

Transcript from July 21, 2010 to July 21, 2010

All times are Pacific Time

July 21, 2010

- 12:00 pm **rmpapag:** " Vulnerability. It is the most poignant quality in every entrepreneur I know." <http://ht.ly/2enLz> #solopr
- 12:05 pm **cathyannsauer:** Interesting take | RT @rmpapag: " Vulnerability. It is the most poignant quality in every entrepreneur I know." <http://ht.ly/2enLz> #solopr
- 1:31 pm **r_efrain_ayala:** When Clients Want "The Truth" - <http://tinyurl.com/26f9sly> - Great advice for agency PR & #solopr pros.
- 2:17 pm **goldinpr:** Good read for #solopr RT @PublicityGuru: 5 tips for engaging journalists BEFORE you issue a press release <http://bit.ly/aiqMJl>
- 2:33 pm **karenglowacki:** Looking forward to the #solopr twitter chat today at 1pm
- 2:46 pm **fransteps:** I love my morning commute~16 stairs and a right turn at the coffee pot! #solopr.
- 2:48 pm **SonjaPoppStahly:** @mdbarber When do the #solopr chats take place? I'd like to tell a friend about them.
- 2:58 pm **amynolanapr:** I've got you beat--no stairs! RT @fransteps: I love my morning commute~16 stairs and a right turn at the coffee pot! #solopr.
- 3:00 pm **KellyeCrane:** @SonjaPoppStahly Hi Sonja- thanks for your interest. I'm the #solopr chat moderator, and it's held every Wed, 1-2pm ET. cc: @mdbarber
- 3:10 pm **mdbarber:** @SonjaPoppStahly I see you have your info but @kellyecrane didn't tell you it's the BEST chat of the week. #solopr
- 3:16 pm **mdbarber:** Good morning. Looking forward to hearing @shonali this morning @prsaalaska. Hope to see folks there. Sorry to miss #solopr.
- 3:25 pm **DetailJunkie:** RT @goldinpr: Good read for #solopr RT @PublicityGuru: 5 tips for engaging journalists BEFORE you issue a press release <http://bit.ly/aiqMJl>
- 3:40 pm **sandrasays:** am going to miss #soloPR again this week. Sorry. will keep up via archives.
- 4:33 pm **youplusmeCEO:** finishing proposals - anyone else have a love/hate relationship with them? #solopr
- 4:35 pm **LauraScholz:** Most definitely! RT @youplusmeCEO: finishing proposals - anyone else have a love/hate relationship with them? #solopr
- 4:36 pm **marthamuzychka:** Agree wholeheartedly. I also have love/hate relationship w final reports. @LauraScholz @youplusmeCEO #soloPR #proposals
- 4:46 pm **rmpapag:** @youplusmeCEO I have to say I love proposals, researching and writing them. I must be an odd duck. #solopr
- 4:50 pm **deegospel:** joining #solopr late :(
- 4:51 pm **deegospel:** @deegospel oh. wait. i'm early. right? #solopr
- 5:00 pm **rmpapag:** Time for #solopr - Mute me as I can chat a whole lot during this hour.
- 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
- 5:01 pm **KellyeCrane:** If you're new, be sure to join the Solo PR Pros LinkedIn group- bit.ly/Nf4sw - and Facebook - <http://bit.ly/aObcT3> #solopr
- 5:01 pm **karensxim:** Good afternoon everyone! #solopr
- 5:01 pm **rmpapag:** RT @KellyeCrane It's time for this week's #soloPR chat for independent pros in PR & related fields (& those who want to learn more about it)
- 5:02 pm **karensxim:** Will be chatty for next hour pls mute/filter if needed or if interested join using tweetchat or tweetgrid #solopr

- 5:02 pm **krisTK:** RT @KellyeCrane: Time for #soloPR chat for independent pros in PR and related fields (and those who want to learn) #solopr
- 5:03 pm **MopwaterPR:** Hello from Washington, #DC. PR pro specializing in brand building, reputation management and social media relations #solopr
- 5:03 pm **PRAMITASEN:** Joining #solopr. Mostly listening today :)
- 5:03 pm **KellyeCrane:** Glad to see new and not-so-new folks joining us today (along with our usual lurker crowd). Welcome! #solopr
- 5:04 pm **cidokogiPR:** Hello from Atlanta! Christine Idokogi checking in for the highlight of my Hump Day! Hello SoloPR chatters!! #solopr
- 5:04 pm **KellyeCrane:** Q1 came up last week: What do you do for tech support? #solopr
- 5:04 pm **janetfalk:** NYC-based pro with Wall Street, law firm,, nonprofit and small biz experience #solopr
- 5:04 pm **cidokogiPR:** RT @amynolanapr: Ive got you beat-no stairs! RT @fransteps: I love my morning commute~16 stairs and a right turn at the coffee pot! #solopr
- 5:05 pm **cidokogiPR:** Love that !! #solopr
- 5:05 pm **karensxim:** RT @KellyeCrane: Q1 came up last week: What do you do for tech support? #solopr
- 5:05 pm **AmandaOleson:** Hello from Minneapolis! I'll mostly be listening to your wisdom today... #solopr
- 5:05 pm **rmpapag:** Hello from MD, #solopr, business researcher for public relations and corporate communications
- 5:05 pm **krisTK:** Hello from the Deep South. Kristie here from MS Gulf Coast. (20 years exp, 6 as indy, APR) Taking break from class prep during #solopr
- 5:05 pm **juleszunich:** The universe has aligned and I just figured out that can participate in #SoloPR chat today! Not solo, but close.
- 5:06 pm **karensxim:** A1: For issues beyond my knowledge I have a relationship w/a local bricks & mortar place #solopr
- 5:06 pm **AmandaLeePR:** Hello from MD, marketing and public relations assistant looking to go solo #solopr
- 5:06 pm **PRProSanDiego:** Hi, solo in San Diego 7 yrs. Mainly lurking today as I'm writing a report due in an hour! #soloPR
- 5:06 pm **janetfalk:** Q1 My client is LaptopMD, so I get them to help as needed #solopr
- 5:07 pm **KellyeCrane:** RT @karensxim: A1: For issues beyond my knowledge I have a relationship w/a local bricks & mortar place #solopr
- 5:07 pm **KellyeCrane:** Now that's a nice deal! RT @janetfalk: Q1 My client is LaptopMD, so I get them to help as needed #solopr
- 5:07 pm **juleszunich:** Jules Zunich ~ @ZGroupPR ~ Boise & beyond, so happy to have a free Wed. am to hop in for a bit. #solopr
- 5:07 pm **karensxim:** A1: For the minor DIY things I turn to online communities and my geek savvy friends #solopr
- 5:07 pm **krisTK:** Q1: have techy spouse so IT is DIY. So far, so good. #solopr
- 5:08 pm **krisTK:** Do you pay as client or barter for svcs? RT @janetfalk: Q1 My client is LaptopMD, so I get them to help as needed #solopr
- 5:08 pm **KellyeCrane:** Q1: I've been solo and working as my own "tech support" for so long, I can usually figure out how to fix on the 'net. #solopr
- 5:09 pm **KellyeCrane:** Geek friends are handy! RT @karensxim: A1: For the minor DIY things I turn to online communities and my geek savvy friends #solopr
- 5:10 pm **arikhanson:** @KellyeCrane Are you just talking computer? What other tech needs to folks have? My advice: Buy a Mac ;) #solopr
- 5:10 pm **karensxim:** @KellyeCrane Yes they are! I love my geek friends! #solopr
- 5:10 pm **KellyeCrane:** Q1: Key to doing your own tech support is to not get flustered. Be systematic. If that fails, have a geek squad-type backup. #solopr
- 5:10 pm **LauraScholz:** Q1: Ask the hubby! #solopr

- 5:11 pm **karensim:** @JoeCrockett Hey Joe! #solopr
- 5:11 pm **moxiePR:** Q1 I call on @xirclebox for any type of tech support. And you should too! #solopr
- 5:11 pm **KellyeCrane:** Q1: Speaking of backup, be sure to do that on a reg basis. I keep lots of info in "the cloud" - prevents disasters. #solopr
- 5:12 pm **janetfalk:** @KellyeCrane Geek squad failures are what keep my client LaptopMD in business! Ask Shonali. #solopr
- 5:12 pm **PRjeff:** Q1: Switch to Apple. #solopr
- 5:12 pm **JoeCrockett:** @karensim Howdy! #solopr
- 5:12 pm **KellyeCrane:** @arikhanson Ah yes, the familiar Mac refrain from one of the faithful. :-) Do you ever have compatibility issues w/clients? #solopr
- 5:12 pm **cidokogiPR:** I agree with @arikhanson ... Mac's are the way to go right?! #solopr
- 5:12 pm **KellyeCrane:** Good to know! RT @janetfalk: @KellyeCrane Geek squad failures are what keep my client LaptopMD in business! Ask Shonali. #solopr
- 5:13 pm **KellyeCrane:** RT @moxiePR: Q1 I call on @xirclebox for any type of tech support. And you should too! #solopr
- 5:14 pm **cidokogiPR:** Geek Squad is more squad and less geek... I agree with @janetfalk .. #solopr
- 5:14 pm **akenn:** @KellyeCrane what do you use to backup? #solopr
- 5:14 pm **KellyeCrane:** Q2: What do you do when a potential client calls, then calls two more times & sends two emails before you can respond? #solopr
- 5:15 pm **krisTK:** Q1: Shopping for new PCs this month. Not a MAC family so exploring options. #solopr
- 5:15 pm **marthamuzychka:** I use Word for Mac & have had no issues w/ compatibility. @arikhanson Do you ever have compatibility issues w/clients? #solopr
- 5:15 pm **karensim:** @akenn @KellyeCrane I use @Egnyte for automatic backup and cloud file storage, it's awesome! #solopr
- 5:15 pm **PRjeff:** RT @KellyeCrane: Q2: What do you do when a potential client calls, then calls 2 more times & sends 2 emails before you can respond? #solopr
- 5:16 pm **KellyeCrane:** @akenn I use the old-school external HD option. Previous chat transcript includes discussion of the cloud-based backup solutions. #solopr
- 5:16 pm **karensim:** RT @KellyeCrane: Q2: What do you do when potential client calls, then calls 2 more times & sends 2 emails before you can respond? #solopr
- 5:16 pm **karensim:** A2: Run the other way #solopr
- 5:16 pm **LauraScholz:** @KellyeCrane Q2: That question looks familiar! ;) And btw, just signed her yesterday. #solopr
- 5:16 pm **deegospel:** q2 @KellyeCrane In the beginning of our relationship I let the client know my policy for helpdesk & communication. #solopr
- 5:16 pm **PRjeff:** Q2: Ah, gee... jump on it? #solopr
- 5:16 pm **krisTK:** Q1: we back up system quarterly and back up data by burning CDs. Disaster planning crucial (hurricane zone) #solopr
- 5:16 pm **juleszunich:** @KellyeCrane ~ My clients have access to The Bat Phone...I don't see that happening, but if so I'd: apologize, explain, move forward #soloPR
- 5:17 pm **KellyeCrane:** Ha! That's exactly what I thought. :-) RT @karensim: A2: Run the other way #solopr
- 5:17 pm **karensim:** RT @deegospel: q2 @KellyeCrane In the beginning of our relationship I let the client know my policy for helpdesk & communication. #solopr
- 5:17 pm **deegospel:** q2 @KellyeCrane ...my response time, what i will and won't respond to, & billing calls outside of contract obligation #solopr
- 5:18 pm **karensim:** In re to Q2 I'm assuming that days have not passed but that is happening in rapid succession right? #solopr
- 5:18 pm **jgombita:** Check around if this will be the usual MO. Q2: What do you do when potential client calls, then calls 2 more times/sends 2 emails... #solopr

- 5:18 pm **krisTK:** Q2: If truly urgent, then apologize and move forward. If stalker-ish, explain policy on response time (or run away). #solopr
- 5:18 pm **KellyeCrane:** @karensxim Right - within 24-48 hours. #solopr
- 5:18 pm **3hatscomm:** External HD, plus cloud like @Dropbox RT @akenn: @KellyeCrane what do you use to backup? #solopr
- 5:18 pm **LauraScholz:** @KellyeCrane Q2: And turns out her other person fell through & she wanted someone in place before she left country for 2 wks. #solopr
- 5:19 pm **KellyeCrane:** RT @juleszunich: My clients have access to The Bat Phone-I don't see that happening, but if so I'd: apologize, explain, move forward #solopr
- 5:19 pm **deegospel:** q2: i also think it helps to define for your client what constitutes a PR emergency worthy of a quick response #solopr
- 5:19 pm **juleszunich:** LOL. Funny inside #PR joke re. too many client calls = Run the other way via @karensxim @KellyeCrane #soloPR
- 5:19 pm **KellyeCrane:** RT @jgombita: Check around if this will be the usual MO. #solopr
- 5:20 pm **KellyeCrane:** Smart! RT @deegospel: q2: i also think it helps to define for your client what constitutes a PR emergency worthy of a quick response #solopr
- 5:20 pm **karensxim:** A2: I think 24-48 hours is reasonable response time unless it really is urgent #solopr
- 5:20 pm **deegospel:** q2: most of us use tech devices that support real time feedback, there's an expectation, but to be productive parameters must be set #solopr
- 5:20 pm **LauraScholz:** Q2: I agree that setting expectations about communication up front is key. Email/phone responses can't always be immediate. #solopr
- 5:21 pm **KellyeCrane:** Q2: On a serious note, it could be the potential client is just in a panic and your calming voice is all they need. #solopr
- 5:21 pm **karensxim:** RT @deegospel: q2: i also think it helps to define for your client what constitutes a PR emergency worthy of a quick response #solopr
- 5:21 pm **PRjeff:** Q2: We obviously need to be very prompt in returning calls/e-mails, otherwise new biz may question our "bandwidth" #solopr
- 5:21 pm **rmpapag:** Important to set expectations at that point. RT @jgombita: Check around if this will be the usual MO #solopr
- 5:21 pm **LauraScholz:** Yes! RT @deegospel: q2: i also think it helps to define for your client what constitutes a PR emergency worthy of a quick response #solopr
- 5:21 pm **krisTK:** Q2: Missed the word "potential" in question. Makes big difference. #solopr
- 5:21 pm **karensxim:** RT @KellyeCrane: Q2: On a serious note, it could be the potential client is just in a panic and your calming voice is all they need. #solopr
- 5:22 pm **KellyeCrane:** RT @PRjeff: Q2: We obviously need to be very prompt in returning calls/e-mails, otherwise new biz may question our "bandwidth" #solopr
- 5:22 pm **3hatscomm:** @deegospel ITA define emergency, also have crisis communications as part of PR agreement, est. deadlines, etc. #solopr
- 5:22 pm **PRjeff:** Q2: Yes, we're talking potential client, not a current client, right? #solopr
- 5:22 pm **karensxim:** Agree w/ @KellyeCrane will always respond nicely the first time & assess but if that is going to be MO it will be a bad fit #solopr
- 5:22 pm **cidokogiPR:** RT @krisTK: Q2: If truly urgent, then apologize and move forward. If stalker-ish, explain policy on response time (or run away). #solopr
- 5:22 pm **deegospel:** q2 @3hatscomm exactly. #solopr
- 5:22 pm **cidokogiPR:** RT @PRjeff: Q2: We obviously need to be very prompt in returning calls/e-mails, otherwise new biz may question our "bandwidth" #solopr
- 5:23 pm **cidokogiPR:** RT @deegospel: q2: i also think it helps to define for your client what constitutes a PR emergency worthy of a quick response #solopr
- 5:23 pm **KellyeCrane:** Q2: Being online, I find that I get more random queries than I used to. So, response depends somewhat on how they found me. #solopr

- 5:23 pm **karensxim:** RT @PRjeff: We obviously need to be very prompt in returning calls/e-mails, otherwise new biz may question our "bandwidth" (True) #solopr
- 5:23 pm **KellyeCrane:** Yes. RT @PRjeff: Q2: Yes, we're talking potential client, not a current client, right? #solopr
- 5:23 pm **rmpapag:** Good point RT @PRjeff: Q2: We obviously need to be very prompt in returning calls/e-mails, new biz may question our "bandwidth" #solopr
- 5:24 pm **krisTK:** Q2: can client tell if I'm rolling my eyes, making faces? (My mom would say yes but she doesn't know when I do it with her) #solopr
- 5:25 pm **deegospel:** q2 @KellyeCrane for potential clients i schedule a free 10 minute chat, after that they have to check the blog, my radio show, etc #solopr
- 5:25 pm **karensxim:** RT @krisTK: can client tell if Im rolling eyes, making faces? (My mom would say yes but she doesnt know when I do it with her) lol #solopr
- 5:25 pm **jgombita:** @KellyeCrane Q2 good point. Just like ppl expected fast response back when email became mainstream, now Twitter demands even faster. #solopr
- 5:25 pm **3hatscomm:** @arikhanson I have a dedicated FTP for clients on my server for big files. #solopr
- 5:25 pm **moxiePR:** Q2 two ways; a bug-a-boo or as an ambitious business professional if you consider urself as such. Do research on then first though #solopr
- 5:25 pm **deegospel:** @krisTK lol #solopr
- 5:26 pm **akenn:** @krisTK not unless you're doing it on Skype! :-) #solopr
- 5:26 pm **KellyeCrane:** Q2: May sound heretical, but I try to "train" clients re: reasonable resp times (1-2 hrs), & it often starts when they're prospects #solopr
- 5:27 pm **karensxim:** @KellyeCrane Not heretical but reasonable and professional & totally agree #solopr
- 5:27 pm **krisTK:** I remember when FedEx was fast RT @jgombita: Ppl expected fast response when email became mainstream, now Twitter demands even fastr #solopr
- 5:27 pm **krisTK:** @akenn that's another reason I avoid video-conferences. #solopr
- 5:27 pm **rmpapag:** @KellyeCrane All you are doing is setting the level of expectation. That is so important and effective in communication #solopr
- 5:27 pm **deegospel:** q2 @KellyeCrane i agree, but my response time depends on the type of communication. if text within the hour, but call or email 24-48 #solopr
- 5:27 pm **akenn:** @KrisTK @jgombita and don't forget IM #solopr
- 5:27 pm **KellyeCrane:** Q3: How do you take credit on your website or marketing materials for blog posts on behalf of a client? Or not? #solopr
- 5:28 pm **KimSchuenman:** I've had issues with people understanding FTP, you? @3hatscomm: I have a dedicated FTP for clients on my server for big files. #solopr
- 5:28 pm **AmandaOleson:** @john_marino Agree! I'm taking notes! #solopr
- 5:28 pm **jgombita:** LOL @krisTK: [from the vault] I remember when FedEx was fast. #solopr
- 5:28 pm **deegospel:** @KellyeCrane q3: i don't understand the question fully #solopr
- 5:28 pm **Chris92071:** Marriage? RT @youplusmeCEO: finishing proposals - anyone else have a love/hate relationship with them? #solopr
- 5:28 pm **karensxim:** q2: You can also set up canned response or auto responder 2 acknowledge email immed. & let them know when you'll f/u #solopr
- 5:29 pm **3hatscomm:** Gotta manage expectations RT @KellyeCrane: Q2: I try to train clients re: reasonable resp times, starts when prospects #solopr
- 5:29 pm **cidokogiPR:** RT @KellyeCrane: Q2: May sound heretical, but I try to "train" clients re: reasonable resp times (1-2 hrs)< 1-2 hours sounds good! #solopr
- 5:29 pm **krisTK:** So true. RT @rmpapag: you are setting the level of expectation. That is so important and effective in communication #solopr
- 5:30 pm **SuperDu:** Q2: Depends on how badly you need new clients! First-time clients often are in crisis mode. Our job is to get them off ledge. #solopr

- 5:30 pm **karensxim:** @KimSchuenman @3hatscomm With my file server you can give client access or just send file link, so much easier than FTP #solopr
- 5:30 pm **juleszunich:** W/ some clients give myself credit, for some I need to be in the background, but it's all decided beforehand as part of strategy #soloPR Q3
- 5:30 pm **KellyeCrane:** RT @karensxim: q2: You can also set up canned response or auto responder 2 acknowledge email immed. & let them know when you'll f/u #solopr
- 5:30 pm **cidokogiPR:** RT @deegospel: but my response time depends on the type of communication. if text within the hour, but call or email 24-48< yes! #solopr
- 5:30 pm **KellyeCrane:** RT @akenn: Q3: I don't pt it out online but if someone asks about my experience and wants to see examples, then I would pt them out #solopr
- 5:31 pm **jgombita:** @KellyeCrane Q3 If articles aren't bylined to you on client websites, don't think you can. Only list relevant co/websites AS clients #solopr
- 5:31 pm **deegospel:** q2 @karensxim i've thought about that except i personally don't like receiving them from my cardiologist lol #solopr
- 5:32 pm **cidokogiPR:** Q3: I put screenshots of blogs written and other marketing material produced on my own proposals and website. #solopr
- 5:32 pm **KellyeCrane:** RT @jgombita: @KellyeCrane Q3 If articles aren't bylined to you on client websites, don't think you can. #solopr
- 5:32 pm **karensxim:** @deegospel I have my contact forms connected to Aweber so only inquiries receive the response if email, I manually hit canned #solopr
- 5:33 pm **krisTK:** Q3: I write for client's e-newsletter posted to its website but no byline. I send links if someone wants sample of my work. #solopr
- 5:33 pm **karensxim:** @deegospel I do hate those auto responses to every email, clogs up your inbox #solopr
- 5:33 pm **KellyeCrane:** Q3: A good rule of thumb is to always ask your client for OK before using an example. #solopr
- 5:34 pm **jgombita:** @akenn @KrisTK I wouldn't--except I skipped IM first time around. (Now I really like Gmail Chat, though!) :-) #solopr
- 5:34 pm **karensxim:** RT @KellyeCrane: Q3: How do you take credit on your website or marketing materials for blog posts on behalf of a client? Or not? #solopr
- 5:34 pm **KellyeCrane:** RT @SuperDu: Q3: At times you can only list clients & explain generically what you do for them w/out showing work. Nature of the biz #solopr
- 5:35 pm **juleszunich:** Auto response can be good in that they let ppl know (after they get it 2-3 times) that they are essentially on hold. #soloPR
- 5:35 pm **deegospel:** q3: i list clients, but in the press room for my site i share some deliverables, i also example past campaigns for white papers #solopr
- 5:35 pm **KellyeCrane:** Q3: By the way, if you are "ghost blogging," hopefully the person in the byline is reading/editing the final post. #solopr
- 5:35 pm **krisTK:** Esp if you sub to larger agency RT @SuperDu: Q3: At times you can only explain generically what you do w/out showing work product. #solopr
- 5:35 pm **karensxim:** RT @SuperDu: Q3: At times u can only list clients & explain generically what u do for them w/out showing work product. Nature of biz. #solopr
- 5:35 pm **deegospel:** q3: but i still don't think i understand this question. i'm having a moment over here #solopr
- 5:36 pm **KellyeCrane:** @deegospel We've missed you, Dee. :-) #solopr
- 5:36 pm **deegospel:** q3. i don't guest blog for clients. i want clients to create their own content or non at all #solopr
- 5:36 pm **deegospel:** #solopr
- 5:37 pm **PRProSanDiego:** Q2: I explain to clients that the person who responds fastest usually gets the opportunity. Simple as that. #soloPR
- 5:37 pm **cidokogiPR:** RT @juleszunich: Auto response can be gd in that they let ppl know (after they get it 2-3 times) that they are essentially on hold. #solopr
- 5:37 pm **deegospel:** @KellyeCrane lol. i think i understand now. lol' #solopr

- 5:37 pm **KellyeCrane:** Q4: What are some ways to stay in touch with former, occasional or once prospective clients? #solopr
- 5:37 pm **jgombita:** S/b true, in-house, too! @KellyeCrane: Q3 if "ghost blogging," hopefully the person in byline reading/editing final post #solopr @KrisTK
- 5:38 pm **PRProSanDiego:** Q2: BTW, a client got a Business section front page feature w/2 photos. Interview inquiry came to me via Twitter. #soloPR
- 5:38 pm **janetfalk:** @deegospel Gust blogging is ghost writing, in a different medium. You can be genuine in a corp blog . What's up with that? #solopr
- 5:38 pm **karensxim:** RT @KellyeCrane: Q4: What are some ways to stay in touch with former, occasional or once prospective clients? #solopr
- 5:38 pm **akenn:** Q4: LinkedIn, Twitter! #solopr
- 5:38 pm **juleszunich:** @deegospel Q3 EX: pub. agency has me write, but I'm out of state & it does not want to blast that they hired away, so I am quiet #soloPR
- 5:39 pm **TonjaSwank:** RT @PRProSanDiego: Q2: I explain to clients that the person who responds fastest usually gets the opportunity. Simple as that. #soloPR
- 5:39 pm **karensxim:** A4: Have all clients opt in to a client list so that they get your co updates/newsletters #solopr
- 5:39 pm **deegospel:** @janetfalk my niche is literary pr. they(authors, publishers) have to write their own content or it defeats the purpose #solopr
- 5:39 pm **rmpapag:** A3 Depending on the relationship I send checking-in e-mails with what I'm up to, and inquiring about what is happening on their end #solopr
- 5:39 pm **tkgpr:** @KellyeCrane LinkedIn is great way to re-establish contact and network with fresh ideas #solopr
- 5:39 pm **SuperDu:** Q3: Like, when i wrote blog posts/quotes/answers to reporter questions--all attributed to exec--can't later say "that was all me!" #solopr
- 5:39 pm **BevPayton:** @deegospel Some people, while smart, don't write or edit well and need help. #solopr
- 5:39 pm **KellyeCrane:** RT @akenn: Q4: LinkedIn, Twitter! #solopr
- 5:40 pm **deegospel:** q3: @janetfalk my niche is literary pr. they(authors, publishers) have to write their own content or it defeats the purpose #solopr
- 5:40 pm **KellyeCrane:** RT @karensxim: A4: Have all clients opt in to a client list so that they get your co updates/newsletters #solopr
- 5:40 pm **rmpapag:** A4 I leverage LinkedIn, Twitter where applicable too #solopr
- 5:40 pm **karensxim:** A4: Use a CMS to manage regular communication, cards are a great way to stay in touch #solopr
- 5:40 pm **youplusmeCEO:** will catch up with #solopr later - can't even lurk : (#headdowninbizdevelopmentmode #blinderson
- 5:40 pm **janetfalk:** @deegospel Sure. They are writers. My clients are not writers. #solopr
- 5:40 pm **KellyeCrane:** @SuperDu Yes, we PR pros toil in anonymity. :-) #solopr
- 5:40 pm **krisTK:** Amen, Sister. RT @BevPayton: Some people, while smart, don't write or edit well and need help. #solopr
- 5:40 pm **KellyeCrane:** Agree. RT @tkgpr: @KellyeCrane LinkedIn is great way to re-establish contact and network with fresh ideas #solopr
- 5:41 pm **deegospel:** q3: @BevPayton i understand, but i'm speaking for how i run my biz, which is a niche, literary pr., whose profession is writing #solopr
- 5:41 pm **karensxim:** RT @KellyeCrane: @SuperDu Yes, we PR pros toil in anonymity. :-) (so do the contract writers behind the PR pros) :-) #solopr
- 5:41 pm **MelissaBreau:** RT @krisTK: Amen, Sister. RT @BevPayton: Some people, while smart, don't write or edit well and need help. #solopr
- 5:41 pm **3hatscomm:** ITA Groups are great tool RT @KellyeCrane: Agree. RT @tkgpr: @KellyeCrane LinkedIn is great way to re-establish contact, network #solopr

- 5:41 pm **lgombita:** Don't remember where from: note date you 1st "met" & acknowledge anniversary (phone, email, card) Q4 Ways to stay in touch w clients #solopr
- 5:41 pm **arikhanson:** @KellyeCrane Q4: Send folks a personal email w/a post you recently found interesting. Great success w/that approach. #solopr
- 5:42 pm **juleszunich:** I'm in #PR, am a social butterfly and I talk a lot, so staying in touch just comes naturally for me. I keep it personal (1:1) #soloPR
- 5:42 pm **deegospel:** q3: @janetfalk i understand. i do refer them to editors and copywriters and proofers, but the content has to be their voice #solopr
- 5:42 pm **krisTK:** Q4: If I find article of interest (industry trend or mention of their company), I send to them with note. #solopr
- 5:42 pm **KellyeCrane:** Q4: Just sending an email to say hello is a great way to maintain relationships and stay top-of-mind. #solopr
- 5:42 pm **BevPayton:** RT @KellyeCrane: @SuperDu Yes, we PR pros toil in anonymity. Yep! As former reporter with byline, that's hard to swallow. #solopr
- 5:42 pm **arikhanson:** Q4: I also note momentous occasions and send books, when possible, as gifts. Promotions, campaign success, bdays, etc. #solopr
- 5:43 pm **KellyeCrane:** RT @arikhanson: @KellyeCrane Q4: Send folks a personal email w/a post you recently found interesting. Great success w/that approach. #solopr
- 5:43 pm **janetfalk:** Q4: News Google them and send congrats on a recent news item or company achievement. #solopr
- 5:43 pm **karensim:** (this works) RT @krisTK: Q4: If I find article of interest (industry trend or mention of their company), I send to them with note. #solopr
- 5:43 pm **deegospel:** q4: i have an email dedicated to clients & past clients with freebies, tips, & industry news they need to know #solopr
- 5:43 pm **BevPayton:** RT @arikhanson: Q4: I also note momentous occasions & send books, when possible, as gifts. Promotions, campaign success, bdays, etc. #solopr
- 5:44 pm **krisTK:** @SuperDu Can i be a past client? #solopr
- 5:44 pm **juleszunich:** @SuperDu ~ bottles of booze & chocolate!?! I want to be your client ;-)) #soloPR
- 5:44 pm **KellyeCrane:** Q4: Had a blog post on this topic: <http://soloprpro.com/10-foolproof-excuses-to-network-and-reconnect/> #solopr
- 5:44 pm **moxiePR:** RT @KellyeCrane: RT @SuperDu: Q3: At times you can only list clients & explain genericy what you do for them w/out showing work. Nature of the biz #solopr
- 5:44 pm **karensim:** (Lol! Exactly! Chocolate, yum!) RT @krisTK: @SuperDu Can i be a past client? #solopr
- 5:45 pm **karensim:** RT @KellyeCrane: Q4: Had a blog post on this topic: <http://soloprpro.com/10-foolproof-excuses-to-network-and-reconnect/> #solopr
- 5:45 pm **moxiePR:** RT @janetfalk: Q4: News Google them and send congrats on a recent news item or company achievement. #solopr | I like that one!
- 5:45 pm **deegospel:** q4: i also provide free group coaching, teleseminars & white papers for clients & past clients, #solopr
- 5:45 pm **BevPayton:** @SuperDu Wow, I wanna be your best friend! #solopr
- 5:45 pm **rmpapag:** Have to jump off #solopr early. As usual a great chat with @KellyeCrane and the gang! "See" everyone next week!
- 5:45 pm **fredmclimans:** The ABC's of PR? RT @SuperDu Email. Make sure you're LinkedIn. Send bottles of booze to past clients as gifts. And/or chocolate! #solopr
- 5:45 pm **lgombita:** Good one! I actually send Bcc email to many peeps, including person!
@JanetLFalk: Google them/send congrats on a recent achievement #solopr
- 5:45 pm **KellyeCrane:** @karensim I don't think @krisTK was talking about the chocolate. :-)) @SuperDu #solopr
- 5:45 pm **krisTK:** Good for lots of folks. RT @KellyeCrane: blog post on this: <http://soloprpro.com/10-foolproof-excuses-to-network-and-reconnect/> #solopr
- 5:46 pm **deegospel:** @rmpapag bye! #solopr

- 5:46 pm **KellyeCrane:** RT @deegospel: q4: i also provide free group coaching, teleseminars & white papers for clients & past clients, #solopr
- 5:46 pm **BevPayton:** RT @KellyeCrane: Good one. RT @janetfalk: Q4: News Google them and send congrats on a recent news item or company achievement. #solopr
- 5:46 pm **krisTK:** @KellyeCrane You know me too well. One gets me thru day; the other... #solopr
- 5:46 pm **karensxim:** @rmpapag Bye, so great to see you! #solopr
- 5:47 pm **KellyeCrane:** Q5: What's the first thing you did when you decided to go solo? #solopr
- 5:47 pm **karensxim:** RT @KellyeCrane: Q5: Whats the first thing you did when you decided to go solo? #solopr
- 5:47 pm **KellyeCrane:** RT @JaneDoelink: Q4: I invite them for a coffee or cocktail meetup to chat about any updates. I also send an annual newsletter. #solopr
- 5:47 pm **karensxim:** @KellyeCrane Ordered valium #solopr
- 5:47 pm **moxiePR:** RT @KellyeCrane Q4: Just sending an email to say hello is a great way to maintain relationships and stay top-of-mind. #solopr | indeed!
- 5:48 pm **cidokogiPR:** RT @arikhanson: Q4: I also note momentous occasions and send books, when possible, as gifts. Promotions, campaign success, bdays, #solopr
- 5:48 pm **janetfalk:** Q5: 3 things: Build a website, make a list of everyone I could think of and send an EM with link to site #solopr
- 5:48 pm **krisTK:** Q5: Scheduled all my annual screenings before health insurance expired. #solopr
- 5:49 pm **cidokogiPR:** RT @KellyeCrane: Q5: Whats the first thing you did when you decided to go solo? #solopr
- 5:49 pm **deegospel:** @juleszunich i get that. i have a music company i write marcomm for #solopr
- 5:49 pm **KellyeCrane:** Q5: Besides getting pep talks from friends, I saw an accountant before I even started. #solopr
- 5:49 pm **deegospel:** q5: contact my county for process to start small biz #solopr
- 5:49 pm **KellyeCrane:** Sad but true. RT @krisTK: Q5: Scheduled all my annual screenings before health insurance expired. #solopr
- 5:49 pm **AmandaLeePR:** RT @KellyeCrane: Had a blog post on this topic: <http://soloprpro.com/10-foolproof-excuses-to-network-and-reconnect/> #solopr
- 5:49 pm **KellyeCrane:** RT @janetfalk: Q5: 3 things: Build a website, make a list of everyone I could think of and send an EM with link to site #solopr
- 5:50 pm **SuperDu:** I'll promise to send all of you booze and candy if you become clients and pay me! :) #solopr
- 5:50 pm **krisTK:** Q5: Didn't plan on going solo. My first biz cards were perforated. #solopr
- 5:50 pm **deegospel:** @KellyeCrane btw i have a health insurance license in the state of ga. family biz #solopr
- 5:51 pm **cidokogiPR:** AWESOME! RT @KellyeCrane: Q4: Had a blog post on this topic: <http://soloprpro.com/10-foolproof-excuses-to-network-and-reconnect/> #solopr
- 5:51 pm **karensxim:** @krisTK ROFL! Mine were too, bought the paper at Office Depot, too funny! #solopr
- 5:51 pm **3hatscomm:** @krisTK I'll DM you some good, fast, affordable biz card printers ;-) [still need to redo my own] #solopr
- 5:51 pm **KellyeCrane:** RT @karensxim: A5: Serious answer met with SCORE business pro through small business admin & reviewed biz plan #solopr
- 5:52 pm **krisTK:** Q5: reached out to PR pals, agencies, former coworkers to say I was available for projects. Had first project in 2 weeks. #solopr
- 5:52 pm **KellyeCrane:** Smart. I read lots of books. RT @BevPayton: Q5: I took a course on how to run a sm biz.. #solopr
- 5:52 pm **JaneDoelink:** @KellyeCrane: Q5: Created a spreadsheet w/ potential clients to set up mtgs. Began drafting my biz plan for @SCOREmentors to review. #solopr

- 5:52 pm **moxiePR:** Q5 I like this question. I did hella research that I'm still doing now for improvements and knowledge! #solopr
- 5:52 pm **krisTK:** Q5: Took a year b4 I had a graphic identity for biz. Winged it til then. Still winging it a bit 6.5 yrs later. #solopr
- 5:52 pm **karensxim:** (Lo!!) RT @moxiePR: Q5 I like this question. I did hella research that Im still doing now for improvements and knowledge! #solopr
- 5:52 pm **BevPayton:** @KellyeCrane . UR right. I skipped this. Do you mean family & friends, or just biz assoc? #solopr
- 5:53 pm **KellyeCrane:** We never stop learning RT @moxiePR: Q5 I did hella research that I'm still doing now for improvements and knowledge! #solopr
- 5:53 pm **JaneDoelnk:** @karensxim: A5: Serious answer met with SCORE business pro through small business admin & reviewed biz plan #solopr [so did !! Good move.]
- 5:53 pm **BevPayton:** RT @krisTK: Q5: reached out to PR pals, agencies, former coworkers to say I was available for projects. Had first project in 2 wks. #solopr
- 5:53 pm **janetfalk:** @3hatscomm Great service at Staples is \$50. DO NOT get the freebies that everyone will recognize as freebies. #solopr
- 5:53 pm **cidokogiPR:** Seeing as this will be me soon Q5 is a blessing!! Thanks @KellyeCrane! #solopr
- 5:53 pm **KellyeCrane:** @BevPayton Mainly biz associates (and on social media), but family and friends can have good connections for you, too. #solopr
- 5:54 pm **KellyeCrane:** It works! RT @krisTK: Q5: Took a year b4 I had a graphic identity for biz. Winged it til then. Still winging it a bit 6.5 yrs later. #solopr
- 5:54 pm **dfbova:** me too! RT @SuperDu: I used Vista online. Quick, easy, cheap. RT @3HatsComm @krisTK I'll good, fast, affordable biz card printers #solopr
- 5:54 pm **krisTK:** Q5: I was so nervous the first year. Didn't know if the solo thing would work. Kept resume updated. #solopr
- 5:54 pm **KellyeCrane:** RT @juleszunich: 1st thing I did was make sure I had a client lined up, only then did I quit (same idea when I launched @ZGroupPR) #solopr
- 5:54 pm **3hatscomm:** @janetfalk Oh, no freebies.. I'm a designer I just mean good, sharp offset printing that's affordable #solopr
- 5:55 pm **karensxim:** Re biz cards, I ordered new ones recently from Staples less than \$30 and same day service #solopr
- 5:55 pm **JaneDoelnk:** @KellyeCrane Q5: Met w/a City of Austin counselor to discuss WBE/HUB certification requirements. I should receive approval soon. #solopr
- 5:55 pm **janetfalk:** My #SCORE mentor is a former PR pro, but never asked me about a biz plan. Still do not have one. #solopr
- 5:55 pm **krisTK:** @dfbova @SuperDu @3hatsComm I paid friend to develop graphic identity then used Vista for biz cards, notecards #solopr
- 5:55 pm **cidokogiPR:** RT @SuperDu: Q5: First thing was meet with a whole bunch of people who already were doing it. < doing this virtually now! #solopr
- 5:56 pm **SuperDu:** Q5: Had to start my own blog/website & learn WordPress. Always "had people" to do techie stuff for me before. #solopr <http://www.luymes.com>
- 5:56 pm **krisTK:** @janetfalk Me neither. Many biz plans seem to focus on securing \$\$, loans, investors. #solopr
- 5:56 pm **cidokogiPR:** RT @KellyeCrane: We never stop learning RT @moxiePR: Q5 I did hella research that Im still doing now for improvements and knowledge! #solopr
- 5:56 pm **juleszunich:** @JanetLFalk ~ good follow up question...do #soloPR practitioners need biz plans>
- 5:56 pm **PRjeff:** Q5: Went to numerous networking groups and made a lot of connections. Also formed strategic alliances. #solopr
- 5:56 pm **BevPayton:** Got coord stationery set and biz cards from PaperDirect. Will get custom set when \$\$\$ allows. #solopr.
- 5:57 pm **deegospel:** RT @KellyeCrane: Q5: As others say, the networking/biz stuff is the more important first step (vs. establishing brand, mktg mats) #solopr

- 5:57 pm **SuperDu:** I still don't have graphic i.d. :-/ RT @krisTK: @dfbova @3hatsComm paid friend to develop graphic identity then used Vista #solopr
- 5:57 pm **janetfalk:** @kellyecrane Next week: @juleszunich: @JanetLFalk ~ good follow up question...do #soloPR practitioners need biz plans #solopr
- 5:58 pm **deegospel:** a5 @KellyeCrane i agree. i had a few campaigns & past clients under belt before taking the plunge. #solopr
- 5:58 pm **akenn:** @krisTK @janetfalk I think the biz plan is more marketing focused - i.e. where/how to find prospective clients #solopr
- 5:58 pm **krisTK:** Q5: worked on 15-second intro but been fine-tuning it ever since. #solopr
- 5:58 pm **moxiePR:** @karensxim LOL...I'm so serious. I'm always looking up something new to be a better #soloPR
- 5:58 pm **SuperDu:** Same here! Strategy! RT @PRjeff Went to numerous networking groups & made a lot of connections. Also formed strategic alliances. #solopr
- 5:58 pm **KellyeCrane:** Q5: I know someone who has been a successful #solopr for 8+ years and no Web site, blog. Only got logo/biz cards 2 years ago.
- 5:58 pm **BevPayton:** RT @JaneDoelink: @JanetLFalk: My @SCOREmentors were former mktg pros, and they grilled me on every detail of my biz plan. #SCORE #solopr
- 5:58 pm **marketwire:** Really like the discussion going on in #solopr chat. Hard for me to contribute, but easy to soak up all the great info!
- 5:58 pm **lgombita:** @KellyeCrane Q5 agreed. But remember that Work the Pond! advice...go to netowrking events where your "competitors" probably won't be #solopr
- 5:59 pm **karensxim:** @moxiePR It's a good way to roll! #solopr
- 5:59 pm **3hatscomm:** @SuperDu I did my own, but don't like it (like what I do for clients better, can't make up my mind for own stuff :-/) #solopr
- 5:59 pm **krisTK:** I was lunch mtg regular (plus got me out of house). RT @PRjeff: Q5: Went to numerous networking groups and made lot of connections #solopr
- 5:59 pm **IMPACTMKTPR:** What is q5? #solopr
- 5:59 pm **karensxim:** I am a fan of plans, if you don't know where you're aiming how do you hit the target? #solopr
- 5:59 pm **KellyeCrane:** Good pt! Think about how you'll ans "what do you do?" RT @krisTK: Q5: worked on 15-second intro but been fine-tuning it ever since. #solopr
- 6:00 pm **krisTK:** RT @KellyeCrane: Q5: What's the first thing you did when you decided to go solo? #solopr
- 6:00 pm **cidokogiPR:** RT @BevPayton: Got coord stationery set and biz cards from PaperDirect. Will get custom set when \$\$\$ allows. #solopr. #solopr
- 6:00 pm **IMPACTMKTPR:** Bingo! RT @karensxim: I am a fan of plans, if you don't know where you're aiming how do you hit the target? #solopr
- 6:00 pm **SuperDu:** Q5: My biz plan? Get the word out; demonstrate/showcase expertise; land clients; do good work. Repeat. Is there more? #soloPR
- 6:00 pm **PRjeff:** RT @karensxim: I am a fan of plans, if you dont know where youre aiming how do you hit the target? #solopr
- 6:00 pm **karensxim:** @IMPACTMKTPR What was the 1st thing you did after deciding to go solo is q5 #solopr
- 6:00 pm **KellyeCrane:** Can you believe we're out of time? In closing, I want to mention that next week's chat will be run from a new @solopr account. #solopr
- 6:00 pm **cidokogiPR:** RT @KellyeCrane:Q5: the netwrking/biz stuff is the more important 1st step (vs. establishing brand, mktg mats, etc.). #solopr
- 6:01 pm **JaneDoelink:** RT @karensxim: I am a fan of plans, if you don't know where you're aiming how do you hit the target? #solopr [#cosign]
- 6:01 pm **karensxim:** @IMPACTMKTPR Thanks! Otherwise you could have a Cheney incident on your hands :-)) #solopr
- 6:01 pm **cidokogiPR:** Can't keep up with the tweets from Q5! So much good stuff! #solopr

6:01 pm **3hatscomm:** @SuperDu Win the lottery and retire? That's a plan ;-) #solopr

6:01 pm **karensxim:** RT @KellyeCrane: Can you believe were out of time? In closing, next weeks chat will be run from a new @solopr account. #solopr

6:01 pm **moxiePR:** RT @krisTK: Q5: Took a yr b4 I had a graphic identity for biz. Winged it til then. Still winging it a bit 6.5 yrs later. #solopr | lol! Dope

6:01 pm **IMPACTMKTPR:** Elevator Speech must tell a story or tell benefits of what you do can help them. #solopr

6:01 pm **deegospel:** great chat, all. i have to go. the best thing about being solopr is my schedule. i break midday for family. thanks @kellyecrane #solopr

6:01 pm **cidokogiPR:** RT @juleszunich: @JanetLFalk ~ good follow up question...do #soloPR practitioners need biz plans> #solopr

6:02 pm **KellyeCrane:** My poor non-solopr followers will be happy to hear about the @solopr chat account. ;-) #solopr

6:02 pm **IMPACTMKTPR:** @karensxim Thanks. #solopr

6:02 pm **JaneDoelink:** @KellyeCrane: Thanks, Kellye! Excellent questions today. #solopr #signingoff

6:02 pm **karensxim:** RT @KellyeCrane: @karensxim I don't think @krisTK was talking about the chocolate. ;-) @SuperDu #solopr (lol)

6:02 pm **moxiePR:** @karensxim indeed! Lol #solopr

6:02 pm **karensxim:** @IMPACTMKTPR You're welcome :) #solopr

6:02 pm **cidokogiPR:** RT @PRjeff: Q5: Went to numerous networking groups and made a lot of connections. Also formed strategic alliances. #solopr

6:02 pm **juleszunich:** @KellyeCrane ~ Great idea! ~> My poor non-solopr followers will be happy to hear about the @solopr chat account. ;-) #solopr

6:02 pm **KellyeCrane:** As always, feel free to keep chatting on the hashtag all week, and keep an eye out for the transcript on <http://soloprpro.com/> #solopr

6:03 pm **IMPACTMKTPR:** q5: First, received local, state, and federal business licenses. #solopr

6:03 pm **3hatscomm:** RT @JaneDoelink: @KellyeCrane: Thanks, Kellye! Excellent questions today. #solopr #signingoff #solopr

6:03 pm **karensxim:** Thank you @KellyeCrane and the fabulous solos! What a great hour! #solopr

6:04 pm **cidokogiPR:** RT @karensxim: I am a fan of plans, if you dont know where youre aiming how do you hit the target?< i like this! #solopr

6:04 pm **krisTK:** Thanks @kellyecrane and others for great conversation today. Rejuvenated me and gave me some to-do items, ideas #solopr

6:04 pm **JaneDoelink:** @karensxim: Such a beneficial resource isn't it? #solopr [Absolutely! A great tool for measurement.]

6:04 pm **janetfalk:** @kellyecrane Thanks for great session. Let's resume business plan theme next week to share ideas and resources. #solopr

6:05 pm **IMPACTMKTPR:** @janetfalk Good idea, Janet. #solopr

6:05 pm **SuperDu:** Thanks all for my first #soloPR ...I'd meant to do this earlier; today timing worked! Great comments from all! Thanks @KellyeCrane!

6:06 pm **cidokogiPR:** RT @KellyeCrane: Can you believe were out of time? In closing, next weeks chat will be run from a new @solopr account. < yes! #solopr

6:06 pm **moxiePR:** Thanks for a good #solopr chat

6:06 pm **cidokogiPR:** RT @IMPACTMKTPR: Elevator Speech must tell a story or tell benefits of what you do can help them. #solopr

6:06 pm **LScribner:** Sorry to miss #solopr today I'll look for the transcript! So much to do...so little time:)

6:06 pm **AmandaOleson:** Lots of great tips today... thanks #solopr! You folks are delightful!

6:07 pm **cidokogiPR:** RT @moxiePR: Thanks for a good #solopr chat #solopr

6:07 pm **IMPACTMKTPR:** @SuperDu Strategy! Love it! #solopr

6:07 pm **moxiePR:** @KellyeCrane thanks for the chat! Insightful! #solopr

6:08 pm **moxiePR:** RT @KellyeCrane: As always, feel free to keep chatting on the hashtag all week, and keep an eye out for the transcript on <http://soloprpro.com/> #solopr

6:08 pm **IMPACTMKTPR:** How have you built strategic alliances; how selected? #solopr

6:08 pm **BevPayton:** RT @IMPACTMKTPR: Elevator Speech must tell a story or tell benefits of what you do can help them. #solopr

6:10 pm **eangel427:** Interesting RT @deegospel: q3. i don't guest blog for clients. i want clients to create their own content or non at all #solopr

6:10 pm **KellyeCrane:** @JanetLFalk Sounds good. Will put it first on the list for next week. #solopr

6:10 pm **BevPayton:** SMART! RT @IMPACTMKTPR: q5: First, received local, state, and federal business licenses. #solopr

6:12 pm **IMPACTMKTPR:** RT @3hatscomm: RT @JaneDoelink: @KellyeCrane: Thanks, Kellye! Excellent questions today. #solopr #signingoff #solopr

6:12 pm **BevPayton:** @KellyeCrane & others Thanks for the #solopr chat 2day. Learned many great tips. Glad I jumped in. Live's been nuts lately.

6:12 pm **IMPACTMKTPR:** @SuperDu Thought you were new here. Welcome! #solopr

6:21 pm **tkgpr:** Just about to launch my own PR consulting firm, so today's #solopr was invaluable. Thanks

6:22 pm **SuperDu:** Nah, best friends wouldn't get as much as past/current clients! RT @BevPayton Wow, I wanna be your best friend! #solopr

6:25 pm **rajean:** Happy to meet @SuperDu -new to #solopr chats (love them, but have missed summer). Kudos on your twitter bio. I'll take one on the rocks!

6:28 pm **purePRstrategy:** Just had a successful pitch result in an article at CNN Money. This is a good day #solopr. <http://bit.ly/dBlfrp>

6:28 pm **gmjameson:** Just had a successful pitch result in an article at CNN Money. This is a good day #solopr. <http://bit.ly/dBlfrp>

6:29 pm **JohnWaggoner:** RT @tkgpr: Just about to launch my own PR consulting firm, so today's #solopr was invaluable. Thanks

6:30 pm **SuperDu:** @rajean So many booze references today in #soloPR! Y'all are going to get the wrong impression of me! :-)

6:31 pm **SuperDu:** Congrats Gretchen! RT @gmjameson Just had successful pitch result in article at CNN Money. This is a good day #solopr. <http://bit.ly/dBlfrp>

6:32 pm **SuperDu:** Best wishes and welcome to the club! RT @tkgpr Just about to launch my own PR consulting firm, so today's #solopr was invaluable. Thanks

6:37 pm **TBMmarketing:** Great tips! Thanks RT @KellyeCrane <http://soloprpro.com/10-foolproof-excuses-to-network-and-reconnect/> #solopr

6:40 pm **gmjameson:** @SuperDu Thanks for the encouragement. :) Isn't our work fun!? #solopr

6:42 pm **SuperDu:** @gmjameson It has its moments! Not having co-workers/staff around you for encouragement, however, makes #soloPR & community so vital.

6:52 pm **allenmireles:** RT @KellyeCrane: Q4: Had a blog post on this topic: <http://soloprpro.com/10-foolproof-excuses-to-network-and-reconnect/> #solopr

7:00 pm **jensenmary30:** q4: i have an email dedicated to clients & past clients with freebies, tips, & industry news they need to know #solopr

7:03 pm **KellyeCrane:** RT @jensenmary30: q4: i have an email dedicated to clients & past clients with freebies, tips, & industry news they need to know #solopr

7:04 pm **KellyeCrane:** @tkgpr Excellent, so glad to hear it. Be sure to let us know any questions that come up along the way. #solopr

7:08 pm **BevPayton:** @tkgpr Good luck with your new #solopr launch. I'm startup too.

7:10 pm **BevPayton:** Kudos to U! RT @gmjameson: Just had a successful pitch result in an article at CNN Money. This is a good day #solopr. <http://bit.ly/dBlfrp>

7:12 pm **LeliaKate:** Great idea! RT @jensenmary30: q4: email dedicated to clients & past clients with freebies, tips, & industry news they need to know #solopr

- 7:13 pm **LeliaKate:** Missed today's #soloPR chat, but I'm going over some of the comments now. Sounds like it was a great convo.
- 7:21 pm **rajean:** Works in Biz too! RT @DrJenGunter You are so right! via @2klassy: Being single is a lot wiser than being in a WRONG relationship! #solopr
- 7:21 pm **marthamuzychka:** @KellyeCrane Would appreciate a DM explaining how #soloPR chat works. Had issues following today w/ my wifi. Thanks.
- 7:33 pm **BevPayton:** @tkgpr In this economy doing #solopr is probably easier than finding a FT job.
- 7:47 pm **tkgpr:** What can we PR pros learn from the Sherrod sit. Is there any way to put the news genie back in the bottle in a 24/7 world? #solopr
- 8:20 pm **PositivelyJoe:** RT @SuperDu: Q5: My biz plan? Get the word out; demonstrate/showcase expertise; land clients; do good work. Repeat. Is there more? #soloPR
- 9:08 pm **rmpapag:** @tkgpr Sherrod sit has several lessons. #1 Get the facts. From what I've read this was the biggest error on the USDA & NAACP's part. #solopr
- 10:13 pm **SuperDu:** @moxiePR Thanks for the follow Christine!! Looking forward to future PR chats! #soloPR
- 11:02 pm **LauraScholz:** Word. RT @KellyeCrane: Being out and about during Atlanta rush hour reminds me why I work from home. #solopr
- 11:23 pm **louisemulherin:** Indeed! RT @KellyeCrane Being out & about during Atlanta rush hour reminds me why I work from home. #solopr
- 11:33 pm **LScribner:** @rmpapag @tkgpr Wait, what about Fox? Shouldn't they as a "news" org verify the source? Why does everyone let them off hook? #solopr