



## Transcript from May 26, 2010 to May 26, 2010

All times are Pacific Time

### May 26, 2010

- tracybb:** #solopr pros check out my latest post on the Solo PR LinkedIn page. <http://bit.ly/awt411>
- 12:13 am **PRProSanDiego:** Hi, the handle says it! Glad to be part of #pr20chat. I'm a regular on Wed's #soloPR chats. Done LOTS of crisis. Worked for a DA, Red Cross.
- 1:23 pm **KellyeCrane:** The #solopr Twitter chat - for indie #pr pros- is today,1-2 pm ET. If you have any Qs to discuss, send 'em in. <http://bit.ly/clYMft>
- 1:45 pm **OnlinePRNews:** RT @KellyeCrane: The #solopr Twitter chat - for indie #pr pros- is today,1-2 pm ET. Send Qs to discuss. <http://bit.ly/clYMft>
- 1:48 pm **irinajordan:** RT @OnlinePRNews: RT @KellyeCrane: The #solopr Twitter chat - for indie #pr pros- is today,1-2 pm ET. Send Qs to discuss. <http://bit.ly/clYMft>
- 1:48 pm **ScottCircle:** RT @KellyeCrane: The #solopr Twitter chat - for indie #pr pros- is today,1-2 pm ET. Send Qs to discuss. <http://bit.ly/clYMft>
- 2:36 pm **PRPiper:** RT @KellyeCrane: #solopr Twitter chat -for indie #pr pros- today,1-2 pm ET. If you have any Qs to discuss, send 'em in. <http://bit.ly/clYMft>
- 3:01 pm **dconconi:** RT @KellyeCrane: The #solopr Twitter chat - for indie #pr pros- is today,1-2 pm ET. If you have any Qs to discuss, send 'em in. <http://bit.ly/clYMft>
- 3:39 pm **mdbarber:** RT @KellyeCrane: The #solopr Twitter chat - for indie #pr pros- is today,1-2 pm ET. If you have any Qs to discuss, send 'em in. <http://bit.ly/clYMft>
- 3:41 pm **hopwood:** RT @KellyeCrane: The #solopr Twitter chat - for indie #pr pros- is today,1-2 pm ET. <http://bit.ly/clYMft>
- 4:12 pm **MichaelWillett:** ReT @KellyeCrane #solopr Twitter chat-for indie #pr pros-is today,1-2 pm ET. If you have any Qs to discuss,send 'em in <http://bit.ly/clYMft>
- 4:33 pm **KellyeCrane:** .@ScottCircle @PRPiper @hopwood @MichaelWillett Thanks for the #solopr chat retweets - we get started in around 30 minutes!
- 4:54 pm **deegospel:** I'll be participating in #solopr chat in real time using TweetGrid <http://tweetgrid.com/>
- 5:01 pm **FabBrownGirl:** Checking in for #solopr! Aspiring solo pr consultant. Here to mainly learn and from the GREATS!! #solopr
- 5:01 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
- 5:01 pm **dconconi:** is signing in for #solopr chat from 1-2pm EST! Join me! #solopr
- 5:02 pm **KellyeCrane:** Welcome! RT @FabBrownGirl: Checking in for #solopr! Aspiring solo pr consultant. Here to mainly learn and from the GREATS!! #solopr
- 5:02 pm **fransteps:** Signing in for #solopr chat from 1-2pm EST! Join me! #solopr
- 5:03 pm **amynolanapr:** Hello from Baton Rouge. No, I can't smell the oil from here! #PR for 15 yrs, #SoloPR 9 months.
- 5:03 pm **KellyeCrane:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr
- 5:04 pm **KellyeCrane:** My Twitter is moving a little slow again this week, so please bear w/me - thanks! #solopr
- 5:04 pm **mdbarber:** Heading on to #solopr chat. Sorry for the noise over the next hour. Great time to share with indy pros.
- 5:04 pm **fransteps:** I am about to go solo, 20+ yrs in corp comms, journo, writing, in San Antonio, TX #solopr

- 5:05 pm **mdbarber:** Good morning folks. It's a gorgeous summer day in Anchorage. 30 year PR pro; nearly 10 years as solo. #solopr
- 5:07 pm **deegospel:** RT @deegospel: Hi, I'm Dee. Owner, DeeGospel PR. Literary, Music, Faith Based PR. #solopr
- 5:07 pm **JulieFBT:** @mdbarber What's this #solopr?
- 5:07 pm **karensxim:** @LisaPetrilli Sounds perfect, will read after #solopr
- 5:07 pm **KellyeCrane:** Hi everyone! Hopefully I'm the only one w/Twitter probs right now. #solopr
- 5:07 pm **ruthseeley:** Joining #solopr chat for the first time in months. CDN solopreneur working w/authors, scientists, and scientists who are authors. ;)
- 5:07 pm **MichaelWillett:** RT @KellyeCrane Time for #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it). #solopr
- 5:08 pm **ClotheslineSA:** Best of luck on your adventure RT @fransteps: I am about to go solo, 20+ yrs in corp comms, journo, writing, in San Antonio, TX #solopr
- 5:08 pm **KellyeCrane:** Q1: Have you ever been burned by a journalist, as in promised to write but didn't, screwed up the piece, made you look bad, etc? #solopr
- 5:08 pm **deegospel:** @ruthseeley hi, ruth. welcome back #solopr
- 5:08 pm **karensxim:** Uh oh late to #solopr
- 5:08 pm **deegospel:** @karensxim hi, woman #solopr
- 5:08 pm **dconconi:** second time around #solopr now in Toronto - went big agency for a decade in btwn -so happy to be back!!! #solopr
- 5:09 pm **KellyeCrane:** In your answers to Q1, please keep in mind Twitter is a public forum. #solopr
- 5:09 pm **mdbarber:** @JulieFBT Great twitter chat for indie PR pros. From 1-2 ET on Wednesdays. Really valuable. Check it out. #solopr
- 5:09 pm **ruthseeley:** Q1 Not burned that way. Became v. frustrated w/nat'l journalist who persisted in writing about co. w/out talking to anyone FROM co. #solopr
- 5:10 pm **amynolanapr:** Q1. Thankfully, no. Guess I should count my blessings. #solopr (PS Tweetdeck is a bit slow)
- 5:10 pm **deegospel:** q1: yes and i'm also a journ, which makes it even harder to swallow #solopr
- 5:10 pm **letranova:** Just joined #soloPR chat. I launched my PR consulting biz nearly two years ago.
- 5:11 pm **karensxim:** @deegospel Hey superstar! #solopr
- 5:11 pm **ruthseeley:** RT @KellyeCrane: Q1: Have you ever been burned by a journalist, as in promised to write but didn't, screwed up the piece, made you look bad, etc? #solopr
- 5:11 pm **fransteps:** Q1 More often, "duh" or not understanding info or unprepared; no outright burn. #solopr
- 5:11 pm **KellyeCrane:** Q1: INot uncommon for journos to say they will write something and then not. Many factors (bigger news comes up, editor overrules) #solopr
- 5:12 pm **jillvan:** Running late to #solopr today and may have to jump out early. Jill here from Columbus, 8 years solo.
- 5:12 pm **ruthseeley:** Oh, I'm dying to name the name. ;) RT @KellyeCrane In your answers to Q1, please keep in mind Twitter is a public forum. #solopr
- 5:12 pm **deegospel:** @karensxim you superstart lol #solopr
- 5:12 pm **dconconi:** Q1 was once quoted from my pitch (w/o permission). Innocuous enough but client didn't like seeing the hired help in HIS feature. #solopr
- 5:12 pm **LauraScholz:** @KellyeCrane Q1: Never. I'm lucky to have really great relationships with the journalists I've worked with. #solopr
- 5:12 pm **KellyeCrane:** RT @fransteps: Q1 More often, "duh" or not understanding info or unprepared; no outright burn. #solopr
- 5:13 pm **ruthseeley:** Q1 With consolidation of MSM in CDA in particular, you'll often get an environmental reporter covering energy issues. Not the same. #solopr

- 5:13 pm **KellyeCrane:** Q1: Such occasions can actually be a great opp for building a good relationship w/journos. Handle gracefully and they'll appreciate. #solopr
- 5:13 pm **karensxim:** Q1: Yes, lots of promises, research, talks and two years later still waiting for the story! Very well known journ too, disappointing #solopr
- 5:14 pm **KellyeCrane:** Great! RT @LauraScholz: @KellyeCrane Q1: Never. I'm lucky to have really great relationships with the journalists I've worked with. #solopr
- 5:14 pm **amfunderburk1:** @Zachs b I want to do entertainment and music PR in the future! #solopr
- 5:14 pm **PRFlipside:** Q1: unfort, yes. on more than 1 occasion. but what can we do?outta our hands once journo starts piecing the story/segment 2gether. #solopr
- 5:14 pm **PRandMarComPro:** Hello everyone, I must multi-task today. Jackie #solopr #solopr
- 5:14 pm **KellyeCrane:** Ha! :- ) RT @TimJackson: @KellyeCrane where do I begin? #solopr
- 5:14 pm **dconconi:** RT @KellyeCrane: Q1: Not uncommon for journos to say they will write and then not: (bigger news comes up, editor overrules) #solopr
- 5:14 pm **deegospel:** q1 @KellyeCrane exactly sometimes your client mention gets bumped. #solopr
- 5:14 pm **karensxim:** @deegospel :- ) So excited I made it, got caught in the midday sr citizen traffic jam! #solopr
- 5:15 pm **amfunderburk1:** I'm new to #solopr! What exactly is it?
- 5:15 pm **jayendran44:** Q1. Yes. But the journalist was kind enough to call me and say he won't be publishing it #solopr
- 5:15 pm **KatTayls:** Just joining the convo #solopr - For followers not in on it, many tweets are ahead :)
- 5:15 pm **KellyeCrane:** RT @deegospel: q1 @KellyeCrane exactly sometimes your client mention gets bumped. #solopr
- 5:15 pm **deegospel:** q1: last year some got bumped when staff and some depts slashed, too #solopr
- 5:15 pm **JulieFBT:** RT @mdbarber: @JulieFBT Great twitter chat for indie PR pros. From 1-2 ET on Wednesdays. Really valuable. Check it out. #solopr // Thanks!
- 5:16 pm **deegospel:** @karensxim i know. i try not go to the grocery store on wednesdays for that reason #solopr
- 5:16 pm **KellyeCrane:** Great pt- that helps. RT @jayendran44: Q1. Yes. But the journalist was kind enough to call me and say he won't be publishing it #solopr
- 5:16 pm **dconconi:** @KellyeCrane agree about opp to build relationships - sometimes it's just out of their hands. #solopr
- 5:16 pm **pprlisa:** @KellyeCrane Q1: it is one of the hardest things to explain to a client and is so frustrating. Its why paid per hit doesn't work #solopr
- 5:16 pm **prdude:** Q1: that crazy wire reporter leaked a story & local Fox affil totally messed up a client prod. they deserve a spanking #solopr
- 5:17 pm **Zachs b:** Q1: #solopr (via @KellyeCrane) Not uncommon for journos to say they will write something and then not. Many (cont) <http://tl.gd/1ghmua>
- 5:17 pm **KellyeCrane:** @amfunderburk1 @JulieFBT For those new/curious about #solopr, more info here: <http://bit.ly/gEQiK>
- 5:17 pm **KellyeCrane:** RT @pprlisha: Q1: it is one of the hardest things to explain to a client and is so frustrating. Its why paid per hit doesn't work #solopr
- 5:18 pm **deegospel:** @KellyeCrane q1: i don't take it personally(I've done it,) but it's a challenge to make client understand when reporting #solopr
- 5:18 pm **KellyeCrane:** Ow RT @prdude: Q1: crazy wire reporter leaked a story & local Fox affil totally messed up a client prod. they deserve a spanking #solopr
- 5:19 pm **KellyeCrane:** @PRFlipside You're right - it can just be part of the #pr profession. #solopr
- 5:19 pm **deegospel:** @karensxim lol #solopr
- 5:19 pm **LScribner:** Ack! I'm here, Lori in shaky and sunny San Diego! #solopr for about 6 years now
- 5:19 pm **ruthseeley:** Q1 I've also had to deal w/journalist (nice guy) who persistently got co. name and CEO name wrong. Have to wonder, sometimes. #solopr

- 5:19 pm **karensxim:** q1: I've had pieces bumped - change in dir, bigger news but journo notified so didn't consider that a burn, just life #solopr
- 5:19 pm **soumyapr:** @karensxim I'm new to #solopr! What exactly is it?
- 5:19 pm **MichaelWillett:** RT @JulieFBT RT @mdbarber @JulieFBT Great twitter chat for indie PR pros. From 1-2 ET on Wednesdays. Really valuable. Check it out. #solopr
- 5:20 pm **pprlisa:** @KellyeCrane Q1: sometimes its out of the journalist's hands too, so u can't get too mad - they have bosses too. #solopr
- 5:20 pm **GetPushing:** Hi all. I'm Samantha and located in #swfl. In PR +5 years, on my own for 3. #solopr
- 5:20 pm **JulieFBT:** RT @KellyeCrane: @amfunderburk1 @JulieFBT For those new/curious about #solopr, more info here: <http://bit.ly/gEQiK> // Thx Kellye!
- 5:20 pm **jillvan:** Q1: When my clients hv been left out of stories it's usually b/c they gave poor interviews. I use it as an opp'y to educate. #solopr
- 5:20 pm **PRFlipside:** Q1: I always tell clients...only rejoice when you c it in ink. Unless it's a live segment, then you hope your client doesnt freeze. #solopr
- 5:21 pm **deegospel:** @pprlisa q1: so true #payper #solopr
- 5:21 pm **KellyeCrane:** Yes RT @pprlisa: @KellyeCrane Q1: sometimes its out of the journalist's hands too, so u can't get too mad - they have bosses too. #solopr
- 5:21 pm **GetPushing:** Great twitter chat for indie PR pros. Happening NOW! (1-2 ET on Wednesdays). Really valuable. Check it out. #solopr
- 5:21 pm **ScottCircle:** Just joining #solopr! Jaclyn here in DC. @ScottCircle has been indie for 4 years. Looking forward to a great discussion! #pr
- 5:21 pm **makasha:** I am a first timer for #solopr this week and I am late. Hi.
- 5:22 pm **GetPushing:** I'm late too, what's Q1? #solopr
- 5:22 pm **dconconi:** Q1 journalists are at the mercy of editors and other pressures so I am ok with "no". Just don't lead me on. How 2 expln 2 client? #solopr
- 5:22 pm **KatTayls:** Good point. RT @karensxim q1: I've had pieces bumped - change in dir, bigger news but journo notified - not a burn, just life #solopr
- 5:22 pm **jillvan:** Q1: And sometimes stuff just gets bumped. Just the way it is. #solopr
- 5:22 pm **PRFlipside:** it's a place where #solopr pros can vent so we can keep our sanity.RT @soumyapr: @karensxim Im new to #solopr! What exactly is it? #solopr
- 5:22 pm **SoloDovePR:** hi #solopr im on the train so can't really participate but Q1 and answers are very interesting to read
- 5:22 pm **ruthseeley:** Q1 Doing media relations has helped me develop a thicker skin. Which is a good thing. :) #solopr
- 5:22 pm **pprlisa:** @deegospel right - there is too much time and effort involved - the doctor still gts paid if he doesn't sure you, right? #solopr
- 5:23 pm **PRFlipside:** @makasha hi back. #solopr
- 5:23 pm **deegospel:** @jillvan q1: you make a great point. i had a client we placed on tv, but he couldn't see why the outlet didn't use again. #solopr
- 5:23 pm **karensxim:** @soumyapr Hi Soumya! Log into Tweetchat.com for ease of following, live twitter chat with indie PR professionals #solopr
- 5:23 pm **deegospel:** @pprlisa amen. if i could make your quote a t-shirt.... #solopr
- 5:23 pm **dconconi:** RT @jillvan: Q1: And sometimes stuff just gets bumped. Just the way it is. #solopr
- 5:24 pm **deegospel:** RT @pprlisa: @deegospel right - there's too much time and effort involved - the doctor still gts paid if he doesn't sure you, right? #solopr
- 5:24 pm **SoloDovePR:** @pprlisa i think sometimes people forget that journos have a boss #solopr
- 5:24 pm **ruthseeley:** Q1 Conversely, of course, I've got great coverage on slow news days when no one else was pitching (re stories being bumped). #solopr
- 5:24 pm **karensxim:** @pprlisa OMG, as I live and breathe is that Lisa? :-)) #solopr

5:24 pm **deegospel:** @SoloDovePR enjoy the ride :) #solopr

5:24 pm **fawnkey:** @KellyeCrane That's ok, you still don't look a day over 25 :-)) #soloPR

5:25 pm **PRFlipside:** Q1: The pain of doing business with journos. Unfort. it's part of the gig. #solopr

5:25 pm **jillvan:** @deegospel Yeah, and it's sometimes hard to help them understand why! #solopr

5:25 pm **karensxim:** @deegospel @pprlisa well not in China, they're paid to keep you well, if you get sick no check for them :-)) #solopr

5:25 pm **deegospel:** q1 @jillvan it is (ehug) #solopr

5:26 pm **KatTayls:** RT @ruthseeley: Q1 Conversely, of course, I've got great coverage on slow news days when no one else was pitching (re stories being bumped). #solopr

5:26 pm **dconconi:** saves lots of heartache and embarrassment! RT @PRFlipside: Q1: I always tell clients...only rejoice when you c it in ink. #solopr

5:26 pm **deegospel:** @karensxim so right...lol #solopr

5:26 pm **KellyeCrane:** RT w/the hashtag: Q2 is a follow-up: How do you handle these disappointments w/clients? #solopr

5:26 pm **KellyeCrane:** @FawnKey Flattery is underrated. :-)) #soloPR

5:27 pm **ctanowitz:** Q1 Even if a journalist tells me something will run I tell the client that nothing is assured. If it doesn't run, I try to learn why #solopr

5:27 pm **jayendran44:** RT @KatTayls: Good point. RT @karensxim q1: I've had pieces bumped - change in dir, bigger news but journo notified - not a burn, just life #solopr

5:27 pm **ruthseeley:** Q2 Managing client expectations is often the hardest thing about doing media relations. I try to do it at outset. #solopr

5:27 pm **karensxim:** RT @KellyeCrane: RT w/the hashtag: Q2 is a follow-up: How do you handle these disappointments w/clients? #solopr

5:28 pm **GetPushing:** Q2 We encourage them by confirming the interview, but caution expectations by telling them to wait and see (especially with TV). #solopr

5:28 pm **ruthseeley:** Q2 All clients get my 'PR is a process' speech. :) #solopr

5:28 pm **PRFlipside:** Q2: be honest. let clients know beforehand the diff. b/w earned media & paid media. this way no disappointments. #solopr

5:28 pm **KellyeCrane:** RT @ruthseeley: Q2 Managing client expectations is often the hardest thing about doing media relations. I try to do it at outset. #solopr

5:28 pm **karensxim:** Q2: Educating in advance goes a long way to soothing disappointment after the fact #solopr

5:28 pm **GetPushing:** Q2 We also always tell clients on day 1 there are NEVER guarantees. They/we might think it's a great story, but the media might not. #solopr

5:28 pm **KellyeCrane:** Smart! RT @ctanowitz: Q1 Even if a journalist tells me something will run I tell the client that nothing is assured... #solopr

5:29 pm **ctanowitz:** Q2: find out the "why." People get upset more often when they lack information. #solopr

5:29 pm **makasha:** Q2: Client expectations must be managed from the beginning then disappointments are not as crushing. #solopr

5:29 pm **jillvan:** Q2: Look at anything that could have been done differently (better message, delivery, etc). #solopr

5:29 pm **dconconi:** Q2 follow up and find out why and then be straight with the client. Impt. to manage expectations early and often! #solopr

5:29 pm **KatTayls:** Q2: I remind clients that in this day and age, it is just as important to be your own broadcaster (via SM, blog and website) #solopr

5:29 pm **PRFlipside:** random thought: i've become more vocal to clients on what's news and what's not since going #solopr a yr. ago. #solopr

5:29 pm **GetPushing:** Yes, often used interchangeably. RT @PRFlipside: Q2: tell clients diff. b/w earned media & paid media. this way no disappointments. #solopr

- 5:49 pm **BettyEllis:** @GetPushing Pay to play more prevalent in trade press. Firewall between editorial and advertising isn't there. Challenging for sure #solopr
- 5:49 pm **LScribner:** @jayendran44 I went back to him by email, phone & skype, he did the total diss #solopr
- 5:49 pm **KatTayls:** @KellyeCrane Q3: good question... #solopr
- 5:49 pm **mikepilarz:** Another great thing about #soloPR chat: I was beginning to think discussions about media relations weren't sexy enough for Twitter. Not so!
- 5:49 pm **ruthseeley:** Q3 I tend to do more research & rethink 'trend' positioning. If someone else got coverage, so can I. #solopr
- 5:49 pm **prdude:** @ruthseeley good pt. unfort. they dont share that info. #solopr
- 5:50 pm **mdbarber:** Q3 - I use SM tools or other pros to help get off center. Ask questions of others as a fresh perspective can help. #solopr
- 5:50 pm **GetPushing:** Q3 I like to review prime case studies... sometimes seeing what others have done can spark an idea for you/your client. #solopr
- 5:50 pm **RobbYagmin:** RT @KellyeCrane: Q3: How do you get in creative zone when you are feeling anything but & deadline looms? #solopr snickers. honestly
- 5:50 pm **ruthseeley:** @mikepilarz LOL. I'm still a little uneasy about discussing 'journalists' as if they were all the same. #solopr
- 5:50 pm **LyndiT:** @KellyeCrane A3: Taking a break from the digital world, getting a glass of water, try and block out time on my calendar to focus. #solopr
- 5:50 pm **KellyeCrane:** RT @mdbarber: Q3 - I use SM tools or other pros to help get off center. Ask questions of others as a fresh perspective can help. #solopr
- 5:50 pm **mikepilarz:** @prdude The anonymous queries are especially frustrating. I know these folks are inundated with spam, but c'mon. #solopr
- 5:50 pm **fransteps:** Q3 Get in creative zone w/ music, virtual visit to art museum. I look at art books over lunch for inspiration #solopr
- 5:51 pm **fawnkey:** @KellyeCrane Q#3: I watch an old sitcom like I Love Lucy or News Radio. On DVD, it's 22 minutes & gets the creative juices flowing! #soloPR
- 5:51 pm **LScribner:** @mikepilarz Might be the first time I've seen "sexy" as it relates to #solopr LOL
- 5:51 pm **ruthseeley:** @prdude They share it with me, LOL. #solopr
- 5:51 pm **karenskim:** @KellyeCrane Take a quick break & do something totally different, running is my favorite #solopr
- 5:51 pm **prdude:** Q3: i take a couple of shots of fine scotch. usually does the trick, if not, at least i'm buzzed. #solopr
- 5:51 pm **mdbarber:** Q3: #PRSA's online resources are often good place to look as well. Case studies, Silver Anvil winners for similar problems. #solopr
- 5:52 pm **ScottCircle:** Q3: Putting on some music or taking a walk around the block always helps me get the creative juices flowing! #solopr
- 5:52 pm **mikepilarz:** @LScribner There's a first time for everything ;) #solopr
- 5:52 pm **mdbarber:** RT @fawnkey: Q#3: I watch an old sitcom like I Love Lucy or News Radio. On DVD, its 22 minutes & gets the creative juices flowing! #solopr
- 5:52 pm **ruthseeley:** Q3 Oh yes, PR in general is SO sexy. Stuffing press kits at midnight, arranging parties where you can't eat/drink. ;) #solopr
- 5:52 pm **karenskim:** Q2: Sometimes you have to work w/out the warm fuzzy creative high & just rely on discipline to get the job done #solopr
- 5:52 pm **jayendran44:** @LScribner Yeah I know the feeling #solopr
- 5:52 pm **jillvan:** Gotta run everyone....catch y'all later! #solopr
- 5:52 pm **mdbarber:** RT @prdude: Q3: i take a couple of shots of fine scotch. usually does the trick, if not, at least im buzzed. #solopr
- 5:52 pm **KellyeCrane:** @mikepilarz Ha! We talk about anything and everything in the #solopr chat. Do not care about sexy.

- 5:53 pm **mikepilarz:** @ruthseeley Yeah, journalists, influencers, "tribe leaders." The vernacular moves as fast as this conversation ;) #solopr
- 5:53 pm **makasha:** Q3: I ask for help and sometimes revisit old projects to get the juices flowing #solopr
- 5:53 pm **prduce:** @ruthseeley that's b/c you bring on the charm. :) #solopr
- 5:53 pm **KatTayls:** Q3: It helps me to do something else creative, but not work related (good idea with fun SM interludes @mdbarber !) #solopr
- 5:53 pm **KellyeCrane:** RT @fransteps: Q3 Get in creative zone w/ music, virtual visit to art museum. I look at art books over lunch for inspiration #solopr
- 5:53 pm **amynolanapr:** Q3. I clean off desk . Sometimes cluttered workspace gets in the way of being able to concentrate. Cluttered space = cluttered mind. #solopr
- 5:53 pm **fransteps:** @prduce Your Q3 strategy sounds way more fun than mine \*wink\* #solopr.
- 5:53 pm **ScottCircle:** RT @karensxim: Q3: Sometimes you have to work w/out the warm fuzzy creative high & just rely on discipline to get the job done. #solopr
- 5:53 pm **GetPushing:** RT @karensxim: Q2: Sometimes you have to work w/out the warm fuzzy creative high & just rely on discipline to get the job done #solopr
- 5:53 pm **mikepilarz:** @KellyeCrane Here here! :) #solopr
- 5:53 pm **jm\_honermann:** SA's lucky u will share ur gifts! RT @fransteps: I am about to go solo, 20+ yrs in corp comms, journo, writing, in San Antonio, TX #solopr
- 5:53 pm **KatTayls:** RT @amynolanapr: Q3. I clean off desk . Sometimes cluttered workspace gets in the way of being able to concentrate. Cluttered space = cluttered mind. #solopr
- 5:53 pm **KellyeCrane:** @prduce Never tried that one. Hmm... #solopr
- 5:54 pm **dconconi:** Q3: take a walk, change of scenery, keep away from the fridge & just suck it up & do it - or ask for an extension if all else fails #solopr
- 5:54 pm **ruthseeley:** @prduce Well thank you but no, it's b/c I approach it as a professional liaison. I'm a pro, you're a pro, my clients are pros. #solopr
- 5:54 pm **LScribner:** LOL ...RT @prduce: Q3: i take a couple of shots of fine scotch. usually does the trick, if not, at least i'm buzzed. #solopr
- 5:54 pm **KatTayls:** Exactly! RT @fransteps Q3 Get in creative zone w/ music, virtual visit to art museum. I look at art books over lunch for inspiration #solopr
- 5:54 pm **karensxim:** @amynolanapr: "Cluttered space = cluttered mind." Very true! #solopr
- 5:55 pm **FabBrownGirl:** RT @GetPushing: Q3 I like to review prime case studies..sometimes seeing what others have done can spark an idea for u/your client. #solopr
- 5:55 pm **BettyEllis:** #solopr Q3 Yes, taking a break & returning to project helps creativity, but rush of meeting a deadline causes my adrenaline to kick in.
- 5:55 pm **jayendran44:** Q3:I keep writing something on paper and eventually I get into the zone #solopr
- 5:55 pm **PRFlipside:** Q3: to reboot creative thinking, i just scream out loud! it doesn't really help, but it scares the crap outta my neighbors. #solopr
- 5:55 pm **KellyeCrane:** As @karensxim noted, I find giving myself a deadline can help force me to hop to it. #solopr
- 5:55 pm **ruthseeley:** Q3 Yes - suck it up - that's what I meant about MR = growing a thicker skin. #solopr
- 5:56 pm **FabBrownGirl:** RT @mdbarber: Q3: #PRsAs online resources r often good place 2 look as well. Case studies, Silver Anvil winners 4 similar problems. #solopr
- 5:56 pm **ruthseeley:** RT @PRFlipside: Q3: to reboot creative thinking, i just scream out loud! it doesn't really help, but it scares the crap outta my neighbors. #solopr
- 5:56 pm **KellyeCrane:** Q3: I find a change of scenery can do wonders to get the creativity flowing #solopr
- 5:56 pm **karensxim:** RT @jayendran44: Q3:I keep writing something on paper and eventually I get into the zone (Writing Down the Bones recs. this) #solopr
- 5:57 pm **KatTayls:** Great article on this idea by @Jonathanfields <http://bit.ly/a2uv30> #solopr

- 5:57 pm **fawnkey:** Cluttered space = cluttered mind. (Via @amynolanapr) <--Uh oh, I'm in trouble then! #solopr
- 5:57 pm **storyfella:** Q3 listen to U2 #solopr
- 5:57 pm **fransteps:** @PRFlipside Screaming...great therapy...used to talk out loud in my cubicle days, which co-workers don't really relish #solopr.
- 5:57 pm **mdbarber:** Q3: Sometimes it's as simple as walking away from the desk for a different perspective. #solopr
- 5:57 pm **KellyeCrane:** RT @KatTayls: Great article on this idea by @Jonathanfields <http://bit.ly/a2uv30> #solopr
- 5:57 pm **ruthseeley:** Q3 Sometimes it also helps to start with the 'friendlies' - journos who've interviewed clients in past & are already impressed. #solopr
- 5:58 pm **kimmolinkama:** Q3: Do an online search on your subject. Will give you ideas. Much more efficient than screaming :) #solopr
- 5:58 pm **KellyeCrane:** Succinct, yet effective! RT @storyfella: Q3 listen to U2 #solopr
- 5:58 pm **mdbarber:** Another hour has flown by. Need to run. Thanks so much everyone. Chat again next week. #solopr
- 5:58 pm **fransteps:** @kellyecrane and all the #solopr, thx again for gr8 ideas...got 2 run. Happy long weekend CU next week1
- 5:59 pm **cloudspark:** Q3: talking out the concept w/ someone else works for some us extroverted-types #soloPR
- 5:59 pm **karensxim:** RT @cloudspark: Q3: talking out the concept w/ someone else works for some us extroverted-types #solopr
- 5:59 pm **3hatscomm:** RT @mikepillarz: Another great thing about #soloPR chat: I was beginning to think discussions about media relations weren't sexy enough for Twitter. Not so!
- 5:59 pm **makasha:** RT @cloudspark: Q3: talking out the concept w/ someone else works for some us extroverted-types #solopr
- 5:59 pm **FabBrownGirl:** Q3: Stepping away, talking 2 freinds, taking a nap, change of scenery, looking at past projects, & talking 2 clients 4 their visions #solopr
- 6:00 pm **KellyeCrane:** Yes, even on Twitter! RT @cloudspark: Q3: talking out the concept w/ someone else works for some us extroverted-types #solopr
- 6:00 pm **luannsaid:** Totally bummed about missing #solopr chat again today. Hi, everyone. (Bye, everyone!)
- 6:00 pm **makasha:** This was fun and informative. Now, back to work. #solopr
- 6:00 pm **eSchoolview:** Apple offering price breaks for college students <http://ht.ly/1PTSo> #highered #education #elearning #teched #prtips #solopr
- 6:00 pm **PRFlipside:** @kimmolinkama true but where's the fun in that? :) sersly, you're right. there's someting out there that can be tweaked. #solopr
- 6:00 pm **karensxim:** Wow, that went fast! Thanks and e-hugs to @KellyeCrane and the fab pr pros! #solopr
- 6:00 pm **KellyeCrane:** As always, this has hour has been both fun and informative. Thanks to everyone who joined in! #solopr
- 6:01 pm **KatTayls:** Following up on the article link, it says you find inspiration by letting your mind work on something else "Attentional Training" #solopr
- 6:01 pm **dconconi:** yes- ironically a deadline approaches so thanks #solopr for being my "change of scenery". Now, off to find that creative idea... #solopr
- 6:01 pm **KatTayls:** RT @cloudspark: Q3: talking out the concept w/ someone else works for some us extroverted-types #soloPR
- 6:01 pm **dconconi:** Thanks all! RT @karensxim: Wow, that went fast! Thanks and e-hugs to @KellyeCrane and the fab pr pros! #solopr
- 6:01 pm **KellyeCrane:** The full, downloadable transcript for this session will be posted on <http://soloprpro.com/> within 24 hours. #solopr
- 6:02 pm **KellyeCrane:** @dconconi Love it. Go get 'em! #solopr

- 6:02 pm **BettyEllis:** @KellyeCrane Thanks so much for another great session! #solopr
- 6:02 pm **jayendran44:** @kellyecrane That was a lot of fun and also very useful #solopr
- 6:02 pm **ruthseeley:** @KellyeCrane And thanks again for leading the chat. The LinkedIn #solopr group is really taking off - some great discussions there too.
- 6:02 pm **RobertJames1:** RT @karensxim: Q2: Sometimes you have to work w/out the warm fuzzy creative high & just rely on discipline to get the job done #solopr
- 6:02 pm **cloudspark:** @kellyecrane - i think i just admitted i'm an extrovert, but to my introverted peers, i share this: <http://bit.ly/IntrovertCare> #solopr
- 6:02 pm **ScottCircle:** Well, it's been a fun hour. Many thanks to @KellyeCrane for organizing! #solopr
- 6:03 pm **LScribner:** @KellyeCrane Thanks Kellye! Always appreciate your willingness to take my constant questions:) #solopr
- 6:03 pm **mdbarber:** Ties into today's #solopr discussion: ?Why weren't we in this article?? 5 reasons: <http://bit.ly/9Cf14v> /via @elizabethsosnow
- 6:04 pm **PRFlipside:** ur d finest #solopr pros i've never met. look me up if ur in austin. i'll get you some @rudysbbq or @carinositalian (both clients). #solopr
- 6:04 pm **KellyeCrane:** If you're new, be sure to join the Solo PR Pros LinkedIn group- [bit.ly/Nf4sw](http://bit.ly/Nf4sw) - and Facebook - <http://bit.ly/aObcT3> #solopr
- 6:04 pm **FabBrownGirl:** Great chat with Great people! See you next week.. same time, same place ;-)  
#solopr
- 6:05 pm **prdude:** now on to my third shot of scotch to get the creative juices going. bye #solopr.  
hic
- 6:11 pm **crcpr21:** @PRFlipside i want to have lunch with you one day! can we do that? seriously!  
#solopr #solopr
- 6:13 pm **LScribner:** @prdude I guess it's always 5 o'clock somewhere right? #margaritaville #solopr
- 6:17 pm **GetPushing:** @kellyecrane @fabbrowngirl & @bettyellis Thx for the #solopr RTs and comments. Great group/chat as usual! #PR pros check it out Wed 1-2 Est.
- 6:18 pm **BettyEllis:** @GetPushing Thanks for the mention! #solopr #PR
- 6:18 pm **deegospel:** missed the last question again, will read the stream to see what i missed. #solopr
- 6:51 pm **gmjameson:** Keeping good contact with mentors is absolutely essential to keeping your perspective! Today has been a great day! #solopr
- 7:03 pm **rajean:** You & I must have been in the same boat that drifted past the #solopr chat today @luannsaid :-)  
Bring on the transcript!
- 7:10 pm **garrettkuk:** Thanks for hosting #soloPR again, @kellyecrane - always good to hear everyone's good insights!
- 7:14 pm **rajean:** @prdude does it HAVE 2 be FINE scotch? A shot or 2 of cheap scotch could do the trick 4 creative juices 2 flow in these hard times? #solopr
- 7:30 pm **amylizmartin:** SOURCES NEEDED: Employers - what advice would you give GenY to getting a job? #soloPR #smcdc #techprsa
- 7:31 pm **GetPushing:** RT @amylizmartin: SOURCES NEEDED: Employers - what advice would you give GenY to getting a job? #soloPR #smcdc #techprsa
- 8:16 pm **amfunderburk1:** @JulieFBT Thanks for the information! #solopr