



Transcript from July 14, 2010 to July 14, 2010

All times are Pacific Time

July 14, 2010

- 12:12 am **cidokogi_pr**: RT @AliahPR: New Blog Post! Why I Love Public Relations @AliahPR <http://ht.ly/2b4Kx> #publicrelations #PR #blog #solopr
- 1:01 pm **shonali**: RT @missmeliss: @CMM_PR: 75% of Journalists Find 'Targeted' Press Releases Useful <http://bit.ly/cqjmes> via @threegirlsmedia #PR #solopr
- 1:04 pm **EONpr**: RT @shonali: RT @missmeliss: @CMM_PR: 75% of Journalists Find 'Targeted' Press Releases Useful <http://bit.ly/cqjmes> via @threegirlsmedia #PR #solopr
- 1:06 pm **drudydavisPR**: RT @shonali: RT @missmeliss: @CMM_PR: 75% of Journalists Find 'Targeted' Press Releases Useful <http://bit.ly/cqjmes> via @threegirlsmedia #PR #solopr
- 1:37 pm **Blisser**: Good Morning-busy day @Universal_Info. Let us know if you need any Print, Television or Radio Clips; or help analyzing coverage! #PR #SoloPR
- 2:48 pm **KellyeCrane**: After a one-week hiatus, the #solopr chat (for indie #pr pros and those considering going solo) is back! Join us 1-2pm ET today.
- 2:57 pm **wbreaux**: Hoping to make it today! RT @KellyeCrane: After a one-week hiatus, the #solopr chat is back! Join us 1-2pm ET today.
- 3:41 pm **rmpapag**: RT @KellyeCrane: After a one-week hiatus, the #solopr chat is back! Join us 1-2pm ET today.
- 4:03 pm **IMPACTMKTPR**: Hey IPs, #solopr chat is 1-2pm ET/noon-1pm CST today. #prsa
- 4:41 pm **cidokogi_pr**: So glad that #solopr chat is back! #solopr
- 4:45 pm **KellyeCrane**: Me too! See everyone at 1pm today. RT @cidokogi_pr: So glad that #solopr chat is back! #solopr
- 4:55 pm **PRjeff**: Hear ye! Hear ye! RT @IMPACTMKTPR: Hey IPs, #solopr chat is 1-2pm ET/noon-1pm CST today. #prsa #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
- 5:02 pm **LScribner**: Hi fellow solos, Lori here, in San Diego, solo 6 yrs give or take. #solopr
- 5:02 pm **KellyeCrane**: Hope everyone had a happy and safe holiday last week! If you're joining, please introduce yourself. I'm the moderator. #solopr
- 5:03 pm **krisTK**: Time for lunch with my #solopr pals. I'm Kristie (APR, 20 yrs exp, 6 as indy, based in south MS but work on projects all over)
- 5:03 pm **PRAMITASEN**: Hi everyone. Pramita here, Marketing & Sales Associate in Finance Indus. Venturing into PR! #solopr
- 5:04 pm **rmpapag**: Hello everyone! Looking forward to a great #solopr chat. Solo in MD, focused on corp comm & pr measurement & business research
- 5:04 pm **PRjeff**: Are we there yet? Working w/clients nationwide, looks like/feels like #Phx outside, but doesn't matter where here is. 20+ yrs exp. #solopr
- 5:04 pm **KellyeCrane**: Welcome all - Q1 is up next. #solopr
- 5:05 pm **mdbarber**: Good morning from Anchorage. 30 year PR pro; 10 years as indy counsel. Computer issues this morning so may be more of a lurker today #solopr
- 5:05 pm **janetfalk**: NYC-based solo for 18 months, 20 yrs exp. Working with nonprofits, small biz and author/former Reagan Cabinet member, among others #solopr

- 5:05 pm **krisTK:** @mkokc #solopr chat is starting now if you want to join us for an hour. Hope your first week solo is going well.
- 5:05 pm **KellyeCrane:** @janetfalk I had no idea about that last tidbit - very interesting! #solopr
- 5:06 pm **KellyeCrane:** Q1: When trying to estimate hours for a blogger outreach program, how do you handle? #solopr
- 5:06 pm **youplusmeCEO:** Hi #solopr Charity solo in San Diego (it's finally summer) specializing in matching business w stories to tell w influencers to share them
- 5:06 pm **KellyeCrane:** @cidokogi_pr Nice to see your face, formerly @fabbrowngirl :-) #solopr
- 5:07 pm **cidokogi_pr:** I love this chat and building relationships through social networking #solopr
- 5:07 pm **youplusmeCEO:** RT @KellyeCrane: Q1: When trying to estimate hours for a blogger outreach program, how do you handle? #solopr
- 5:07 pm **janetfalk:** @kellyecrane Referred to me by reporter. He's a source to comment on economy, tax policy, growth, job creation #solopr
- 5:07 pm **cidokogi_pr:** @KellyeCrane Thanks Kellye! No longer hiding behind a logo! #solopr
- 5:08 pm **LauraScholz:** RT @KellyeCrane: Q1: When trying to estimate hours for a blogger outreach program, how do you handle? #solopr
- 5:08 pm **IMPACTMKTPR:** RT @youplusmeCEO: RT @KellyeCrane: Q1: When trying to estimate hours for a blogger outreach program, how do you handle? #solopr
- 5:08 pm **krisTK:** q1: Havent done much blogger outreach but I try to ID industry influencers for new clients to monitor, get sense of tone, prefs #solopr
- 5:09 pm **jillvan:** Last tweet didn't go I don't think. Hi from Columbus, OH. Hope everyone is well. #solopr
- 5:09 pm **LScribner:** Q1 That's tough but media/blogger relations take even more effort now. I'd base it on # of contacts. #solopr
- 5:09 pm **cgornpr:** Q1: I have always worked blogger outreach into my pitching plans. #solopr
- 5:09 pm **jillvan:** Q1: I don't separate blogger relations from other types of media relations (unless req'd), so I estimate all together. #solopr
- 5:09 pm **KellyeCrane:** Q1: I no longer differentiate between bloggers and tradtl media/analysts. The entire campaign is "influencer relations" #solopr
- 5:10 pm **KellyeCrane:** RT @LScribner: Q1 That's tough but media/blogger relations take even more effort now. I'd base it on # of contacts. #solopr
- 5:10 pm **IMPACTMKTPR:** Q!: Figure how long it will take. #solopr
- 5:10 pm **rmpapag:** RT @KellyeCrane: Q1: I no longer differentiate btwn bloggers & tradtl media/analysts. The entire campaign is "influencer relations" #solopr
- 5:10 pm **KellyeCrane:** @jillvan Jinx! We are on the same page. :-) #solopr
- 5:10 pm **PRjeff:** Q1: Whew. Can be tricky. I'd see how many bloggers fit your target audience first. #solopr
- 5:11 pm **jillvan:** RT @KellyeCrane: Q1: No longer differentiate btn bloggers & tradtl media/analysts. The entire campaign is "influencer relations" #solopr
- 5:11 pm **jillvan:** @KellyeCrane :-) Yep! #solopr
- 5:11 pm **krisTK:** RT @KellyeCrane: Q1: I no longer differentiate between bloggers and trad media/analysts. Entire campaign is "influencer relations" #solopr
- 5:11 pm **youplusmeCEO:** q1 I think it depends on the scope of work - just like with any other outreach program it's about relationships #solopr
- 5:12 pm **cgornpr:** RT @KellyeCrane: Q1: No longer differentiate btn bloggers & tradtl media/analysts. The entire campaign is "influencer relations" #solopr
- 5:12 pm **cgornpr:** RT @krisTK: Q1: Monitoring blogs is ongoing part of biz, like reading industry pubs or main-stream news. #solopr

- 5:12 pm **KellyeCrane:** Q1: Some bloggers require a more "high touch" approach, so work that into your estimate (depending on # of targets). #solopr
- 5:12 pm **SoloDovePR:** Afternoon #solopr I am from NJ I do mostly entertainment #publicity and #pr but I am now doing my second non profit event
- 5:12 pm **KellyeCrane:** RT @PRjeff: Q1: Whew. Can be tricky. I'd see how many bloggers fit your target audience first. #solopr
- 5:12 pm **cidokogi_pr:** RT @KellyeCrane: Q1: I no longer differentiate between bloggers and tradtl media The entire campaign is "influencer relations" #solopr
- 5:13 pm **mlhujber:** #solopr Hello, solo pr practitioner from NJ, just signing on.
- 5:13 pm **PRAMITASEN:** RT @youplusmeCEO: q11 think it depends on the scope of work - just like with any other outreach program it's about relationships #solopr
- 5:14 pm **krisTK:** Q1: Blogger outreach does scare me a bit. I think of them more as columnists w opinions, than reporters trying to find news. Silly? #solopr
- 5:14 pm **KellyeCrane:** Q1: Like all media, some blogs are "low hanging fruit" while others are a tough sell. #solopr
- 5:15 pm **PRAMITASEN:** @krisTK Q1>Absolutely not. I think you explained it very well actually. Being a new blogger myself, I completely agree with you! #solopr
- 5:15 pm **RobinMarie:** Multitasking by lurking on #solopr while listening to a great presentation at #nspra
- 5:16 pm **krisTK:** @KellyeCrane Any tips on how to figure out which is which b4 you reach out? #solopr
- 5:17 pm **cidokogi_pr:** RT @krisTK: @KellyeCrane Any tips on how to figure out which is which b4 you reach out? #solopr
- 5:17 pm **krisTK:** @RobinMarie Say hi to @vedo for me. He's at #nspra too. The live-tweeting from there has been great! #solopr
- 5:18 pm **jillvan:** Agreed! RT @KellyeCrane: @krisTK Not silly, depends on the blog. Many r trying 2 crank out lots of news w/o comment 4 SEO. #solopr
- 5:18 pm **KellyeCrane:** @krisTK Not to be flip, but I just read a few pages of posts. Takes time, so you have to prioritize, but it's usually apparent #solopr
- 5:19 pm **youplusmeCEO:** Q1 research is the longest part of the work - until now (I've devlpd a database for influencers: <http://youplusmemarketing.com/blog>) #solopr
- 5:19 pm **LauraScholz:** @krisTK: I think it just means doing your homework--reading blogs, watching SM engagement, etc. to see who's interested in pitches. #solopr
- 5:19 pm **LauraScholz:** Totally agree! RT @KellyeCrane: @krisTK I just read a few pages of posts. Takes time, so have to prioritize, but it's usually clear #solopr
- 5:20 pm **KellyeCrane:** Q1: Also, a blogger relations program can/should include a (non-spammy) commenting strategy. Good way to share your perspectives #solopr
- 5:20 pm **cidokogi_pr:** RT @KellyeCrane: Q1: Also, a blogger relations program can/should include a (non-spammy) commenting strategy. #solopr
- 5:20 pm **krisTK:** @KellyeCrane YEA! That's what I've been doing.Glad to know there's not a secret handshake. #solopr
- 5:20 pm **cgornpr:** @KellyeCrane Great comment about low hanging fruit :) #solopr
- 5:20 pm **jillvan:** @krisTK Many top-ranking ones will have editorial guidelines. Always helps me to read first if I don't know the blog well. #solopr
- 5:20 pm **LScribner:** Q1 I include target contact research in outreach proposal, but not reading blogs, which is just part of the job. #solopr
- 5:20 pm **youplusmeCEO:** Vetting is difficult - each blogger can bring their own influencer to their circle - reading is the best bet & websitegrader #solopr
- 5:20 pm **sparklyhero:** Yes! I get to participate in #solopr today!
- 5:20 pm **KellyeCrane:** @krisTK Of course, some bloggers are professional meanies, so you have to take that into account, too! :-) #solopr
- 5:21 pm **KatTayls:** @youplusmeCEO and research is the hardest to sell sometimes. #solopr

- 5:21 pm **LauraScholz:** RT @KellyeCrane: Q1: Blogger relations program can/should include (non-spammy) commenting strategy. Good way to share perspectives #solopr
- 5:21 pm **jenmitch:** Late to the party. Jen, 2 years solo. #solopr Hey all!
- 5:21 pm **KellyeCrane:** RT @jillvan: Many top-ranking ones will have editorial guidelines. Always helps me to read first if I don't know the blog well. #solopr
- 5:22 pm **SoloDovePR:** RT @KellyeCrane: @krisTK Of course, some bloggers are professional meanies, so you have to take that into account, too! :-)#solopr
- 5:22 pm **3hatscomm:** Lurking in, seeing what I've missed #solopr
- 5:22 pm **jpgombita:** Re: Q1 @KellyeCrane when relaunching @prconversations, we spent a long time on our About section. To be clear as to mission/intent. #solopr
- 5:22 pm **IMPACTMKTPR:** Yes. RT @KatTayls: @youplusmeCEO and research is the hardest to sell sometimes. #solopr
- 5:22 pm **KellyeCrane:** RT @youplusmeCEO: Vetting is difficult-ea blogger can bring their own influence to their circle-reading is best bet & websitegrader #solopr
- 5:23 pm **KellyeCrane:** Yes! RT @LScribner: Q1 Non-spammy commenting, with transparency of course.Sometimes I have the client comment & identify themselves #solopr
- 5:23 pm **jenmitch:** Q2- Agree @KellyeCrane Bloggers will call you out if you haven't read their stuff. Monitoring is essential. #solopr
- 5:23 pm **IMPACTMKTPR:** RT @KellyeCrane: RT @jillvan: Many top-ranking ones will have editorial guidelines. Always helps me to read first. #solopr
- 5:23 pm **youplusmeCEO:** If the blogger isn't already in your "wheelhouse" then build a relationship w them - don't nec bill for all time since u benefit 2 #solopr
- 5:24 pm **KellyeCrane:** @jpgombita Good point to check the About section for info re: mission/scope. #solopr
- 5:24 pm **IMPACTMKTPR:** As reporters will. RT @jenmitch:Q2 Agree @KellyeCrane Bloggers call u out if u haven't read their stuff. Monitoring is essential. #solopr
- 5:25 pm **KellyeCrane:** Great discussion, and welcome to all those who've just arrived (and to the lurkers!). Q2 up next... #solopr
- 5:26 pm **IMPACTMKTPR:** RT @jpgombita: Re: Q1 @KellyeCrane when relaunching @prconversations, we spent a long time on About section. clear mission/intent. #solopr
- 5:26 pm **KellyeCrane:** Q2: Has anyone used CNN's iReport.com or Allvoices.com on behalf of clients? How? #solopr
- 5:26 pm **jpgombita:** @KellyeCrane also relevant to Q1, we also spent a lot of time developing our Talking Points (i.e., comments policy) #solopr
- 5:26 pm **youplusmeCEO:** @IMPACTMKTPR @KatTayls that's y I built youplusmemarketing.com it eliminates the initial research by giving u inficers by mkt demos #solopr
- 5:26 pm **cidokogi_pr:** RT @LauraScholz: I think it just means doing your hmwk--reading blogs, watching SM engagement, etc. to see who's interested< YES!! #solopr
- 5:27 pm **IMPACTMKTPR:** RT @LScribner: Q1 I include target contact research in outreach proposal, but not reading blogs, which is just part of the job. #solopr
- 5:27 pm **jillvan:** Great Q. Have never used. RT @KellyeCrane: Q2: Has anyone used CNN's iReport.com or Allvoices.com on behalf of clients? How? #solopr
- 5:28 pm **LScribner:** Q2 Have not used iReport.com or AllVoices.com interested in learning more about them though. #solopr
- 5:29 pm **krisTK:** A great tip from today's chat. Will use in next proposal RT @LScribner: Q1 I include target contact research in outreach proposal #solopr
- 5:29 pm **KellyeCrane:** Q2: I haven't used these tactics, either. However, saw @prsarahevans' iReport on earthquake get pickup in NYT, others #solopr
- 5:29 pm **shuggilippo:** RT @youplusmeCEO: If a blogger isn't already in ur "wheelhouse", build a relationship - don't nec bill for all time since u bnft 2 #solopr
- 5:30 pm **IMPACTMKTPR:** Hard to sell. RT @KellyeCrane: RT @krisTK: Q1: Monitoring blogs is ongoing part of biz, like reading industry pubs or news. #solopr

- 5:30 pm **youplusmeCEO:** me either/too RT @LScribner: Q2 Have not used iReport.com or AllVoices.com interested in learning more about them though. #solopr
- 5:30 pm **krisTK:** Thought about it but no. RT @KellyeCrane: Q2: Has anyone used CNN's iReport.com or Allvoices.com on behalf of clients? How? #solopr
- 5:30 pm **KellyeCrane:** Q2: Also, @geoffliving recently had his oil spill iReport end up on CNN's front page. #solopr
- 5:30 pm **mdbarber:** I'm no longer lurking but will catch up on the first half hour later. @logitech replacing my keyboard. Love their cust support! #solopr
- 5:31 pm **janetfalk:** @kellyecrane Pls explain about iReport and @prsarahevans piece on earthquake #solopr
- 5:31 pm **3hatscomm:** Nice. RT @KellyeCrane: Q2: @geoffliving recently had his oil spill iReport end up on CNNs front page. #solopr
- 5:31 pm **KellyFerrara:** Hi everyone! Based in St. Louis, week 3 as an entrepreneur. #solopr
- 5:32 pm **LScribner:** Very nice! RT @KellyeCrane: Q2: Also, @geoffliving recently had his oil spill iReport end up on CNN's front page. #solopr
- 5:32 pm **jillvan:** @mdbarber That's great! Could be a #solopr topic sometime...tech support for solos. ;-)
- 5:33 pm **IMPACTMKTPR:** @KellyFerrara Welcome and congrats! #solopr
- 5:33 pm **mdbarber:** @jillvan Good idea for a topic to find out how solos get their support. I am a true believer in these guys & their products. #solopr
- 5:34 pm **mdbarber:** @KellyFerrara Welcome to freedom as an indy counselor. Hope you enjoy the chat. #solopr
- 5:34 pm **KellyeCrane:** @janetfalk After an earthquake, @prsarahevans tweeted,then did iReport re going on Twitter 1st. She was quoted as Twitter authority #solopr
- 5:34 pm **KellyeCrane:** Q2: iReport seems like a good tactic if you have something truly breaking or timely. #solopr
- 5:35 pm **KellyeCrane:** @mdbarber @jillvan Will add this topic to the list for next week! #solopr
- 5:35 pm **3hatscomm:** RT @jillvan: @mdbarber Thats great! Could be a #solopr topic sometime...tech support for solos. ;-) #solopr
- 5:35 pm **krisTK:** @KellyFerrara Congrats! #solopr
- 5:35 pm **LScribner:** @KellyFerrara Welcome to the world of being your own boss, IT person, bookkeeper....etc:) #solopr
- 5:35 pm **IMPACTMKTPR:** @mdbarber Agree. Any vendor support is grtly appreciated. #solopr
- 5:36 pm **PRAMITASEN:** WOW!RT @KellyeCrane:After an earthquake, @prsarahevans tweeted,then did iReport re going on Twitter 1st,quoted as Twitter authority #solopr
- 5:36 pm **mdbarber:** @KellyeCrane Cool. Will be interesting I think. #solopr
- 5:36 pm **ciproductions:** RT @KellyeCrane: Q3: How do you "find" long-term clients who value PR and are willing to pay for services? #solopr
- 5:36 pm **mdbarber:** @IMPACTMKTPR @logitech has been great for me for 10 years. Wonderful products & support for Mac and PC. #solopr
- 5:36 pm **IMPACTMKTPR:** @KellyeCrane Mostly definitely. Breaking news. #solopr
- 5:37 pm **krisTK:** Q2: I can iReport being tactic, especially for projects in secondary media markets. Way to share w wider audience. #solopr
- 5:37 pm **KellyFerrara:** Thanks for the welcomes and the congrats, @mdbarber @ImpactMktPR @betsyrhame @LScribner @krisTK! Loving it so far!! #solopr
- 5:37 pm **cgornpr:** Q3: Have discovered that my strongest assistance in finding solid clients is word of mouth. I do seek them out, but it is rough. #solopr
- 5:37 pm **janetfalk:** @KellyeCrane Pls explain: Does it appear in one's twitter feed, or as an email, or stays on the cnn.com website to be searched for? #solopr

- 5:39 pm **KellyeCrane:** @janetfalk The iReports are submitted on CNN's Web site. But I think we've seen that their site is monitored by other natl media #solopr
- 5:39 pm **krisTK:** Q3: Look for clients with ongoing PR needs. Some want help for only 1 project, 1 event, etc. #solopr
- 5:39 pm **jillvan:** Q3: Referrals have been for me best way of finding clients. Providing excellent service and value = keeping them long term. #solopr
- 5:40 pm **KellyeCrane:** RT @krisTK: Q3: Look for clients with ongoing PR needs. Some want help for only 1 project, 1 event, etc. #solopr
- 5:40 pm **youplusmeCEO:** Q3 finding long term clients that "get-it" is the holy grail; it's an education process that starts from the minute you engage #solopr
- 5:40 pm **KellyeCrane:** RT @cgornpr: Q3: Have discovered that my strongest assistance in finding solid clients is word of mouth. #solopr
- 5:40 pm **krisTK:** Q3: PR pros are my best referral source. Former colleagues too. Those who know me and what I bring to table. #solopr
- 5:41 pm **paulajohns:** Hi #solopr. I'm joining the convo late. Use of iReport and Allvoices (Q2) involves a citizen journo approach to news.
- 5:41 pm **janetfalk:** Q3 Few clients want retainer, Mostly projects. Very \$-conscious. Do you take projects or wait for retainer that, you get the rest. #solopr
- 5:41 pm **IMPACTMKTPR:** @mdbarber Good to know, although have local pros who are fantastic. #solopr
- 5:41 pm **IMPACTMKTPR:** RT @ciproductions: RT @KellyeCrane: Q3: How do you "find" long-term clients who value PR and willing to pay for services? #solopr
- 5:41 pm **PRjeff:** Q3: 1) Find client w/newsworthy product/service that "gets" PR; 2) Create long-term client by doing stellar work. #solopr
- 5:41 pm **mdbarber:** RT @youplusmeCEO: Q3 finding long term clients that "get-it" is the holy grail; its an ed process that starts the minute you engage #solopr
- 5:41 pm **KellyeCrane:** Q3: When the potential client is checking you out, check them out as well! #solopr
- 5:41 pm **IMPACTMKTPR:** RT @krisTK: Q2: I can see iReport being tactic, especially for projects in secondary media markets. Way to share w wider audience. #solopr
- 5:42 pm **cgornpr:** RT @KellyeCrane: Q3: When the potential client is checking you out, check them out as well! #solopr
- 5:42 pm **krisTK:** Q3: I'm OK with project fees. Also bill for set # of hours in advance each month (not retainer but works for me). Varies by client #solopr
- 5:42 pm **KellyeCrane:** RT @youplusmeCEO: Q3 long term clients that "get-it" is the holy grail; it's an edu process that starts from the minute you engage #solopr
- 5:42 pm **KeeyanaHall:** RT @KellyeCrane: RT @cgornpr: Q3: Have discovered that my strongest assistance in finding solid clients is word of mouth. #solopr
- 5:42 pm **KellyeCrane:** Love RT @PRjeff: Q3: 1) Find client w/newsworthy product/service that "gets" PR; 2) Create long-term client by doing stellar work. #solopr
- 5:42 pm **krisTK:** @IMPACTMKTPR Thanks for finding the missing "see". LOL. #solopr
- 5:42 pm **boomergirl50:** RT @KellyeCrane: RT @cgornpr: Q3: Have discovered that my strongest assistance in finding solid clients is word of mouth. #solopr
- 5:43 pm **PRAMITASEN:** Great advice! RT @KellyeCrane: Q3: When the potential client is checking you out, check them out as well! #solopr
- 5:43 pm **KellyeCrane:** Q3: Be careful not to fill your sched w/those who don't "get it," so you have time to seek out those who do. #solopr
- 5:43 pm **krisTK:** Brilliant! RT @PRjeff: Q3: 1) Find client w/newsworthy product/svc that "gets" PR; 2) Create long-term client by doing stellar work #solopr
- 5:44 pm **cgornpr:** Q3: Easier to move a retainer based client after a few fee based projects. It helps establish trust and builds a relationship. #solopr
- 5:44 pm **PRjeff:** Yes-Helps prevent getting burned. RT @KellyeCrane: Q3: When the potential client is checking you out, check them out as well! #solopr

- 5:45 pm **boomergirl50:** RT @KellyeCrane: RT @youplusmeCEO: Q3 long term clients that "get-it" is the holy grail; it's an edu process that starts from the minute you engage #solopr
- 5:45 pm **cgornpr:** @KellyeCrane Q3: So true. I think too many people take on clients that just don't get it. Those clients aren't worth the time. #solopr
- 5:45 pm **melodygross:** RT @KellyeCrane: Q3: Be careful not to fill your sched w/those who don't "get it," so you have time to seek out those who do. #solopr
- 5:45 pm **youplusmeCEO:** if they start PITA, always PITA RT @KellyeCrane: Q3: Be careful not to fill your sched w/those who don't "get it,"... #solopr
- 5:46 pm **KellyeCrane:** Q4: There's been talk about civility on Twitter/blogs this wk. How would you advise a client respond if called out by influencer? #solopr
- 5:46 pm **LScribner:** Q3 so far mainly through referrals #solopr
- 5:46 pm **PRjeff:** Q3: Sometimes you have 2 win client over before they decide 2 marry (i.e., "retain") you long-term. Just ask my wife. #solopr
- 5:46 pm **boomergirl50:** @krisTK @PRjeff @KellyeCrane @MdBarber and others. Just noticed #soloPR. On tight deadline but wd love to join convo. Always Wednesdays?
- 5:47 pm **IMPACTMKTPR:** Don't think tweet feed for #solopr is coming through TweetDeck?
- 5:47 pm **LauraScholz:** Q3: I don't like retainers. Think it leads to laziness on both sides. Love project fees. Also do a fee-based membership prog. #solopr
- 5:47 pm **jenmitch:** Me too. Word of mouth is huge. RT @LScribner: Q3 so far mainly through referrals #solopr
- 5:47 pm **jillvan:** Ha! RT @PRjeff: Q3: Sometimes u have 2 win client over before they decide 2 marry (i.e., "retain") you long-term. Just ask my wife. #solopr
- 5:47 pm **krisTK:** Q3: I had client who wanted "just the basics." We struggled for a year to produce real results and both of us were never satisfied #solopr
- 5:47 pm **janetfalk:** @boomergirl50 Weds at 1 pm EDT #solopr
- 5:47 pm **davispr:** Agree! RT @krisTK: Q3: PR pros are my best referral source. Former colleagues too. Those who know me and what I bring to table. #solopr
- 5:47 pm **3hatscomm:** @KellyeCrane Q4: respectfully, honestly, professionally if called out #solopr
- 5:48 pm **krisTK:** @boomergirl50 Wednesdays 1 pm ET. @Kellyecrane posts PDF transcripts to her blog too. #solopr
- 5:48 pm **KellyeCrane:** RT Q4: There's been talk about civility on Twitter/blogs this wk. How would you advise a client respond if called out by influencer? #solopr
- 5:48 pm **IMPACTMKTPR:** Attn: TweetDeck support, See #solopr discussion on Twitter but not here on TweetDeck.
- 5:49 pm **mdbarber:** @boomergirl50 Yes. Wednesdays fr 1-2 ET. Great conversation. I block the time every week so I can attend. Hope to see you next week #soloPR
- 5:49 pm **youplusmeCEO:** Q4 that's a hard call - depends on who the "influencer" is & their reach - #solopr
- 5:49 pm **cidokogi_pr:** Q3: I would say by showing results and building trust. Everyone wants to work with people what are good at what they do and like. #solopr
- 5:49 pm **paulajohns:** Word of mouth has been my mainstay for past 10 yrs. Q3. #solopr
- 5:49 pm **susan_w:** Retainers can work if the deliverable's per month are clearly outlined. #solopr
- 5:49 pm **KellyeCrane:** Q4: The key is to not take online comments about you personally (don't read things into it), and to not get personal. #solopr
- 5:49 pm **IMPACTMKTPR:** @KellyeCrane Called out? #solopr
- 5:49 pm **mdbarber:** Q4 - Honesty and transparency always wins out. Suggest response followed by personal outreach to discuss details. One on one best #solopr
- 5:50 pm **kgombita:** Re: Q4 @KellyeCrane, I'd recommend client ask a variety of ppl in his/her life whether they've even heard of this SM "influencer." #solopr

- 5:50 pm **IMPACTMKTPR:** RT @cgompr: @KellyeCrane Q3: So true. I think too many people take on clients that just don't get it. Those clients aren't worth the time. #solopr
- 5:50 pm **cidokogi_pr:** RT @KellyeCrane: RT @cgompr: Q3: Have discovered that my strongest assistance in finding solid clients is word of mouth. #solopr
- 5:50 pm **cgornpr:** RT @LauraScholz: Q3:I dont like retainers. Think it leads to laziness on both sides. Love project fees. Also do \$ membership prog. #solopr
- 5:50 pm **mdbarber:** Agree -- may not be market influencers. RT @youplusmeCEO: Q4 thats a hard call - depends on who the "influencer" is & their reach #solopr
- 5:50 pm **KellyeCrane:** @IMPACTMKTPR "Called out" = If someone is being critical of your client online, especially if "influential" #solopr
- 5:50 pm **youplusmeCEO:** @KellyeCrane my initial reaction is to have a quiet OFFLINE conversation w the influencer #solopr Q4
- 5:50 pm **janetfalk:** @kellyecrane Always a pleasure on #solopr. Have to hop for a blog post deadline. Later
- 5:50 pm **PRjeff:** RT @mdbarber: Q4: Honesty/transparency always wins out. Suggest response followed by personal outreach 2 discuss details. 1on1 best #solopr
- 5:50 pm **IMPACTMKTPR:** RT @PRjeff: Yes-Helps prevent getting burned. RT @KellyeCrane: Q3: When the potential client is checking you out, check them out as well! #solopr
- 5:51 pm **krisTK:** Q4: If client called out by influencer, response would include online, offline and shot of tequila. #solopr
- 5:51 pm **IMPACTMKTPR:** RT @cgompr: Q3: Easier to move a retainer based client after a few fee based projects. It helps establish trust and builds a relationship. #solopr
- 5:51 pm **KellyeCrane:** RT @mdbarber: Q4 Honesty and transparency always wins out.Suggest response followed by personal outreach to discuss details.1:1 best #solopr
- 5:51 pm **jillvan:** RT @mdbarber Q4 Honesty & transparency always wins. Suggest response followed by personal outreach 2 discuss details. 1 on 1 best #solopr
- 5:51 pm **mdbarber:** Agree but need SM 2 RT @youplusmeCEO: @KellyeCrane my initial reaction is to have a quiet OFFLINE convo w the influencer #solopr Q4 #solopr
- 5:51 pm **cgornpr:** Q4: Be transparent if they have a legitimate claim and influence. If they don't, ignore it. #solopr
- 5:51 pm **IMPACTMKTPR:** RT @krisTK: Brilliant! RT @PRjeff: Q3: 1) Find client w/newsworthy product/svc that "gets" PR; 2) Create long-term client by doing stellar work #solopr
- 5:51 pm **KellyeCrane:** RT @cgompr: Q4: Be transparent if they have a legitimate claim and influence. If they don't, ignore it. #solopr
- 5:52 pm **susan_w:** Ditto RT @mdbarber: Agree may not B market influencers. RT @youplusmeCEO: Q4 - depends on who the "influencer" is & their reach #solopr
- 5:52 pm **IMPACTMKTPR:** RT @KellyeCrane: RT @youplusmeCEO: Q3 long term clients that "get-it" is the holy grail; it's an edu process that starts from the minute you engage #solopr
- 5:52 pm **paulajohns:** Best advice so far>RT @krisTK: Q4: If client called out by influencer, response would include online, offline and shot of tequila. #solopr
- 5:52 pm **cidokogi_pr:** SoloPR Chat aka "So Much to LEARN, So Little TIME" #solopr
- 5:52 pm **KellyeCrane:** Yeah, baby! RT @krisTK: Q4: If client called out by influencer, response would include online, offline and shot of tequila. #solopr
- 5:52 pm **cidokogi_pr:** RT @cgompr: Q4: Be transparent if they have a legitimate claim and influence. If they dont, ignore it. #solopr
- 5:52 pm **PRAMITASEN:** RT @KellyeCrane: RT @cgompr: Q4: Be transparent if they have a legitimate claim and influence. If they don't, ignore it. #solopr
- 5:52 pm **IMPACTMKTPR:** RT @krisTK: Q3: PR pros are my best referral source. Former colleagues too. Those who know me and what I bring to table. #solopr
- 5:53 pm **3hatscomm:** ITA RT @KellyeCrane: RT @cgompr: Q4: Be transparent if they have a legitimate claim and influence. #solopr

- 5:53 pm **jenmitch:** Yeah, don't want to waste time when called out by someone with 10 followers. @KellyeCrane @cgompr: Q4: ...If they don't, ignore it. #solopr
- 5:53 pm **IMPACTMKTPR:** RT @KellyeCrane: RT @cgompr: Q3: Have discovered that my strongest assistance in finding solid clients is word of mouth. #solopr
- 5:53 pm **youplusmeCEO:** @mdbarber @KellyeCrane depends on where the "call-out" was & traction - if it was 1 tweet and 0 response then dont call attention #solopr
- 5:53 pm **mdbarber:** LOL! Not nec in that order: RT @krisTK: Q4: If client called out by influencer, response incl online, offline and shot of tequila. #solopr
- 5:53 pm **IMPACTMKTPR:** RT @KellyeCrane: RT @krisTK: Q3: Look for clients with ongoing PR needs. Some want help for only 1 project, 1 event, etc. #solopr
- 5:53 pm **krisTK:** Q4: Love the idea of 3rd party advocates too. Avoid back-forth flame war. Ignore those who simply throw insults. #solopr
- 5:53 pm **IMPACTMKTPR:** RT @jillvan: Q3: Referrals have been for me best way of finding clients. Providing excellent service and value = keeping them long term. #solopr
- 5:54 pm **KellyeCrane:** Q4: I think online "personalities" usually got that way through bravado, and have a tendency to over-react. Take the high road #solopr
- 5:54 pm **3hatscomm:** @KellyeCrane @cgompr Q4: if they don't have a legitimate claim, politely state your case once then stop; don't feed the trolls #solopr
- 5:55 pm **KellyeCrane:** True! RT @3hatscomm: Q4: if they don't have a legitimate claim, politely state your case once then stop; don't feed the trolls #solopr
- 5:56 pm **jgombita:** Q4 Personally, not a fan of online "squeaky wheel" customer "service" monitoring. Doubt person represents critical mass/target group #solopr
- 5:56 pm **krisTK:** RT @3hatscomm: Q4: if they don't have legitimate claim, politely state your case once then stop; don't feed the trolls #solopr
- 5:56 pm **KellyeCrane:** Q4: Perhaps another good thing to do is walk away from the computer for a bit. Take a break to avoid tit-for-tat syndrome #solopr
- 5:56 pm **jillvan:** @3hatscomm Love it! Don't feed the trolls. #solopr
- 5:56 pm **PRAMITASEN:** RT @krisTK: Q4: Love the idea of 3rd party advocates too. Avoid back-forth flame war. Ignore those who simply throw insults. #solopr
- 5:57 pm **IMPACTMKTPR:** RT @KellyeCrane: RT @cgompr: Q4: Be transparent if they have a legitimate claim and influence. If they don't, ignore it. #solopr
- 5:57 pm **IMPACTMKTPR:** RT @PRAMITASEN: RT @krisTK: Q4: Love the idea of 3rd party advocates too. Avoid back-forth flame war. Ignore those who simply throw insults. #solopr
- 5:57 pm **KellyeCrane:** Q4: If your client rep has an online presence of their own, be quick to intervene before emotions take over #solopr
- 5:57 pm **3hatscomm:** @jillvan You can't win everyone, no reason to try. Be right, be professional, fix what you can but sometimes better to walk around. #solopr
- 5:57 pm **paulajohns:** If they have a lot of influence, I don't think you can/should ignore. Q4 #solopr
- 5:57 pm **wesley83:** @KellyeCrane I have a tat, where can I exchange it? #solopr
- 5:57 pm **IMPACTMKTPR:** RT @KellyeCrane: Q4: Perhaps another good thing to do is walk away from the computer for a bit. Take a break to avoid tit-for-tat syndrome #solopr
- 5:58 pm **mdbarber:** Q4 - Important to remember 100% of target is probably not online. Can't ignore but also can't put all your resources there. Balance. #solopr
- 5:58 pm **krisTK:** Q4: Count to 10. Rushing in with quick response may only fan the flames. Think it through first. #solopr
- 5:58 pm **mdbarber:** RT @KellyeCrane: Q4: If your client rep has an online presence of their own, be quick to intervene before emotions take over #solopr
- 5:59 pm **IMPACTMKTPR:** RT @krisTK: RT @3hatscomm: Q4: if they don't have legitimate claim, politely state your case once then stop; don't feed the trolls #solopr
- 5:59 pm **mdbarber:** Q4-Imp to be responsive but also responsible & professional. Breathe, take a short break, review & @kristk tequila idea all good. #solopr

- 5:59 pm **KellyeCrane:** RT @mdbarber: Q4 Remember 100% of target is probably not online.Can't ignore but also can't put all your resources there #solopr
- 5:59 pm **wesley83:** @KellyeCrane I regretted it as soon as I hit enter. #solopr
- 6:00 pm **jillvan:** Agree! RT @3hatscomm: @jillvan U can't win every1, no reason 2 try. Be professional, fix what u can. Sometimes better 2 walk around. #solopr
- 6:00 pm **jgombita:** @PaulaJohns believe concept of online "influence" is highly over-rated--rarely "influenced" against a company by someone on Twitter. #solopr
- 6:00 pm **KellyeCrane:** Another terrific hour with smart and savvy #solopr pros! Transcript will be on <http://soloprpro.com/> within 24 hours
- 6:00 pm **mdbarber:** Great chat again today. One of my favorite hours of the week. Thanks to all for the advice and chat today. Have a good one. #solopr
- 6:01 pm **jillvan:** Time for me to run. Gotta go figure out how to make this baby want to come out. Great convo everyone...thanks again @kellyecrane! #solopr
- 6:01 pm **youplusmeCEO:** To #solopr colleagues: I'd like to extend an invite to help me beta the You+Me platform for solos - DM or @ me if interested pub launch 8/1
- 6:01 pm **KellyeCrane:** If you're new, also join us on LinkedIn - bit.ly/Nf4sw - and Facebook - <http://bit.ly/aObcT3> #solopr
- 6:01 pm **cidokogi_pr:** Have to ski-daddle! Loved the chat and the chatters!! #solopr
- 6:02 pm **IMPACTMKTPR:** So add SM w/PR. RT @KellyeCrane @mdbarber: Q4 Remember 100% of target is probably not online...can't put all your resources there #solopr
- 6:02 pm **jillvan:** RT @KellyeCrane: If you're new, also join us on LinkedIn - bit.ly/Nf4sw - and Facebook - <http://bit.ly/aObcT3> #solopr
- 6:02 pm **krisTK:** @mdbarber @kellyecrane @paulajohns I did just return from Margaritaville (Buffett #oilspill concert) so tequila is still on my mind #solopr
- 6:03 pm **LScribner:** @youplusmeCEO What's the platform? 140 char explanation possible?:) #solopr
- 6:03 pm **PRAMITASEN:** Thanks for a great chat everyone :) #solopr
- 6:04 pm **tracydiziere:** Just saw some of the latest from #solopr. Looks like awesome takeaways today! IAnd in line with my last tweet too!
- 6:04 pm **IMPACTMKTPR:** YES! Thanks smart cookies! @krisTK Time flies when you're talking with smart colleagues. Great session today. Feeling refreshed. #solopr
- 6:04 pm **PRjeff:** Great ending! RT @jillvan: Time for me to run. Gotta go figure out how to make this baby want to come out. Great convo everyone #solopr
- 6:04 pm **cgornpr:** @jillvan Good luck! I remember those days... not fun!! I hope the baby arrives soon. #solopr
- 6:05 pm **IMPACTMKTPR:** Thanks @kellyecrane for leading the smart cookies #solopr group! Great advice everyone! #solopr
- 6:06 pm **3hatscomm:** @PRjeff trollgers good one ;-) Flamers, spammers.. all up to no good. Not worth the effort. #solopr
- 6:07 pm **IMPACTMKTPR:** @PRjeff Have you get a foot massage and hit the right pressure points and it will happen same day, per nail tech. #solopr
- 6:08 pm **jenmitch:** Thanks to all for a great #solopr chat today! Love the weekly meeting of the minds.
- 6:08 pm **jillvan:** @cgornpr @PRjeff: Thank you! #solopr
- 6:10 pm **paulajohns:** @krisTK Nice...would love to have gone to Margaritaville...I guess I can always do my own rendition here at #solopr office. :)
- 6:21 pm **paulajohns:** @jgombita Agree w/ your take on influence. Each situation must be weighed. We need to be responsive, responsible, professional. #solopr
- 6:23 pm **jgombita:** @PaulaJohns really depends on the issue/complaint. PR responsible for reputation, value, relationship-building, not pricing/refunds. #solopr
- 6:25 pm **LScribner:** Sorry I phased out a bit at the end of #solopr but it was a pleasure ladies & gents!

7:05 pm

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