic backups from my desktop all day long, very convenient #solopr
- 5:25 pm **DeblnDenver:** @KellyeCrane I was just curious to see how SoloPRs feel about saving data to the cloud for security reasons. #solopr
- 5:26 pm **KellyeCrane:** True! RT @ampercleveland: Create a system for retaining that is sustainable and scaleable or you create more work for yourself #solopr
- 5:26 pm **BettyEllis:** #solopr Q2 - I have duplicate system backups. Extra internal, external hard drive, and Carbonite as off-site backup.
- 5:26 pm **Npressmarketing:** @karensxim sounds like a great tool. Thanks for the tip. #solopr
- 5:26 pm **paulajohns:** @youplusmeCEO Had email crash myself a few yrs ago -- extremely stressful! Worst data loss ever for me. #solopr cc: @rockstarjen
- 5:26 pm **NoNetTennis:** @karensxim Q2: w/o paper, proper care & diligence must be taken, to back up hard disks, in more than one location. #solopr
- 5:26 pm **KellyeCrane:** Who? RT @karensxim: I pay less than \$20/month for online cloud file server & it has auto version control & sharing too, love it! #solopr
- 5:27 pm **karensxim:** @Npressmarketing You're welcome! @Egnyte has been great for my biz! #solopr
- 5:27 pm **dconconi:** @Npressmarketing all the case studies would be great to save onto your website rather than on your computer #solopr

- 5:27 pm **KellyeCrane:** RT @NoNetTennis: Q2: w/o paper, proper care & diligence must be taken, to back up hard disks, in more than one location. #solopr
- 5:27 pm **youplusmeCEO:** @KellyeCrane I use the @geeksquad cloud backup, it cost me >\$100 a year... #solopr
- 5:27 pm **karensxim:** @KellyeCrane @Egnyte (<http://egnyte.com>) highly recommend #solopr
- 5:28 pm **jgjenkins:** @amynolanapr You too lady! #solopr Loving this chat!
- 5:28 pm **DeblnDenver:** @KellyeCrane @ambercleveland creating a consistent tag system has helped me manage files- easy to forget where I put stuff #solopr
- 5:28 pm **KellyeCrane:** Q3: If someone who isn't a #solopr is approached to do freelance projects, what would you advise?
- 5:28 pm **dc2fla:** Cloud back up is great. Back up has to to be a habit onautopilot (still hurting from a recent supercrash) #solopr
- 5:28 pm **karensxim:** @NoNetTennis No need, hybrid file server, local and online cloud #solopr
- 5:28 pm **KellyeCrane:** RT @youplusmeCEO: I use the @geeksquad cloud backup, it cost me >\$100 a year... #solopr
- 5:29 pm **KellyeCrane:** RT @karensxim: @Egnyte (<http://egnyte.com>) highly recommend #solopr
- 5:29 pm **karensxim:** RT @KellyeCrane: Q3: If someone who isnt a #solopr is approached to do freelance projects, what would you advise? #solopr
- 5:29 pm **Npressmarketing:** @dconconi Good point :) I work in health care niche so not all past work provides relevant insight. #solopr
- 5:29 pm **youplusmeCEO:** @DeblnDenver I am a huge proponent - the security has to be there, but in all honesty its an insurance policy worth paying #solopr
- 5:29 pm **KellyeCrane:** Smart! RT @DeblnDenver: creating a consistent tag system has helped me manage files- easy to forget where I put stuff #solopr
- 5:29 pm **karensxim:** @KellyeCrane Do you mean they are employed by agency & approached for freelance jobs? #solopr
- 5:30 pm **amynolanapr:** Q3 I'd say send them to me! #solopr
- 5:30 pm **paulajohns:** Sounds like good deal >> RT @KellyeCrane: RT @youplusmeCEO: I use the @geeksquad cloud backup, it cost me >\$100 a year. #solopr
- 5:30 pm **NoNetTennis:** @karensxim Q2: And you cannot solely depend on the cloud. You must keep some things stored locally and securely. #solopr
- 5:30 pm **KellyeCrane:** Non-agency RT @karensxim: Do you mean they are employed by agency & approached for freelance jobs? #solopr
- 5:31 pm **KellyeCrane:** Ha! RT @amynolanapr: Q3 I'd say send them to me! #solopr
- 5:31 pm **ambercleveland:** RT @youplusmeCEO: @KellyeCrane I use the @geeksquad cloud backup, it cost me >\$100 a year... #solopr
- 5:31 pm **luannsaid:** Q3: Don't pretend to know more than you do. Get help/subcontract if you need to. #solopr
- 5:31 pm **karensxim:** @NoNetTennis My file server is hybrid, local (device of your choice) and cloud so no problems there, they're the only one w/hybrid #solopr
- 5:31 pm **rockstarjen:** @kellyecrane you're saying they are employed & asked to do freelance? i guess it depends on if they want to do it or not. ;) #solopr
- 5:31 pm **dconconi:** Q3 find a partner, know what you don't know and get help #solopr
- 5:32 pm **dc2fla:** RT @DeblnDenver creating a consistent tag system has helped me manage files- easy to forget where I put stuff #solopr
- 5:32 pm **freshbooks:** @rockstarjen @KellyeCrane it can also be really important to be able to point to time records, if you ever get your bills questioned #solopr
- 5:32 pm **KellyeCrane:** Q3: I think some people are enticed to do contract PR work, but don't realize everything that goes into it. #solopr
- 5:32 pm **youplusmeCEO:** q3 i'd say be realistic - can you (as the nonsolo) really invest the time/energy in the project that it deserves? no refer out #solopr

- 5:32 pm **janetlfalk:** Check the market for rate; then adjust for experience, deadline. #solopr
- 5:32 pm **rockstarjen:** Q3 follow-up: would also suggest they talk to a solo or two before moving forward to better understand the situation. #solopr
- 5:33 pm **karensxim:** Q3: I'd advise talking to another solo so that you understand the pros/cons & can make an informed decision #solopr
- 5:33 pm **mdbarber:** Had to jump off but back again. What's Q3? #solopr
- 5:33 pm **Npressmarketing:** @KellyeCrane yes. especially with SM releases and optimization. It's easy to miss opportunities and get lost in the clutter. #solopr
- 5:33 pm **rockstarjen:** @freshbooks I log all my time in my online calendar, so I'm set. #solopr
- 5:33 pm **karensxim:** So easy to believe that what you do as an employee is the same but you forget that as solo you are ALL of the roles #solopr
- 5:33 pm **KellyeCrane:** Q3: The main mistake people make is assuming you get to keep your entire fee. Uncle Sam takes a huge chunk! #solopr
- 5:33 pm **PRandMarComPro:** Q3: It is critical for the scope of work to be clearly defined. eed management experience [budgets, project management, etc.] #solopr #solopr
- 5:33 pm **amynolanapr:** Q3 I can't imagine serving a client on the side while working full time PR. Some co's won't allow it. #solopr
- 5:34 pm **KellyeCrane:** RT @rockstarjen: Q3 would also suggest they talk to a solo or two before moving forward to better understand the situation. #solopr
- 5:34 pm **rockstarjen:** RT @karensxim: So easy to believe that what you do as an employee is the same but you forget that as solo you are ALL of the roles #solopr
- 5:34 pm **jjjenkins:** Q3 Don't take on freelance unless you can do it on your own time. That's not fair to your employer or the new client. #solopr
- 5:34 pm **jetsnow:** Got distracted with more Facebook changes today and am missing #solopr - oh no!
- 5:34 pm **karensxim:** @mdbarber: Q3: If someone who isnt a #solopr is approached to do freelance projects, what would you advise? #solopr
- 5:34 pm **DeblnDenver:** @KellyeCrane Q3: it's true. Only do the job if you know what you're doing, or it'll be harder in the long run. #solopr
- 5:34 pm **rockstarjen:** @KellyeCrane oh, good point! dealing with the tax situation is a whole barrel of monkeys. #solopr
- 5:34 pm **KellyeCrane:** RT @karensxim: So easy to believe that what you do as an employee is the same but you forget that as solo you are ALL of the roles #solopr
- 5:35 pm **FabBrownGir!** RT @karensxim:Q3: Id advise talking 2 another solo so that u understand the pros/cons & can make an informed decision <Great advice! #solopr
- 5:35 pm **KellyeCrane:** RT @jjjenkins: Q3 Don't take on freelance unless you can do it on your own time. That's not fair to your employer or the new client #solopr
- 5:35 pm **mdbarber:** @karensxim Thanks! Trying to catch up. Looks like I missed a good Q2 as well. #solopr
- 5:35 pm **krisTK:** Q2: So I'm hearing I can toss most of my ancient files? I see a bonfire in my future. Marshmallows, anyone? #solopr
- 5:36 pm **karensxim:** @mdbarber You're welcome! #solopr
- 5:36 pm **jjjenkins:** I like to tell people you have to be the little red hen where you do it all #solopr
- 5:36 pm **FabBrownGir!** Q3: I am considering freelancing, so I really appreciate these answers! :) #solopr
- 5:36 pm **mdbarber:** RT @jjjenkins: Q3 Dont take on freelance unless you can do it on your own time. Thats not fair to your employer or the new client #solopr
- 5:36 pm **paulajohns:** Agree - must plan ahead! RT @rockstarjen: @KellyeCrane oh, good point! dealing with the tax situation is a whole barrel of monkeys. #solopr
- 5:36 pm **trishlambert:** Q3: I've tried ppl in other areas, didn't work bec provider not conveniently available & delivery may slip if day job gets in way #solopr

- 5:36 pm **amynolanapr:** RT @jgjenkins: Q3 Don't take on freelance unless you can do on your own time. That's not fair to your employer or the new client. #solopr
- 5:36 pm **JamiMiami:** On phone calls w/ client and missing #solopr chat once again. Locking in "PR Mtg" @ 1pm every Weds on calendar to avoid this problem.
- 5:36 pm **Npressmarketing:** I like that. RT @jgjenkins: I like to tell people you have to be the little red hen where you do it all #solopr
- 5:37 pm **karensxim:** @krisTK Lol, burn baby burn! #solopr
- 5:37 pm **KellyeCrane:** Q3: As a rule of thumb, it's very difficult to do this PT while working FT. I only recommend if you're trying to transition to FT #solopr
- 5:37 pm **mdbarber:** Q3 -- Be especially careful if you work for an agency. Agreements/non-competes may come into play -- let alone ethics. #solopr
- 5:37 pm **krisTK:** Q3: Some employers require disclosure of outside sources of income -- universities, agencies, govt. -- to prevent conflicts #solopr
- 5:37 pm **svcathy:** RT @karensxim: Q3: I'd advise talking to another solo so that you understand the pros/cons & can make an informed decision #solopr
- 5:37 pm **mdbarber:** RT @krisTK: Q3: Some emp require disclosure of outside sources of income -- universities, agencies, govt. -- to prevent conflicts #solopr
- 5:37 pm **karensxim:** @trishlambert, yes great point about day job getting in way! #solopr
- 5:37 pm **krisTK:** So true. RT @jgjenkins: Q3 Don't take on freelance unless you can do it on your own time. Not fair to your employer or the client #solopr
- 5:38 pm **KellyeCrane:** Q2: One more thing on the paper issue: I saw that my local Office Max will do bulk shredding. Interesting option. #solopr
- 5:38 pm **mdbarber:** RT @KellyeCrane: Q3: It's very difficult to do this PT while working FT. I only recommend if you're trying to transition to FT #solopr
- 5:38 pm **janetifalk:** Agreed. Thought this was the premise RT @KellyeCrane: Q3: I only recommend if you're trying to transition to FT #solopr
- 5:38 pm **KeeyanaHall:** RT @jgjenkins: Q3 Dont take on freelance unless you can do it on your own time. That's not fair to your employer or the new client #solopr
- 5:38 pm **DeblnDenver:** @mdbarber @krisTK Q3 and get a separate twitter account ;) #solopr
- 5:38 pm **KellyeCrane:** RT @krisTK: Q3: Some employers require disclosure of outside sources of income- universities, agencies, govt.- to prevent conflicts #solopr
- 5:38 pm **FabBrownGirl:** RT @KellyeCrane: Q3: its very difficult to do this PT while working FT. I only recommend if you're trying to transition to FT #solopr
- 5:39 pm **jgjenkins:** Q3 I used a freelance web maintenance person once who had a day job = unreliable and unhappy client. #solopr
- 5:39 pm **karensxim:** @KellyeCrane My town does that a few times a year too for residents, free and good option #solopr
- 5:39 pm **DeblnDenver:** @KellyeCrane Q2 our local news stations have been hosting "shredding days" people line up for hours to shred pack rat paper ;) #solopr
- 5:39 pm **BettyEllis:** RT #solopr Q2 -Great idea to scan to file. Have to find time to do this. Usually when finished with one project, time to jump into the next.
- 5:39 pm **RobinMarie:** @KellyeCrane We have a bank in Twin Cities that offers a free "Shred Day" every month or so. Great publicity. #solopr
- 5:39 pm **rockstarjen:** Q3 It's tough enough juggling clients when you're solo, let alone adding full-time job responsibilities to the mix. #solopr
- 5:39 pm **KellyeCrane:** Q3: Be extra careful if it's a project to "help out a friend" for \$. I've seen friendships end over this (not mine, luckily) #solopr
- 5:40 pm **krisTK:** Q3: I know lots of PR pros who accept freelance gigs, mostly writing or design. Few provide full-svc or strategy #solopr
- 5:40 pm **KellyeCrane:** @DeblnDenver That's a great service! Interesting that a broadcaster would do it as community outreach. #solopr
- 5:40 pm **KellyeCrane:** RT @rockstarjen: Q3 It's tough enough juggling clients when you're solo, let alone adding full-time job responsibilities to the mix. #solopr

- 5:41 pm **FabBrownGirl:** RT @rockstarjen: Q3 Its tough enough juggling clients when youre solo, let alone adding full-time job responsibilities to the mix. #solopr
- 5:41 pm **KellyeCrane:** @RobinMarie Very smart idea for a bank! #solopr
- 5:41 pm **jgjenkins:** RT @krisTK: Q3: I know lots of PR pros who accept freelance gigs, mostly writing or design. Few provide full-svc or strategy #solopr
- 5:41 pm **dconconi:** Q3: and if the non #solopr asks for a finder's fee or commission to pass along the business? #solopr
- 5:42 pm **KellyeCrane:** What do you think? RT @dconconi: Q3: and if the non #solopr asks for a finder's fee or commission to pass along the business?
- 5:43 pm **socialitestatus:** Q3 is a great question... I find myself looking for advice since I didn't take the traditional route to #solopr
- 5:43 pm **krisTK:** @dconconi I asked about these recently. Few paid finders fees or commissions; most gave gifts. Personal thx vs biz arrangment #solopr
- 5:43 pm **KellyeCrane:** Q3 follow-up: Some people have a 10% referral fee. I prefer to be paid in karma. :-) #solopr
- 5:44 pm **jgjenkins:** I'm with @krisTK - a nice thank-you lunch or note should suffice. #solopr
- 5:44 pm **youplusmeCEO:** @dconconi that's a tough sit; I've paid a finder's fee but if it's "expected" I find that to be a bit smarmy #solopr
- 5:44 pm **ambercleveland:** @dconconi I think if it is possible to remit finders fee, do it, saves you in sales efforts #solopr
- 5:44 pm **dconconi:** RT @KellyeCrane: Q3 follow-up: Some people have a 10% referral fee. I prefer to be paid in karma. :-) like this! #solopr
- 5:44 pm **KateRobins:** #solopr Just popped in sorry. I'll try to figure you all out quickly.
- 5:44 pm **KellyeCrane:** @dconconi I think I've heard these fees are common in entertainment PR. #solopr
- 5:45 pm **krisTK:** @MarchellGillis They spend nights/weekends doing freelance work. Cuts into personal time. #solopr
- 5:45 pm **rockstarjen:** Q3 I don't understand the referral fee thing. If I feel you're good at what you do and a good it, I'll recommend you. #solopr
- 5:45 pm **mdbarber:** Agree: RT @krisTK: @dconconi Few paid finders fees or commissions; most gave gifts. Personal thx vs biz arrangment #solopr
- 5:45 pm **MarchellGillis:** @krisTK how r they doing with balancing the fulltime v/s freelance projects? #solopr
- 5:45 pm **karensxim:** I have referred lots for free, love helping others but will gladly cut a check to someone for putting \$ in my pocket #solopr
- 5:45 pm **RobinMarie:** RT @KellyeCrane: Q3 follow-up: Some people have a 10% referral fee. I prefer to be paid in karma. :-) #solopr
- 5:45 pm **janetfalk:** @KellyeCrane Sorry, but you cannot deposit karma at the bank. You can donate the referral fee to a charity. #solopr
- 5:45 pm **amynolanapr:** Exactly! RT @jgjenkins: I'm with @krisTK - a nice thank-you lunch or note should suffice. #solopr
- 5:45 pm **DeblnDenver:** RT @RobinMarie: RT @KellyeCrane: Q3 follow-up: Some people have a 10% referral fee. I prefer to be paid in karma. :-) #solopr
- 5:46 pm **MarchellGillis:** @krisTK ok, it is a challenge #solopr
- 5:46 pm **KateRobins:** @luannsaid Yeah. Get all the help you need. Call me. #solopr
- 5:46 pm **ambercleveland:** RT @karensxim: Have referred lots for free, love helping but will gladly cut a check to someone for putting \$ in my pocket #solopr
- 5:46 pm **youplusmeCEO:** she has TY Jen~ RT @rockstarjen: Q3 I don't understand referral fee thing. If I feel you're good at what you do, I'll recommend you. #solopr
- 5:47 pm **KellyeCrane:** @janetfalk Oh, I have banked karma alright! Kidding - I have nothing against those who charge a fee. Different norms in diff mkts #solopr

- 5:47 pm **dconconi:** RT @karensxim: Have referred lots for free, love helping but will gladly cut a check to someone for putting \$ in my pocket #solopr
- 5:47 pm **KateRobins:** @mbarber Hello there, MD. Just leapt in myself. See who figures it out first. #solopr
- 5:47 pm **krisTK:** Q3: Does amount of biz affect level of your appreciation? \$2K project vs \$50K retainer client? #solopr
- 5:47 pm **DeblnDenver:** @janetfalk I think it's a "karma deposit" if you give referral fee to charity- not that you should do it for that reason #solopr
- 5:47 pm **KellyeCrane:** Q4: What are the top skills you find clients are looking for right now? #solopr
- 5:47 pm **FabBrownGirl:** Re: referral fees.. I dont get it either.. maybe I am old fashion, but not everything has to translate back into money #solopr
- 5:47 pm **karensxim:** RT @KellyeCrane: Q4: What are the top skills you find clients are looking for right now? #solopr
- 5:48 pm **KateRobins:** @karensxim Amen. Amen. Amen. #solopr
- 5:48 pm **FabBrownGirl:** RT @karensxim: I have referred lots for free, love helping others but will gladly cut a check to someone for putting \$ in my pocket #solopr
- 5:48 pm **mbarber:** @KateRobins I feel like a lurker. Getting it and then...maybe not. I'll find the Q for you. #solopr
- 5:48 pm **krisTK:** Q3: "If I only had a nickel" but I am a big believer in karma. #solopr
- 5:48 pm **karensxim:** RT @krisTK: Q3: Does amount of biz affect level of your appreciation? \$2K project vs \$50K retainer client? >>Great ? #solopr
- 5:48 pm **KateRobins:** @KellyeCrane Yeah, Don't forget Uncle Sam. It's all family business. #solopr
- 5:48 pm **mbarber:** @KateRobins Found it: Q3: Q3: If someone who isnt a #solopr is approached to do freelance projects, what would you advise? #solopr
- 5:48 pm **amynolanapr:** Q4 Mine are overwhelmed and looking for someone to give them a structured plan to follow. #solopr
- 5:49 pm **KellyeCrane:** RT Q4: What are the top skills you find clients are looking for right now? #solopr
- 5:49 pm **kellynandrews:** Q4 Actually, traditional and social media are taking a backseat to biz introductions (professionals and groups) #solopr
- 5:49 pm **dconconi:** Q4: social media strategy, online content generation (this is the ultimate retainer work!) #solopr
- 5:49 pm **KateRobins:** @amynolanapr They should't [all0w it]. Makes no sense really #solopr
- 5:49 pm **KellyeCrane:** RT @dconconi: Q4: social media strategy, online content generation (this is the ultimate retainer work!) [yes it is] #solopr
- 5:49 pm **youplusmeCEO:** q4 many clients are looking for marcom - I don't specialize in everything or my head would explode! #solopr
- 5:49 pm **mbarber:** Q4 -- SM planning and navigation as well as overall structure and planning. #solopr
- 5:50 pm **KellyeCrane:** RT @amynolanapr: Q4 Mine are overwhelmed and looking for someone to give them a structured plan to follow. #solopr
- 5:50 pm **janetfalk:** Q4: Was asked to do Marketing outreach for a nonprofit with a consulting practice #solopr
- 5:50 pm **krisTK:** Q4: Clients seem to be focused on guidance, counsel, advice; more strategy vs tactical help. #solopr
- 5:50 pm **KateRobins:** @KellyeCrane WOUld be a fireable offense anywhere I ever worked. Including for myself. #solopr
- 5:50 pm **trishlambert:** Q4: In my market, clients want 1-stop shop. Don't discern bet mktg & PR, want me 2manage all rather than find multiple providers. #solopr
- 5:50 pm **RobynMcMaster:** RT @karensxim: So easy to believe that what you do as an employee is the same but you forget that as solo you are ALL of the roles #solopr
- 5:50 pm **KellyeCrane:** RT @mbarber: Q4 -- SM planning and navigation as well as overall structure and planning. #solopr

- 5:50 pm **RobinMarie:** Ditto. RT @mdbarber: Q4 -- SM planning and navigation as well as overall structure and planning. #solopr
- 5:50 pm **atlantatweeps:** social media strategy do they want you to execute or just plan? #solopr
- 5:50 pm **KateRobins:** @krisTK Save the files for heating fuel. Might need them. #solopr
- 5:50 pm **KellyeCrane:** RT @krisTK: Q4: Clients seem to be focused on guidance, counsel, advice; more strategy vs tactical help. #solopr
- 5:51 pm **karensxim:** Q4: Def. socmed strategy, knowledge of how social plays into SEO strategy #solopr
- 5:51 pm **MarchellGillis:** RT @dconconi the same for me - Q4: social media strategy, online content generation #solopr
- 5:51 pm **KellyeCrane:** RT @janetfalk: Q4: Was asked to do Marketing outreach for a nonprofit with a consulting practice #solopr
- 5:51 pm **karensxim:** @KateRobins HA! You are on a roll, love it! #solopr
- 5:51 pm **mdbarber:** @atlantatweeps I'm finding some want planning; others want execution because they jumped in w/o a plan and are buried by time comm. #solopr
- 5:51 pm **dconconi:** RT @atlantatweeps: social media strategy do they want you to execute or just plan? (both) #solopr
- 5:51 pm **KellyeCrane:** Sometimes both, but mostly planning. RT @atlantatweeps: social media strategy do they want you to execute or just plan? #solopr
- 5:51 pm **mdbarber:** RT @krisTK: Q4: Clients seem to be focused on guidance, counsel, advice; more strategy vs tactical help. #solopr
- 5:52 pm **rockstarjen:** Q4 SM strategy and media & blogger relations #solopr
- 5:52 pm **krisTK:** Q4: recd referral today from PRSA colleague to agency in FL for local event support and media outreach. I see dinner in his future. #solopr
- 5:52 pm **rockstarjen:** Q4 follow-up - definitely strategy/planning & execution. Not just one or the other. #solopr
- 5:53 pm **madhav_SEO:** RT @karensxim: Q4: Def. socmed strategy, knowledge of how social plays into SEO strategy #solopr
- 5:53 pm **luannsaid:** Q4: How to make PR, marketing, social media, even sales all work together. Such a fine line these days. #solopr
- 5:53 pm **KellyeCrane:** Q4: More emphasis on contributed articles for many of my clients. #solopr
- 5:53 pm **RobinMarie:** That explains the mess in my office. @youplusmeCEO many clnts R looking 4 marcom - I dont specal in evything or my head wld explode! #solopr
- 5:53 pm **atlantatweeps:** twitter or facebook or do they want both - any showing preferences? #solopr
- 5:53 pm **youplusmeCEO:** agreed RT @rockstarjen: Q4 follow-up - definitely strategy/planning & execution. Not just one or the other. #solopr
- 5:53 pm **SDagres:** OOops I forgot to add the hash tag for solopr. #solopr
- 5:53 pm **krisTK:** @KateRobins Wish it helped with AC, not heat. May be able to just scoop oil from the beach for heat this winter. #solopr
- 5:53 pm **rockstarjen:** Seeing this, too RT @trishlambert: Q4: Clients want 1-stop shop. Dont discern bet mktg & PR, want 2manage all v mult providers. #solopr
- 5:53 pm **svcathy:** RT @rockstarjen: Q4 follow-up - definitely strategy/planning & execution. Not just one or the other. #solopr
- 5:54 pm **dconconi:** Q4: after the strategy, the execution (regular updates, monitoring, etc) is where the ongoing work is - clients are just too busy! #solopr
- 5:54 pm **KellyeCrane:** Q4: Many organizations have been ignoring PR during the downturn, and now need a pied piper to lead them out of the backlog! #solopr
- 5:54 pm **karensxim:** RT @KellyeCrane: Q4: More emphasis on contributed articles for many of my clients. (true, have done lots of this for other PRs) #solopr
- 5:54 pm **DeblnDenver:** RT @rockstarjen: Q4 SM strategy and media & blogger relations- same here w/2-4 yrs experience in each. ?? #solopr

5:54 pm **SoloDovePR:** just breezing threw #solopr today

5:54 pm **fawnkey:** @KellyeCrane Really enjoying this #solopr chat. First time I've been here. Good info and good peeps!

5:55 pm **karensxim:** RT @KellyeCrane: Q4: Many orgs have been ignoring PR during downturn, and now need a pied piper to lead them out of the backlog! #solopr

5:55 pm **youplusmeCEO:** @luannsaid that's where IMC (integrated mar com) really plays a role #solopr

5:55 pm **karensxim:** @KellyeCrane Pied Piper spot on! #solopr

5:55 pm **KellyeCrane:** Thanks! RT @fawnkey: Really enjoying this #solopr chat. First time I've been here. Good info and good peeps!

5:56 pm **luannsaid:** Yes! For b2b, I still do a lot of those. RT @KellyeCrane: Q4: More emphasis on contributed articles for many of my clients. #solopr

5:57 pm **KateRobins:** @karensxim They want you to believe that they know how to do it all themselves and you're there to take notes and implement. #solopr

5:57 pm **KellyeCrane:** We're nearing the end of our hour, so wanted to share that a study has shown tech makes us feel more empowered <http://bit.ly/aVjywf> #solopr

5:58 pm **luannsaid:** @atlantatweeps Depends on client & their biz when it comes to Twitter vs. Facebook. Usually both COULD work, if given the resources. #solopr

5:58 pm **karensxim:** @KateRobins You said it sister! #solopr

5:58 pm **KateRobins:** @mdbarber Q3 Figure out who you are/what you do. It can only be one thing. Do that thing. #solopr

5:58 pm **CaSuPe15:** @KellyeCrane I missed #solopr chat today :(Do you know where I could get a transcript?

5:58 pm **KellyeCrane:** I think chats like this are a good example of that! Have a great week, and keep using the hashtag all week to share info #solopr

5:58 pm **KateRobins:** @amynolanapr You're lucky. #solopr

5:59 pm **mdbarber:** Thanks for a great chat everyone. Sorry I was on/off. Hate when stuff gets in the way of this hour in my week. #solopr

5:59 pm **karensxim:** RT @KellyeCrane: Were nearing end of hour, wanted to share study that shows tech makes us feel more empowered <http://bit.ly/aVjywf> #solopr

5:59 pm **mdbarber:** So true. So succinct! RT @KateRobins: Q3 Figure out who you are/what you do. It can only be one thing. Do that thing. #solopr

5:59 pm **krisTK:** Q3: stay true to your passions to find your niche. Don't build a biz that's a square peg with your life. #solopr

5:59 pm **luannsaid:** @rockstarjen @trishlambert Yep -- sometimes I feel like a general business coach instead of a pr pro. #solopr

5:59 pm **rockstarjen:** Have a great week everyone! Live solo and prosper. ;) #solopr

6:00 pm **karensxim:** Thanks @KellyeCrane and all you fabulous solos for graciously sharing your wisdom and resources! #solopr

6:00 pm **KellyeCrane:** @CaSuPe15 Transcript will be posted to the blog - <http://soloprpro.com/> - within 24 hours #solopr

6:00 pm **jgombita:** @KellyeCrane Q4. Yes, because PR is often seen as a luxury (i.e., not sales driven). "Reputation" management for good years only! #solopr

6:00 pm **mdbarber:** More good advice: RT @krisTK: Q3: stay true to your passions to find your niche. Dont build a biz thats a square peg with your life. #solopr

6:00 pm **rockstarjen:** @luannsaid that's not such a bad thing, is it? ;) #solopr

6:00 pm **amynolanapr:** Amen! RT @krisTK: Q3: stay true to your passions to find your niche. Don't build a biz that's a square peg with your life. #solopr

6:00 pm **karensxim:** @trishlambert don't forget we're on! #solopr

6:00 pm **DeblnDenver:** @KellyeCrane thanks & to everyone! What a great way for a community to connect and share ideas & resources. #solopr

6:00 pm **MarchellGillis:** #solopr thank you all for the great advice

- 6:00 pm **KellyeCrane:** Oh, I just favorited this one! RT @rockstarjen: Have a great week everyone! Live solo and prosper. ;) #solopr
- 6:00 pm **DeblnDenver:** RT @KellyeCrane: @CaSuPe15 Transcript will be posted to the blog - <http://soloprpro.com/> - within 24 hours #solopr
- 6:01 pm **youplusmeCEO:** Thanks to @KellyeCrane et al for today's #solopr - back to my regularly schedule mayhem... presos & collateral!
- 6:01 pm **fawnkey:** @KateRobins Figure out who you are/what you do. It can only be one thing. Do that thing. <--Great advice #solopr
- 6:01 pm **FabBrownGirl:** RT @krisTK: Q3: stay true to your passions to find your niche. Dont build a biz thats a square peg with your life. << love this! #solopr
- 6:01 pm **dconconi:** RT @KellyeCrane: @CaSuPe15 Transcript will be posted to the blog - <http://soloprpro.com/> - within 24 hours <Thanks Kellye!> #solopr
- 6:01 pm **DeblnDenver:** RT @KellyeCrane: Oh, I just favorited this one! RT @rockstarjen: Have a great week everyone! Live solo and prosper. ;) #solopr
- 6:01 pm **KateRobins:** @atlantatweeps They want the AP , NYT, NPR and The Today Show -- FIRST. The Nobel, later. #solopr
- 6:02 pm **krisTK:** And also to you. RT @rockstarjen: Have a great week everyone! Live solo and prosper. #solopr
- 6:02 pm **dconconi:** thanks #solopr folks - always a blast! #solopr
- 6:02 pm **KellyeCrane:** Amazing advice, as always, today from the great minds of the #solopr chat. Thanks again everyone.
- 6:02 pm **krisTK:** @KateRobins What -- no Oscar? #solopr
- 6:03 pm **KateRobins:** @KellyeCrane In downturn, forgot what PR was, need to back up. Making the subjective objective/intelligible to external audiences. #solopr
- 6:03 pm **FabBrownGirl:** sad that #solopr is over #solopr
- 6:03 pm **KeeyanaHall:** RT @krisTK: Q3: stay true to your passions to find your niche. Dont build a biz thats a square peg with your life. #solopr
- 6:03 pm **svcathy:** Agree RT @dconconi: Q4: after the strategy, the execution (regular updates, monitoring, etc) is where the ongoing work is -#solopr
- 6:04 pm **KateRobins:** @krisTK 140 ch...had to draw line. But yeah, throw that in. #solopr
- 6:04 pm **atlantatweeps:** @KateRobins They want the AP , NYT, NPR and The Today Show -- FIRST. The Nobel, later. No pressure eh? #solopr
- 6:04 pm **krisTK:** @jgjenkins Good to see you in the #solopr stream. Glad you could join in. @KellyeCrane will post transcript to her blog, FB soon.
- 6:05 pm **KateRobins:** @karens swim I need a Pied Piper refresher course. #solopr
- 6:06 pm **cgornpr:** RT @krisTK: Q3: stay true to your passions to find your niche. Don't build a biz that's a square peg with your life. #solopr
- 6:07 pm **jgjenkins:** @krisTK I loved it - had to jump off 15 minutes early for a conference call. It was fantastic! #solopr
- 6:08 pm **luannsaid:** @rockstarjen One of my fave clients told me, "I promise I'll let you get back to PR soon. I know you miss your precious reporters." #solopr
- 6:08 pm **cgornpr:** Great #solopr chat today. Reading through what I missed! thanks @kellyecrane
- 6:08 pm **SDagres:** @karens swim Hi Karen, I'm looking for tips 4 newcomers to the PR biz. I'd love to get involved wi virtual PR teams. Any advice? #solopr
- 6:09 pm **KeeyanaHall:** As always, #solopr was great today! Hope I can tune in again next week. :)
- 6:10 pm **KellyeCrane:** RT @prtini: Can you spare 2 minutes to take a short survey re: client/agency collaboration? <http://ow.ly/1Jygp> #solopr #pr
- 6:14 pm **dc2fla:** @KellyeCrane Great #solopr chat today - Here's one hour we know we're not alone :)
- 6:16 pm **FletcherCM:** Question for #solopr folks: any ideas on merchandising a client's press coverage so that it gets in front of specific individuals?

- 6:18 pm **FletcherCM:** p.s #solopr -- don't want to do a mass email blast or a direct mail. Thinking of asking third-parties to send a clip via a personal email
- 6:19 pm **shiftcomm:** RT @KellyeCrane: RT @prtini: Can you spare 2 minutes to take a short survey re: client/agency collaboration? <http://ow.ly/1Jygp> #solopr #pr
- 6:20 pm **svcathy:** RT @KellyeCrane: RT @prtini: Can you spare 2 minutes to take a short survey re: client/agency collaboration? <http://ow.ly/1Jygp> #solopr #pr
- 6:23 pm **spinspun:** Sorry I missed #solopr chat, but looked like a good one. Will read the trans
- 6:27 pm **LScribner:** RT @shiftcomm Can you spare 2 minutes to take a short survey re: client/agency collaboration? <http://ow.ly/1Jygp> #solopr #pr
- 6:30 pm **LScribner:** Very sorry to miss #solopr this week, looked interesting thought! Have a good week all.
- 6:33 pm **rondavies:** RT @ambercleveland: @dconconi I think if it is possible to remit finders fee, do it, saves you in sales efforts #solopr
- 6:46 pm **rockstarjen:** @luannsaid that's hilarious. did you tell them that you really didn't miss them all that much. :) #solopr
- 6:58 pm **LTank:** Done! RT @KellyeCrane: RT @prtini Can you spare 2 min to take a short survey re: client/agency collaboration? <http://ow.ly/1Jygp> #solopr #pr
- 8:13 pm **FabBrownGirl:** RT @KeeyanaHall: As always, #solopr was great today! Hope I can tune in again next week. :) #solopr
- 9:00 pm **sandrasays:** missed today's #solopr chat, but thanx to all who've been providing me with feedback on measurement tools. will share when I compile
- 9:27 pm **amylizmartin:** Looks like I missed a great #soloPR chat this week! Oh well, next week it is.
- 9:39 pm **jill_pr:** New blog post, now w/ correct link! Don't Pick Headlines for Viral Value - Things I Learned from Esquire <http://bit.ly/d5eOu7> #pr #solopr