



Transcript from September 29, 2010 to September 29, 2010

All times are Pacific Time

September 29, 2010

- 11:35 am **KellyeCrane:** New on the Solo PR blog, Setting Rates: A Field Guide, by @westthirdgroup <http://bit.ly/96Q1xx> #solopr #pr
- 12:32 pm **lisavielee:** Brave enough to charge what you're worth? RT @KellyeCrane: Setting Rates: A Field Guide, by @westthirdgroup <http://bit.ly/96Q1xx> #solopr
- 12:41 pm **tinanoelPR:** RT @lisavielee: Brave enough to charge what you're worth? RT @KellyeCrane: Setting Rates: A Field Guide, by @westthirdgroup <http://bit.ly/96Q1xx> #solopr
- 1:05 pm **KellyeCrane:** @lisavielee @Laura_Nolte @CSJConferences Thanks for RTing the post on #solopr rates - glad you found it useful! <http://bit.ly/96Q1xx>
- 1:12 pm **gmjameson:** I'd love to hear from #solopr pros who at some point had to consider hiring support staff. Please DM if you've faced this!
- 1:48 pm **KellyeCrane:** @gmjameson Hi Gretchen- we talked about this during last wk's #solopr chat. Transcript: <http://bit.ly/bv4hU7>
- 1:52 pm **KellyeCrane:** It's #solopr chat day! Send me your Qs, and checkout today's post on setting fees for discussion: <http://bit.ly/96Q1xx> #pr
- 1:57 pm **SoloDovePR:** RT @KellyeCrane: It's #solopr chat day! Send me your Qs, and checkout today's post on setting fees for discussion: <http://bit.ly/96Q1xx> #pr
- 2:07 pm **JasmineRBrooks:** @KellyeCrane I'm going to try to participate! What time? #solopr
- 2:10 pm **OnlinePRNews:** RT @KellyeCrane: It's #solopr chat day! Send me your Qs, and checkout today's post on setting fees for discussion: <http://bit.ly/96Q1xx> #pr
- 2:26 pm **KellyeCrane:** @JasmineRBrooks It's 1-2pm ET, each Wed. See you then! #solopr
- 2:49 pm **3hatscomm:** Great talking #soloPR w/ @amynolanapr @leylagoodsell @krisTK @Shelly1125 yesterday at #SPRF2010.
- 2:55 pm **jgombita:** I've yet to attend a Twitter chat this week, so I simply must participate in today's #solopr or go into severe chat withdrawal....
- 3:25 pm **tkgpr:** How to work with a reporter - You don't need Pepto-Bismol: from my blog @ <http://wp.me/pQwpN-1Z> #solopr #pr #pr20chat #press
- 3:31 pm **Worob:** RT @tkgpr: How to work with a reporter - You don't need Pepto-Bismol: from my blog @ <http://wp.me/pQwpN-1Z> #solopr #pr #pr20chat #press
- 4:06 pm **KellyeCrane:** Today's post from @westthirdgroup on fees will be one of our #solopr chat topics today- <http://bit.ly/96Q1xx> See you 1-2pm ET. #freelance
- 4:27 pm **rapturepr:** Can't wait to read this blog post on #solopr "Setting - Rates: A Field Guide", I never charge the correct rate ... <http://ow.ly/2LMSi>
- 4:30 pm **ChatSchedule:** 30 minutes until #solopr starts - RT if you'll be there
- 4:40 pm **JasmineRBrooks:** Going to grab lunch and come back in time for #solopr chat.
- 4:50 pm **ChatSchedule:** 10 minutes until #solopr starts - RT if you'll be there
- 4:51 pm **abeckwith:** This @theatlantic article is a must read for #solopr "The Future of America Is Freelance" <http://bit.ly/a45RPe>
- 4:55 pm **MarketingMel:** Look forward to it! RT @ChatSchedule: 5 minutes until #solopr starts - RT if you'll be there
- 4:56 pm **MarketingMel:** @jgombita See you soon my Canadian friend! #soloPR
- 5:01 pm **SoloPR:** 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 **LauraScholz:** Yay! RT @SoloPR: Time for #soloPR chat for independent pros in PR & related fields (& those who want to learn more about it). #solopr
- 5:02 pm **karensxim:** Good Afternoon Solos! Skating in last minute #solopr
- 5:02 pm **MarketingMel:** Good info RT @KellyeCrane: Post from @westthirdgroup on fees will be one of our #solopr topics- <http://bit.ly/96Q1xx> See you 1-2pm ET.
- 5:02 pm **KellyeCrane:** RT @SoloPR: 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)
- 5:02 pm **SoloPR:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #soloPR. #solopr
- 5:03 pm **tkgpr:** Brand new #solopr after long corporate career, but I have my website and blog so yay
- 5:03 pm **PRjeff:** Hello fellow PR indies. Jeff from Valley of the Oven (disclaimer: I'm not a native). 23 yrs in PR, abt 17 indie #solopr
- 5:04 pm **PRjeff:** RT @SoloPR: Time for this weeks #soloPR chat for independent pros in PR & related fields (and those who want to learn more about it) #solopr
- 5:04 pm **SoloPR:** This is @KellyeCrane moderating. 20 yrs in PR, 15 Solo - blogger at SoloPR.com #solopr
- 5:04 pm **karensxim:** Guten tag solos! Karen Swim, Michigan, solo 6 years #solopr
- 5:04 pm **PRjeff:** Hoping you stopped before the wall. RT @karensxim: Good Afternoon Solos! Skating in last minute #solopr
- 5:05 pm **SoloPR:** Yay! RT @tkgpr: Brand new #solopr after long corporate career, but I have my website and blog so yay #solopr
- 5:05 pm **karensxim:** @PRjeff Rof! Barely, I may have skinned something :) #solopr
- 5:05 pm **PRjeff:** @karensxim Did you move from Paradise? #solopr
- 5:05 pm **westthirdgroup:** Greetings all -- Greg from West Third Group. National practice, decade of solo work. #SoloPR
- 5:06 pm **MarketingMel:** Hello everyone on today's #soloPR chat. Mel here. Career pro #PR person who loves our #socialmedia tools like this #twitter chat!
- 5:06 pm **SoloPR:** Welcome everyone! Today's Solo PR post from @westthirdgroup on fees will be one of our topics- <http://bit.ly/96Q1xx> #solopr
- 5:06 pm **JamiMiami:** Hi, Soloists. I'm Jami. 15+ yrs in PR. 3 yrs solo. I do PR and Gov't Relations. #solopr
- 5:06 pm **karensxim:** @PRjeff Hard to wrap my head around but yes from Cali to Michigan #solopr
- 5:07 pm **jgombita:** @MarketingMel hiya back to one of my fave 'murican friends! ;-) #solopr
- 5:07 pm **westthirdgroup:** @karensxim I did Cali to the Midwest as well -- wouldn't go back to CA if they paid me. :) #solopr
- 5:07 pm **SoloPR:** Also, note that today I'll be using the format adopted by many of you: I'll use "Qx" for the question, and "Ax" for answers. #solopr
- 5:07 pm **JamiMiami:** Advance warning of lots of tweets coming your way. Joining the #solopr chat.
- 5:07 pm **LeliaKate:** I'm Lelia, solo PR in Charlotte, NC. Clients range from NPOs to small biz to corporate. #solopr
- 5:07 pm **MarketingMel:** #soloPR On my own w/ MarketingMel for 18 months and luv it! Never want to go back to corporate America.
- 5:08 pm **paulajohns:** Hello #solopr. Paula here, joining the chat from the very sunny San Diego area. 10+ years solo.
- 5:08 pm **karensxim:** @westthirdgroup Wow! I miss things about SoCal though like my friends ;-) #solopr
- 5:08 pm **jeanettejoy:** lol RT @JamiMiami Advance warning of lots of tweets coming your way. Joining the #solopr chat.
- 5:09 pm **SoloPR:** Q1: As discussed in today's Solo PR post, have you used value/fee-based (rather than hourly) pricing? Experiences? #solopr

- 5:09 pm **karens swim:** @MarketingMel Amen to that! I'd rather sell oranges by the side of the road! #solopr
- 5:09 pm **karens swim:** RT @SoloPR: Q1: As discussed in todays Solo PR post, have you used value/fee-based (rather than hourly) pricing? Experiences? #solopr
- 5:10 pm **jgombita:** Wondering how many others making use of TweetChat for this? Best thing: no need to insert hashtag! <http://tweetchat.com/room/solopr> #solopr
- 5:10 pm **taloolah:** good morning #solopr peeps! Have my usual client call at 10 PST, but it's starting late, so will be on until then!
- 5:10 pm **JasmineRBrooks:** Jasmine here. May 2010 grad and now in corporate communications. This is my first chat with #solopr
- 5:10 pm **westthirdgroup:** A1: Yup, but you'd expect me to say that. :) I haven't done an hourly project in about five years. #solopr
- 5:11 pm **LauraScholz:** Q1: I always use value-based pricing. I think I should be valued for idea/talent/results vs. time. #solopr
- 5:11 pm **SoloPR:** Happy to see may new and veteran faces today! #solopr
- 5:11 pm **karens swim:** A1: I bill PR agencies hourly by request so they can track back to client hours #solopr
- 5:12 pm **JasmineRBrooks:** Pleas take into consideration that I have no #solopr experience so my tweets are based on what I THINK, not what I know. :) #solopr
- 5:12 pm **karens swim:** A1: For other clients, fee/ value based #solopr
- 5:12 pm **SoloPR:** RT @LauraScholz: Q1: I always use value-based pricing. I think I should be valued for idea/talent/results vs. time. #solopr
- 5:12 pm **PRjeff:** I do RT @jgombita: Wondering how many others use TweetChat for this? No need to insert hashtag! <http://tweetchat.com/room/solopr> #solopr
- 5:12 pm **MarketingMel:** Great tip! RT @jgombita: Others using TweetChat for this? Best thing: no need to insert hashtag! <http://tweetchat.com/room/solopr> #solopr
- 5:12 pm **karens swim:** @JasmineRBrooks :-)) Love that! Lol! #solopr
- 5:12 pm **JamiMiami:** A1: I only bill hourly for gov't or if I'm a sub to another agency. If it's my client, I bill fee/value based. #solopr
- 5:13 pm **LScribner:** Lori from San Diego area here, joining #solopr for a bit, multitasking as usual!
- 5:13 pm **hashtager:** # I do RT @jgombita: Wondering how many others use TweetChat for this? No need to insert hashtag! <http://tweetchat.com/room/solopr> #solopr
- 5:13 pm **JasmineRBrooks:** A1: But yes, fee/value based makes more sense to me :) #solopr
- 5:13 pm **westthirdgroup:** @karens swim Do you change your rate for that? It'd be a significant non-billable hit in terms of tracking and admin. #solopr
- 5:13 pm **JasmineRBrooks:** @karens swim Haha, thanks! :) #solopr
- 5:14 pm **KellyeCrane:** RT @KellyeCrane: A1: I try to do project fee-based as much as possible. Currently have no hourly fee-based clients. #solopr
- 5:14 pm **karens swim:** @westthirdgroup I have a negotiated rate and it's pretty easy we use Freshbooks projects & I just hit the timer, no extra admin #solopr
- 5:14 pm **KellyeCrane:** RT A1: I've found that deliverables (e.g., a newsletter) are not hard to sell to a client as a project fee. #solopr
- 5:14 pm **SoloDovePR:** I think my fellow #solopr talked about this New (& free) website compiles contact info of reporters and editors | : <http://www.prdaily.com/>
- 5:14 pm **MarketingMel:** Hope we will also discuss outcome based #PR and #socialmedia. Any success stories to share? #solopr
- 5:15 pm **jgombita:** @MarketingMel @PRjeff using it allows me to leave my @twitter account open to unrelated @mentions <http://tweetchat.com/room/solopr> #solopr
- 5:15 pm **karens swim:** BTW, if you ever need to collaborate & track hours, Freshbooks rocks for that! #solopr
- 5:15 pm **KellyeCrane:** A1: It can be hard to convince clients used to traditional agencies to go value-based on media relations, tho. #solopr

- 5:15 pm **PRjeff:** work on #Mac? RT @karensxim: BTW, if you ever need to collaborate & track hours, Freshbooks rocks for that! #solopr
- 5:16 pm **JasmineRBrooks:** RT @karensxim: BTW, if you ever need to collaborate & track hours, Freshbooks rocks for that! #solopr
- 5:16 pm **LeliaKate:** I use @harvest for time tracking, and I use different hourly rates for different clients. #solopr
- 5:16 pm **akilahlake:** Looking for tips on the value of earning your APR! #solopr, #prsa
- 5:16 pm **SoloPR:** Q1 follow-up: For those who use value-based pricing for media relations, how do you "sell" this? #solopr
- 5:16 pm **karensxim:** @PRjeff I believe they do, the cool thing is you can invoice from the project too, very streamlined #solopr
- 5:16 pm **JasmineRBrooks:** RT @LeliaKate: I use @harvest for time tracking, and I use different hourly rates for different clients. #solopr
- 5:17 pm **JamiMiami:** @karensxim does that work on a Mac? #solopr
- 5:17 pm **kgombita:** @karensxim @PRjeff, did you know that @freshbooks is a Canadian company? #solopr
- 5:17 pm **PRjeff:** Q1: I always just do what's best for client, but I always keep in mind what my time is worth hourly. #solopr
- 5:17 pm **SoloPR:** @MarketingMel Do you mean pricing based on outcomes? #solopr
- 5:17 pm **KellyeCrane:** RT @SoloPR: Q1 follow-up: For those who use value-based pricing for media relations, how do you "sell" this? #solopr
- 5:17 pm **karensxim:** @kgombita I did know that and it shows in the great service :-) #solopr
- 5:18 pm **karensxim:** Exactly! RT @PRjeff: Q1: I always just do what's best for client, but I always keep in mind what my time is worth hourly. #solopr
- 5:18 pm **PRjeff:** Didn't know there was a quiz today. RT @kgombita: @karensxim @PRjeff, did you know that @freshbooks is a Canadian company? #solopr
- 5:18 pm **LScribner:** Q1 Sorry to ask, but value based pricing sounds like an old school "per clip" fee? Or am I wrong? #solopr
- 5:18 pm **SoloPR:** RT @PRjeff: Q1: I always just do what's best for client, but I always keep in mind what my time is worth hourly. #solopr
- 5:19 pm **karensxim:** @JamiMiami @PRjeff just confirmed it does work on Mac and they have timer widgets for Mac to #solopr
- 5:19 pm **SoloPR:** @PRjeff Good point - Important to still estimate/track your time, to make sure you aren't underbilling. #solopr
- 5:19 pm **kgombita:** @karensxim I think that's a company attribute, rather than national! (Psstt..murician "service" generally far superior to Canuck.) #solopr
- 5:19 pm **paulajohns:** same here RT @SoloPR: RT @PRjeff: Q1: I always just do what's best for client, but I always keep in mind what my time is worth hrly. #solopr
- 5:20 pm **karensxim:** @kgombita Lol, I won't tell :-) #solopr
- 5:20 pm **westthirdgroup:** @LScribner Nope. That's one way to do it, but not the smart way. :) Other approaches include baseline retainer + success fee, etc. #solopr
- 5:20 pm **SoloPR:** @LScribner Hi- in this case, we're using "value-based" interchangeably with "fee-based," as in this post: <http://bit.ly/96Q1xx> #solopr
- 5:20 pm **JamiMiami:** @karensxim thanks! I'm going to look into it. #solopr
- 5:20 pm **kgombita:** @PRjeff no fears; I won't make you stand in the TweetChat corner if you don't know the correct answer. Wouldn't dare. :-) #solopr
- 5:20 pm **JasmineRBrooks:** Q1 You may charge hourly, but time is limited. Don't put a cap on how much you can make ... but that's another subject :) #solopr
- 5:20 pm **karensxim:** @JamiMiami You're welcome! #solopr
- 5:20 pm **MarketingMel:** @SoloPR Pricing where the #PR pro has some skin in it. Outcome based. Not priced that way before but being asked to. Thoughts? #solopr

- 5:20 pm **westthirdgroup:** @KellyeCrane Fixed monthly retainer + success fee for outstanding results. That's what's worked for me, anyway. #solopr
- 5:21 pm **annvidean:** Late, but glad I'm here: 28 yrs in PR, 15 solo, word-of-mouth marketing consultatnt, BizTribe blogger, lead Phx-area indie tribe #solopr
- 5:21 pm **SoloPR:** RT @westthirdgroup: @KellyeCrane Fixed monthly retainer + success fee for outstanding results. Thats whats worked for me, anyway. #solopr
- 5:22 pm **jgombita:** @westthirdgroup A1: except re: "success fee," best not to guarantee any results. Prolly against PRSA code of professional conduct. #solopr
- 5:22 pm **karensxim:** @annvidean Welcome aboard, you're just in time :-) #solopr
- 5:22 pm **KateRobins:** #solopr Nearly forgot you all. Hello!
- 5:22 pm **westthirdgroup:** @SoloPR Also, "value based" means rate changes. You're doing work worth \$5k to 1 client and \$25k to another -- both the same thing. #solopr
- 5:22 pm **MarketingMel:** RT @SoloPR: RT @westthirdgroup: @KellyeCrane Monthly retainer + success fee for outstanding results. Worked for me. #solopr
- 5:23 pm **karensxim:** @KateRobins Lol! Hi Kate! #solopr
- 5:23 pm **SoloPR:** What do folks think (cc: @lscibner)? RT @MarketingMel: Outcome based. Not priced that way before but being asked to. Thoughts? #solopr
- 5:23 pm **westthirdgroup:** @jgombita I am OK both with guaranteeing results and with not giving a fig what PRSA thinks of it. :) #solopr
- 5:23 pm **SoloPR:** RT @westthirdgroup: Also, "value based" means rate changes. Doing work worth \$5k to 1 client and \$25k to another-both the same thing #solopr
- 5:24 pm **karensxim:** Lol! RT @westthirdgroup: @jgombita I am OK both with guaranteeing results and with not giving a fig what PRSA thinks of it. :) #solopr
- 5:24 pm **westthirdgroup:** @SoloPR I think @lscibner should call me and I can talk through how to make them more money. :) #solopr
- 5:24 pm **SoloDovePR:** #solopr from NJ entertainment and non profit publicist
- 5:24 pm **JamiMiami:** @westthirdgroup I agree. I don't charge all my clients the same fee. Also agree on your PRSA comment. :) #solopr
- 5:25 pm **karensxim:** @SoloPR @MarketingMel @lscibner you have to be careful to have clearly defined, measurable outcomes & that's where it gets tricky #solopr
- 5:25 pm **jgombita:** @karensxim you could say that @westthirdgroup has just provided an example of 'murican-style service guarantees...and irreverance. #solopr
- 5:25 pm **KellyeCrane:** A: I would stay away from only getting paid only if the client is satisfied scenarios. Sticky wickets! #solopr
- 5:25 pm **JamiMiami:** RT @westthirdgroup: Also, "value based" means rate changes. Doing work worth \$5k to 1 client and \$25k to another-both the same thing #solopr
- 5:25 pm **karensxim:** @SoloPR @MarketingMel @LScibner often you can't control the end to end but part of your outcomes hinge on all parts working #solopr
- 5:25 pm **PRjeff:** For the record, I don't like figs RT @jgombita I am OK both w/guaranteeing results & w/not giving a fig what PRSA thinks of it. :) #solopr
- 5:26 pm **karensxim:** @jgombita @westthirdgroup Ha! I rather like it then! #solopr
- 5:26 pm **paulajohns:** Most definitely RT @KellyeCrane: A: I would stay away from only getting paid if the client is satisfied scenarios. Sticky wickets! #solopr
- 5:26 pm **KellyeCrane:** A: Also, the criteria for any "success fees" should be clearly spelled out, so no confusion later. #solopr
- 5:26 pm **westthirdgroup:** @karensxim Exactly. And I find clients will bite if you base it on business outcomes rather than comms outcomes. #solopr
- 5:27 pm **SoloPR:** Duly noted. :-) RT @PRjeff: For the record, I dont like figs #solopr
- 5:27 pm **jgombita:** @PRjeff how do you feel about sour grapes? ;-) #solopr
- 5:27 pm **JamiMiami:** AMEN! RT @KellyeCrane: A: I would stay away from getting paid only if the client is satisfied scenarios. Sticky wickets! #solopr

- 5:27 pm **karenswym:** @westthirdgroup Yes, very good point! #solopr
- 5:27 pm **taloolah:** A1: done away with charging hourly fee. Prefer per project value based, & I agree: easier to sell deliverables like newsletter srvc #solopr
- 5:27 pm **annvidean:** Can't guarantee outcome, like lawyer. You still pay win/lose. @MarketingMel Outcome based - being asked to. Thoughts? #solopr
- 5:28 pm **taloolah:** Lol!! RT @SoloPR Duly noted. :-) RT @PRjeff: For the record, I dont like figs #solopr
- 5:28 pm **LScribner:** @westthirdgroup I use a variable hourly rate to determine monthly retainer, seems fair that way #solopr
- 5:29 pm **SoloDovePR:** @westthirdgroup i like the value base pay option #solopr
- 5:29 pm **annvidean:** Good job. It IS all about value. @taloolah A1: done away with charging hourly fee. #solopr
- 5:29 pm **KateRobins:** #solopr No one's paying us to scurry around for the sake of that. If I hire a roofer for a roof, I just want to stay dry.
- 5:29 pm **taloolah:** RT @JamiMiami: AMEN! RT @KellyeCrane: A: I would stay away from getting paid only if the client is satisfied scenarios. Sticky wickets! #solopr
- 5:29 pm **JasmineRBrooks:** me too RT @SoloDovePR: @westthirdgroup i like the value base pay option #solopr
- 5:29 pm **KellyeCrane:** One more thing to note: many clients prefer the project fee model themselves. You will do X for \$Y - easy budgeting for them. #solopr
- 5:29 pm **JasmineRBrooks:** RT @annvidean: Good job. It IS all about value. @taloolah A1: done away with charging hourly fee. #solopr
- 5:30 pm **4GreenPs:** Bunch of tweets coming your way from #solopr chat; bear with me! :)
- 5:30 pm **MarketingMel:** Duly noted. RT @annvidean: Cant guarantee outcome, like lawyer. You pay win/lose. @MarketingMel Outcome based -Thoughts? #solopr
- 5:30 pm **SoloDovePR:** Q1 i do fee base i don't know how i would "sell" the value based option though it seems like a great idea #solopr
- 5:30 pm **karenswym:** Yes! RT @KellyeCrane: 1 more thing 2 note: many clients prefer project fee model . You will do X for \$Y - easy budgeting for them. #solopr
- 5:30 pm **4GreenPs:** I don't charge by the hour either. I include an hourly rate as an option in contracts in case work goes out of scope. #solopr
- 5:31 pm **westthirdgroup:** @KateRobins Excellent analogy. We tend to be too much like gourmet chefs in love with the ingredients. Clients just want a cake. #solopr
- 5:31 pm **JasmineRBrooks:** I'm learning a lot already! Thanks #solopr
- 5:31 pm **KateRobins:** #solopr @paulajohns Yeah, but pr and customer need to share an idea of what the customer's buying.
- 5:31 pm **PRjeff:** Wish paying to watch my favorite sports teams was outcome based. That way u can ask for a refund if they lose. #solopr
- 5:31 pm **SoloPR:** RT @KateRobins: #solopr No ones paying us to scurry around for the sake of it.If I hire a roofer for a roof, I just want to stay dry #solopr
- 5:31 pm **SoloDovePR:** @JasmineRBrooks its just explaining it to clients is my thinking #solopr
- 5:32 pm **taloolah:** Thx Ann! The switch has been great. RT @annvidean Good job. It IS all about value. @taloolah A1: done away with charging hourly fee. #solopr
- 5:32 pm **SoloPR:** Yes! RT @4GreenPs: I dont charge by the hour either. I include an hrly rate as an option in contracts in case work goes out of scope #solopr
- 5:32 pm **LeydaHernandezV:** RT @KellyeCrane: One more thing to note: many clients prefer the project fee model themselves. You will do X for \$Y - easy budgeting for them. #solopr
- 5:32 pm **karenswym:** @PRjeff Oh if only that applied to HBO Boxing! #solopr
- 5:32 pm **annvidean:** Read "Value Based Fees" by Allan Weiss. @SoloDovePR Q1 - don't know how i would "sell" the value based - though - great idea #solopr
- 5:32 pm **SoloPR:** Excellent discussion all! If you think of additional input or advice to share, feel free to comment: <http://bit.ly/96Q1xx> #solopr

- 5:32 pm **taloolah:** Ditto. Very juicy first question. RT @JasmineRBrooks I'm learning a lot already! Thanks #solopr
- 5:32 pm **4GreenPs:** @KellyeCrane Agree! Project or retainer based w/tight scope of work. IMHO, hourly is a bad metric. Who cares how much time it takes? #solopr
- 5:32 pm **westthirdgroup:** @4GreenPs Right -- and you make the rate high enough that they either reallly want to stay in scope or it's worth your while. #solopr
- 5:32 pm **taloolah:** RT @karensxim: Yes! RT @KellyeCrane: 1 more thing 2 note: many clients prefer project fee model . You will do X for \$Y - easy budgeting for them. #solopr
- 5:33 pm **KateRobins:** @westthirdgroup I keep thinking personal brand. Espec in non profits, ppl have to defend mightily everything they spend , incl moi #solopr
- 5:33 pm **LeydaHernandezV:** RT @KateRobins: #solopr No one's paying us to scurry around for the sake of that. If I hire a roofer for a roof, I just want to stay dry.
- 5:33 pm **MarketingMel:** Ha! RT @PRjeff: Wish paying to watch my favorite sports teams was outcome based. That way u can ask for a refund if they lose. #solopr
- 5:33 pm **JasmineRBrooks:** RT @westthirdgroup Excellent analogy. We tend 2 be too much like gourmet chefs in love w/ the ingredients. Clients just want a cake. #solopr
- 5:33 pm **SoloPR:** Q2 is up next... #solopr
- 5:33 pm **karensxim:** @4GreenPs Even with project / fee based I do care how much time it takes and still track my time even just for me #solopr
- 5:33 pm **paulajohns:** @KateRobins Agree -- I spell that out for them up front, and set expectations too. Works for me. #solopr
- 5:33 pm **4GreenPs:** RT @KateRobins: #solopr No ones paying us to scurry around for the sake of it.If I hire a roofer for a roof, I just want to stay dry #solopr
- 5:34 pm **SoloPR:** Q2: In your experience, how long does a client take to respond to a successful proposal? Is silence a bad sign? #solopr
- 5:34 pm **jpgombita:** @PRjeff @mikesgene told me about a Calgary bar where fellow calls out the horse race/bets placed. Thing is...there's NO horse race! #solopr
- 5:34 pm **karensxim:** @KateRobins is on a roll! ROFL! #solopr
- 5:34 pm **karensxim:** RT @KateRobins: #solopr No ones paying us to scurry around for the sake of it.If I hire a roofer for a roof, I just want to stay dry #solopr
- 5:34 pm **taloolah:** Thanks Jasmine! RT @JasmineRBrooks RT @annvidean: Good job. It IS all about value. @taloolah A1: done away with charging hourly fee. #solopr
- 5:34 pm **LeydaHernandezV:** RT @MarketingMel: Ha! RT @PRjeff: Wish paying to watch my favorite sports teams was outcome based. That way u can ask for a refund if they lose. #solopr
- 5:34 pm **MikeDriehorst:** RT @KellyeCrane: A: I would stay away from only getting paid only if the client is satisfied scenarios. Sticky wickets! #solopr
- 5:34 pm **westthirdgroup:** @KateRobins I do half my work in govt -- same situation. It's possible, promise! #solopr
- 5:35 pm **KateRobins:** #solopr Have also been through 2 huge layoffs where pr got it espec hard. Imp for customer to "get" what we do. #sorrynotogsforemperors
- 5:35 pm **3hatscomm:** Catching second half of chat #solopr
- 5:35 pm **SoloPR:** Great! We are all always learning. :) RT @JasmineRBrooks: I'm learning a lot already! Thanks. #solopr
- 5:35 pm **JasmineRBrooks:** Q2 How long should it take to write the actual proposal? #solopr
- 5:35 pm **4GreenPs:** @karensxim Yes, I sometimes do the same...I pay my subs by the hour, but I don't market my services that way. #solopr
- 5:35 pm **karensxim:** @4GreenPs Yes, I agree! #solopr
- 5:35 pm **JasmineRBrooks:** Piggybacking off of Q2: How long should it take to write the actual proposal? #solopr
- 5:36 pm **annvidean:** Absolutely. Higher your rate, the more credibility. @westthirdgroup @4GreenPs Right -- and you make the rate high enough - #solopr
- 5:36 pm **KateRobins:** @westthirdgroup What's possible? Sorry. Lost the thread. #solopr

- 5:36 pm **westthirdgroup:** @SoloPR A2: If it's a really good-2-go prospect, the proposal is a formality; you've done a handshake deal before you write it. #solopr
- 5:36 pm **karensxim:** @KateRobins Absolutely agree, no more secret sauce, connect what you do to organizational objectives #solopr
- 5:37 pm **KateRobins:** @3hatscomm Me too. Hi! #solopr
- 5:37 pm **karensxim:** Depends..RT @JasmineRBrooks: Piggybacking off of Q2: How long should it take to write the actual proposal? #solopr
- 5:37 pm **SoloDovePR:** @annvidean thank you i will check it out #solopr
- 5:37 pm **westthirdgroup:** @KateRobins Charging a premium rate, even in nonprofits/gov work. #solopr
- 5:37 pm **JamiMiami:** A2: The proposal I write is based on numerous conversations w/ client. I usually know I'm getting the job before I send proposal. #solopr
- 5:37 pm **LScribner:** Q2 I've written one in a day, others up to a week #solopr
- 5:37 pm **karensxim:** @JasmineRBrooks I never do the proposal cold, meet, gather info, establish relationship then put to paper #solopr
- 5:37 pm **KellyeCrane:** @4GreenPs Of course- all resources helpful to #solopr pros are welcome!
- 5:38 pm **cidokogiPR:** RT @3hatscomm: Catching second half of chat #solopr
- 5:38 pm **lgombita:** @KateRobins as @terryflynn says, "Public relations is valuable but not valued." #solopr
- 5:38 pm **cidokogiPR:** RT @karensxim: @JasmineRBrooks I never do the proposal cold, meet, gather info, establish relationship then put to paper < good tip! #solopr
- 5:38 pm **JasmineRBrooks:** While writing the proposal, how do you communicate to the client to let them know the work is in progress? #solopr
- 5:38 pm **KateRobins:** @westthirdgroup Ah. Got it. Thanks. #solopr
- 5:38 pm **3hatscomm:** Agree. Depends on scope of the project. RT @LScribner: Q2 Ive written one in a day, others up to a week #solopr
- 5:39 pm **westthirdgroup:** RT @JamiMiami: A2: The proposal I write is based on numerous conversations w/ client. I usually know I'm getting the job before I send proposal. #solopr
- 5:39 pm **KateRobins:** @karensxim The contract then lays out the deliverables. #solopr
- 5:39 pm **SoloPR:** Q2: Both @JamiMiami @westthirdgroup say they usually have the client in the bag before a proposal. Others? #solopr
- 5:39 pm **karensxim:** Exactly! RT @KateRobins: @karensxim The contract then lays out the deliverables. #solopr
- 5:40 pm **taloolah:** A2: 1 project took close to a yr. to close! But well worth the wait, try timing proposals during peak activities: conferences, etc. #solopr
- 5:40 pm **JasmineRBrooks:** I apologize @SoloPR. Q2 is In your experience, how long does a client take 2 respond to a successful proposal? Is silence a bad sign #solopr
- 5:40 pm **westthirdgroup:** Private-sector proposals tend to be one page (yes, just one page). Pub-sec is where I end up with 50-page docs. #solopr
- 5:40 pm **KateRobins:** @lgombita Until it gets ugly. Then it's YOUR job. I think I've said that in here before. Sorry if repeating. #solopr
- 5:40 pm **annvidean:** @SoloPR @SoloPR A2: Response time often depends on size of company. Silence isn't always bad, espec. w/ larger co's #solopr
- 5:40 pm **SoloDovePR:** q2 i recently went through this the quicker the response could be a bad sign esp if the proposal looks longer or more detailed #solopr
- 5:40 pm **WriteBrainMedia:** RT @westthirdgroup: Private-sector proposals tend to be one page (yes, just one page). Pub-sec is where I end up with 50-page docs. #solopr
- 5:41 pm **JamiMiami:** Yep. RT @westthirdgroup: Private-sector proposals tend to be one pg (yes, just one pg). Pub-sec is where I end up with 50-pg docs. #solopr
- 5:41 pm **karensxim:** RT @westthirdgroup: Private-sector proposals tend to be one page (yes, just one page). Pub-sec is where I end up with 50-page docs. #solopr

- 5:41 pm **KellyeCrane:** A2: I'm often the only outfit they're considering, but I also face competitive situations too. Usually 1 wk to hear back, I'd say. #solopr
- 5:41 pm **4GreenPs:** @KellyeCrane Thanks! If any of u r coming to #dc 4 #prsa conf, there will b 2 great pre-seminars 4 indies run by local #IPRA #solopr
- 5:41 pm **JasmineRBrooks:** How do you deal with those who don't understand the time it takes to produce quality? #solopr
- 5:41 pm **LeliaKate:** Q2 I also generally know the client well before sending a short, bulleted proposal. Don't give away your ideas! #solopr
- 5:41 pm **westthirdgroup:** A2: back to the original question: In gov work, we expect to hear within 45 days. #solopr
- 5:41 pm **westthirdgroup:** A2: In the private sector, it's not a real lead if we didn't hear back in five days. #solopr
- 5:41 pm **SoloPR:** Interesting! RT @taloolah: A2: 1 project took close to a yr. to close! But well worth the wait... #solopr
- 5:41 pm **JamiMiami:** RT @LeliaKate: Q2 I also generally know the client well before sending a short, bulleted proposal. Dont give away your ideas! #solopr
- 5:41 pm **taloolah:** Wow! 50 pgs! RT @westthirdgroup Private-sector proposals tend to be one page... Pub-sec is where I end up with 50-page docs. #solopr
- 5:42 pm **KateRobins:** @JasmineRBrooks CAN be a bad sign, even if they're going to hire you. Might indic they're disorganized, slow, can't make decs. #solopr
- 5:42 pm **SoloDovePR:** @SoloPR re Q2 a good time frame would be a few days. and maybe a courtsey msg to say they recieved it and are reviewing it #solopr
- 5:42 pm **LScribner:** @WriteBrainMedia I had a client ask for a one page proposal, no need to go overboard! #solopr
- 5:42 pm **karenskim:** @westthirdgroup This is so true, my private sector clients love brevity (and I do too) #solopr
- 5:42 pm **SoloPR:** True! RT @LeliaKate: Q2 I also generally know the client well before sending a short, bulleted proposal. Dont give away your ideas! #solopr
- 5:42 pm **JasmineRBrooks:** I guess you don't want them as clients, huh? Lol RT @JasmineRBrooks: How do you deal with those who dont understand ... quality? #solopr
- 5:42 pm **taloolah:** Amen RT @LeliaKate Q2 I also generally know the client well before sending a short, bulleted proposal. Don't give away your ideas! #solopr
- 5:42 pm **annvidean:** @SoloPR A2: Smaller firms, espec. microbiz, usually respond w/in a week or 2, so silence isn't good. #solopr
- 5:43 pm **cidokogiPR:** RT @LeliaKate: Q2 I also generally know the client well before sending a short, bulleted proposal. Dont give away your ideas! #solopr
- 5:43 pm **KateRobins:** @westthirdgroup Sounds right. And the non-profs w/ act together are quick to know what they want. Like ppl who know what they want. #solopr
- 5:43 pm **westthirdgroup:** @annvidean Except, to some degree, if you don't hear back quickly you likely weren't talking to the right person. #solopr
- 5:43 pm **cidokogiPR:** RT @westthirdgroup: A2: In the private sector, its not a real lead if we didnt hear back in five days. #solopr
- 5:44 pm **KellyeCrane:** A2: Many times a proposal doesn't work out, but they come back and hire you later! Esp if they went w/big name agency. Ahem. #solopr
- 5:44 pm **cidokogiPR:** RT @SoloDovePR: @SoloPR a good time frame would be a few days. and maybe a courtsey msg to say they recieved it and are reviewing it #solopr
- 5:44 pm **PRjeff:** Q2: Silence usually means you basically wasted your time and effort. Pre-qualifying potential clients crucial. #solopr
- 5:44 pm **westthirdgroup:** @taloolah It's all perspective. I worked for a (non-PR) company that measured proposals in the hundreds of pounds for big projects. #soloPR
- 5:44 pm **SoloPR:** RT @annvidean: @SoloPR A2: Smaller firms, espec. microbiz, usually respond w/in a week or 2, so silence isnt good. #solopr
- 5:44 pm **4GreenPs:** One of #dc 's most successful PR & mkting firm owners told me she never sends a proposal; always delivers in person. I do the same. #solopr

- 5:44 pm **SoloPR:** RT @SoloDovePR: Q2 a good time frame would be a few days. and maybe a courtsey msg to say they recieved it and are reviewing it #solopr
- 5:45 pm **annvidean:** Right. Always talk with the decision maker. @westthirdgroup #solopr
- 5:45 pm **JasmineRBrooks:** TRUE RT @westthirdgroup: @annvidean ... to some degree, if you dont hear back quickly you likely werent talking to the right person. #solopr
- 5:45 pm **4GreenPs:** When client is located out of town, I do a powerpoint overview of proposal, schedule a phone call and walk them thru it. #solopr
- 5:45 pm **MarketingMel:** I agree that silence is not golden. I hear back w/in a week after a positive client proposal. #solopr
- 5:45 pm **cidokogiPR:** K.I.S.S. your proposal! Don't give away your ideas and build relationships prior to putting pen to paper! #solopr
- 5:45 pm **annvidean:** I agree. Prequalifying works! @PRjeff #solopr
- 5:45 pm **JasmineRBrooks:** RT @4GreenPs: One of #dc s most successful PR & mktng firm owners told me she never sends a proposal; always delivers in person ... #solopr
- 5:45 pm **JamiMiami:** RT @KellyeCrane Many times a proposal doesnt work out, but they come back & hire you later! Esp if they went w/big name agency. Ahem #solopr
- 5:45 pm **JasmineRBrooks:** RT @cidokogiPR: K.I.S.S. your proposal! Dont give away your ideas and build relationships prior to putting pen to paper! #solopr
- 5:45 pm **karensxim:** @4GreenPs What a great touch but I have zero local clients, they're all in other states/countries! #solopr
- 5:46 pm **westthirdgroup:** @4GreenPs Would love to do that -- but all my clients are 300-1500 miles away. :) #solopr
- 5:46 pm **SoloPR:** My favorite kind. RT @LScribner: @WriteBrainMedia I had a client ask for a one page proposal, no need to go overboard! #solopr
- 5:46 pm **KateRobins:** @JasmineRBrooks Tell em at the onset. Succinctly. #solopr
- 5:46 pm **annvidean:** LOL! Espec. if they went with larger agency... :oD @KellyeCrane #solopr
- 5:46 pm **LizzHarmon:** RT @SoloPR: My favorite kind. RT @LScribner: @WriteBrainMedia I had a client ask for a one page proposal, no need to go overboard! #solopr
- 5:46 pm **KateRobins:** RT @LeliaKate: Q2 I also generally know the client well before sending a short, bulleted proposal. Don't give away your ideas! #solopr AMEN
- 5:47 pm **JasmineRBrooks:** Lol RT @westthirdgroup: @4GreenPs Would love to do that -- but all my clients are 300-1500 miles away. :) #solopr
- 5:47 pm **SoloPR:** Q2 follow-up: Regarding pre-qualification, do you talk budget before submitting a proposal? #solopr
- 5:47 pm **taloolah:** @westthirdgroup yowza! I thought my one 7-pg proposal for privsec was long..well afr hearing ur thoughts, it WAS still long. Lol! #solopr
- 5:47 pm **3hatscomm:** RT @PRjeff: Q2: Silence usually means you basically wasted your time and effort. Pre-qualifying potential clients crucial. #solopr
- 5:47 pm **MarketingMel:** My thoughts exactly! RT @westthirdgroup: @4GreenPs Would love to do that -- but all my clients are 300-1500 miles away. #solopr
- 5:47 pm **SoloPR:** RT @cidokogiPR: K.I.S.S. your proposal! Dont give away your ideas and build relationships prior to putting pen to paper! #solopr
- 5:47 pm **KateRobins:** @SoloPR @taloolah What made it worth the wait? #solopr
- 5:47 pm **karensxim:** RT @SoloPR: Q2 follow-up: Regarding pre-qualification, do you talk budget before submitting a proposal? #solopr
- 5:47 pm **4GreenPs:** :) RT @KellyeCrane Sometimes a proposal doesn't work out but they come back & hire you later Esp if they went w/big name agency Ahem #solopr
- 5:48 pm **westthirdgroup:** @SoloPR I talk budget in the first conversation. "We don't know" is not an acceptable answer if they want to remain a prospect. #solopr
- 5:48 pm **LeliaKate:** Q2 Yes, I always ask about client budget (at least a ballpark figure) before submitting proposal. #solopr

- 5:48 pm **cidokogiPR:** RT @SoloPR: Q2 follow-up: Regarding pre-qualification, do you talk budget before submitting a proposal? #solopr
- 5:48 pm **KateRobins:** @westthirdgroup That too. But who wants to work for someone who has a wrong person to send to a meeting? #solopr
- 5:49 pm **LeliaKate:** Q2 I give an overview of what they will get with a certain budget, and then usually include 2-3 other project ideas on top of that. #solopr
- 5:49 pm **KateRobins:** RT @KellyeCrane: A2: Many times a proposal doesn't work out, but they come back and hire you later! Esp if they went w/big name agency. Ahem. #solopr
- 5:49 pm **annvidean:** A2 follow-up: Often talk budget before proposal, but clients often have no idea... @SoloPR #solopr
- 5:49 pm **KellyeCrane:** A2: I always ask what the budget is, and push for a range at minimum. #solopr
- 5:50 pm **3hatscomm:** @westthirdgroup If they don't know, I suggest a range per what they're wanting. If their eyes pop out of their heads.. #solopr
- 5:50 pm **KateRobins:** @westthirdgroup Yeah, sometimes you have to meet the client's culture. They want "thud value," give em that. #soloPR
- 5:50 pm **karensxim:** Essential to pre-qualify and a huge part of that is budget, if they want luxury on a Walmart budget you can spare them #solopr
- 5:50 pm **KateRobins:** @4GreenPs Interesting. #dc #solopr
- 5:50 pm **KellyeCrane:** A2: But, note that their answer is subject to change. That is, it's not uncommon for a prospect to later devel cold feet #solopr
- 5:50 pm **JamiMiami:** Q2 follow-up: I talk budget in my first mtg. No sense in wasting anyone's time. #solopr
- 5:50 pm **4GreenPs:** @westthirdgroup @LeliaKate What do you say when they won't give a number? Sometimes I give low, mid and hi range options. #solopr
- 5:51 pm **SoloPR:** RT @3hatscomm: @westthirdgroup If they dont know, I suggest a range per what theyre wanting. If their eyes pop out of their heads... #solopr
- 5:51 pm **karensxim:** Agreed, better for you and client. RT @JamiMiami: Q2 follow-up: I talk budget in my first mtg. No sense in wasting anyones time. #solopr
- 5:51 pm **westthirdgroup:** @KellyeCrane Right! "When we do this type of work, the range is \$x to \$y. Is that a range you're comfortable working in?" #solopr
- 5:51 pm **MarketingMel:** Luv your attitude! RT @westthirdgroup: @SoloPR Talk budget in the first convo. "We dont know" is not acceptable. #solopr
- 5:52 pm **SoloPR:** RT @westthirdgroup:I talk budget in the 1st conversation."We dont know" isn't an acceptable answer if they want to remain a prospect #solopr
- 5:52 pm **cidokogiPR:** RT @karensxim: Essential to pre-qualify & a huge part of that is budget, if they want luxury on a Walmart budget you can spare them #solopr
- 5:52 pm **annvidean:** A2 follow-up: Guess that's part of our role as consultants - to educate and lead. @SoloPR clients often have no idea... #solopr
- 5:52 pm **taloolah:** A2 follow up - I always try to assess budget b4 i start throwing #'s arnd. But once got a "We don't have a mktg budget" reply. (?) #solopr
- 5:52 pm **SoloPR:** RT @annvidean: A2 follow-up: Guess thats part of our role as consultants - to educate and lead. @SoloPR clients often have no idea. #solopr
- 5:53 pm **jpgombita:** OK, TweetChat has borked on me; reverting to old-fashioned #solopr hashtag monitoring.
- 5:53 pm **SoloDovePR:** RT @westthirdgroup: A2: In the private sector, it's not a real lead if we didn't hear back in five days. #solopr
- 5:53 pm **taloolah:** RT @JamiMiami: Q2 follow-up: I talk budget in my first mtg. No sense in wasting anyone's time. #solopr
- 5:53 pm **westthirdgroup:** If you have enough prospects, you can just get up and walk away if they try the "I dunno" on budget early on. #soloPR
- 5:53 pm **JasmineRBrooks:** Thanks for the great chat! I must get back to work! I am following you all! (I think I got you all...) #solopr

- 5:53 pm **JamiMiami:** @westthirddgroup or "we can work something out" - usually a bad sign and a barter will be proposed. RUN! #solopr
- 5:54 pm **4GreenPs:** RT @westthirddgroup @KellyeCrane When we do this type of work, the range is \$x to \$y. Is that a range you're comfortable working in?" #solopr
- 5:54 pm **taloolah:** Amen RT @KellyeCrane Right! "When we do this type of work, the range is \$x to \$y. Is that a range you're comfortable working in?" #solopr
- 5:54 pm **KellyeCrane:** A2: If you've never done it, you may feel intimidated to ask about budget up front. But don't - it's a sign you're a pro! :-) #solopr
- 5:54 pm **LScribner:** Have to jump off for a call, nice chatting with you all! #solopr
- 5:54 pm **LeliaKate:** @4GreenPs I agree with @westthirddgroup, give them an idea by telling them a range and what that will buy them. #solopr
- 5:54 pm **SoloDovePR:** @LeliaKate this is good practice to get to know the client or have some type of relationship prior to preparing the proposal #solopr
- 5:55 pm **taloolah:** @JasmineRBrooks great chatting, nice meeting you here on #solopr chat :)
- 5:55 pm **SoloPR:** Run very fast. RT @JamiMiami: ... "we can work something out" - usually a bad sign and a barter will be proposed. RUN! #solopr
- 5:55 pm **KateRobins:** @annvidean And we're doing the defining for the person behind us. Keep the campground cleaner than you found it, right? #solopr
- 5:55 pm **karensxim:** @LScribner Nice chatting! #solopr
- 5:55 pm **4GreenPs:** RT @westthirddgroup: If you have enough prospects, you can just get up and walk away if they try the "I dunno" on budget early on. #soloPR
- 5:56 pm **taloolah:** RT @KellyeCrane: A2: If you've never done it, you may feel intimidated to ask about budget up front. But don't - it's a sign you're a pro! :-) #solopr
- 5:56 pm **karensxim:** RT @SoloPR: Run very fast. RT @JamiMiami: ... "we can work something out" - usually a bad sign and a barter will be proposed. RUN! #solopr
- 5:56 pm **KateRobins:** @KellyeCrane And that this is business, not a blind-date. #solopr
- 5:56 pm **karensxim:** @SoloPR Lol! Run Forest Run! #solopr
- 5:56 pm **4GreenPs:** @westthirddgroup I try analogies too. Are you looking for a used car, a Honda, or a BMW? I don't sell used cars. #solopr
- 5:56 pm **westthirddgroup:** @SoloDovePR Yes, but don't be afraid to chase work with strangers. Most of my large wins are with people I never knew before. #solopr
- 5:56 pm **SoloPR:** A couple notes in closing: if you would like to write a guest post for Solo PR (as @westthirddgroup did), DM me at @KellyeCrane. #solopr
- 5:57 pm **KateRobins:** @karensxim Cheerio! #solopr
- 5:57 pm **JamiMiami:** HAHAHA!! RT @westthirddgroup @JamiMiami barter offers make the baby Jesus cry. #solopr
- 5:57 pm **3hatscomm:** Shared this vid <http://bit.ly/dk8q99> yesterday RT @JamiMiami: @westthirddgroup or "we can work something out" - usually a bad sign #solopr
- 5:57 pm **KateRobins:** @SoloPR How much? #solopr
- 5:57 pm **4GreenPs:** RT @KellyeCrane If you've never done it, you may feel intimidated to ask about budget up front But don't - it's a sign you're a pro! #solopr
- 5:57 pm **karensxim:** RT @SoloPR: f you would like to write a guest post for Solo PR (as @westthirddgroup did), DM me at @KellyeCrane. #solopr
- 5:58 pm **tkgpr:** My goal - RT @westthirddgroup: If you have enough prospects, you can just get up and walk away #soloPR
- 5:58 pm **westthirddgroup:** @4GreenPs Yes! I say several times a year: "Do you always buy on price? I sure don't." #solopr
- 5:58 pm **JamiMiami:** RT @SoloPR: if you would like to write a guest post for Solo PR (as @westthirddgroup did), DM at @KellyeCrane. #solopr
- 5:58 pm **annvidean:** Absolutely! Our actions set the line... @KateRobins -we're -defining for the person behind us. Keep campground cleaner - than found #solopr

- 5:58 pm **jgombita:** @westthirdgroup meaning your reputation didn't precede you? ;-) #solopr
- 5:58 pm **SoloPR:** Also, if you'll be at the #PRSA conf or in the #DC area, join us for our first #solopr meetup in Oct! <http://solopr.eventbrite.com/> #solopr
- 5:58 pm **karensxim:** Or the thinly disguised attempt called "revenue sharing" Beware! #solopr
- 5:59 pm **westthirdgroup:** @jgombita I mostly sell to strangers -- I find I get a lot of work being The Guy From Out Of Town(tm). #solopr
- 6:00 pm **KateRobins:** @westthirdgroup When I have money, no. When I'm tanking, yes. #solopr
- 6:00 pm **SoloPR:** Thanks everyone for the excellent chat today (as always), and keep sharing on the #solopr hashtag all week! #solopr
- 6:00 pm **JamiMiami:** Revenue sharing doesn't buy mama her shoes NOW. RT @karensxim: Or the thinly disguised attempt called "revenue sharing" Beware! #solopr
- 6:00 pm **PRjeff:** ? r u speaking Canadian? RT @mikesgene: 1 thing we didn't talk abt was St.Louis is since closedphantom race thing goes back few yrs #solopr
- 6:00 pm **MarketingMel:** @westthirdgroup Prophet in his own country vs. 100 miles and a suitcase consultant effect? #solopr
- 6:00 pm **westthirdgroup:** Almost forgot: I am happy to share/exchange proposals with anyone -- just DM me. We all learn, we all grow, right? #solopr
- 6:01 pm **karensxim:** @JamiMiami Lol, that's what I'm sayin! #solopr
- 6:01 pm **4GreenPs:** RT @SoloPR: If you'll be at the #PRSA conf or in the #DC area, join us 4 our first #solopr meetup! <http://solopr.eventbrite.com/> #solopr
- 6:01 pm **KellyeCrane:** @Itwoods #solopr transcript will be up within 24 hours - thanks for your interest!
- 6:01 pm **cidokogiPR:** RT @KellyeCrane: A2: If youve never done it, you may feel intimidated 2 ask abt budget up front. But dont - its a sign youre a pro! #solopr
- 6:01 pm **KateRobins:** Real work time again. Nice to've been back in zone with y'all again. #solopr
- 6:01 pm **westthirdgroup:** @MarketingMel Ab-so-lutely. #solopr
- 6:01 pm **karensxim:** Thank you @SoloPR and all of you remarkable professionals, this rocked! #solopr
- 6:01 pm **PRjeff:** RT @KateRobins: Real work time again. Nlice tove been back in zone with yall again. #solopr
- 6:01 pm **miamime:** RT @JamiMiami: Revenue sharing doesn't buy mama her shoes NOW. RT @karensxim: Or the thinly disguised attempt called "revenue sharing" Beware! #solopr
- 6:02 pm **karensxim:** @KateRobins Great to have you! I learned and got an ab workout from the laughter! #solopr
- 6:02 pm **3hatscomm:** RT @KateRobins: Real work time again. Nice to've been back in zone with ya'll again. #solopr
- 6:02 pm **SoloDovePR:** @westthirdgroup thats a good point as well, you still have to put that effort in if they don't reply soon #solopr
- 6:03 pm **KateRobins:** @karensxim Really nice to see you again too. #solopr
- 6:04 pm **JamiMiami:** Great to share time with all the @SoloPR pros! Thanks @KellyeCrane! Wish I was meeting you all in DC next month. #solopr
- 6:04 pm **4GreenPs:** Will definitely register 4 #prsa meet-up, don't forget seminar #dc's best #indies are putting on! U register on PRSA conf website. #solopr
- 6:05 pm **KellyeCrane:** Ha! RT @MarketingMel: @westthirdgroup Prophet in his own country vs. 100 miles and a suitcase consultant effect? #solopr
- 6:05 pm **jgombita:** @PRAMITASEN considering it was mainly technical stuff (billings, proposals), was remarkably fun. Some peeps got rather smart-silly. #solopr
- 6:05 pm **KateRobins:** @Mikinzie Maybe check in with my church #solopr. @Kellyecrane
- 6:08 pm **taloolah:** Ditto! Great chatting with you again Karen! RT @karensxim Thank you @SoloPR and all of you remarkable professionals, this rocked! #solopr

- 6:08 pm **KateRobins:** @KellyeCrane Sounds like a lot of us homebodies/cast nets far with laptops. Goes both ways. And territorial's limiting. #solopr
- 6:09 pm **taloolah:** RT @3hatscomm: RT @KateRobins: Real work time again. Nice to've been back in zone with ya'll again. #solopr
- 6:10 pm **Mikinzie:** cc @agbond RT @KateRobins: Mikinzie Maybe check in with my church #solopr. @Kellyecrane
- 6:10 pm **4GreenPs:** Here's a release w/more detail on the #solopr #indie seminar put on by my #IPRA #PRSA colleagues: <http://ht.ly/2LR5f> Please RT! :)
- 6:11 pm **taloolah:** Thanks #solopr folks and @KellyeCrane for a great morning chat. Learned so much, as always :)
- 6:13 pm **taloolah:** Despite hesitance, turned out to be sweetest, easiest acct to manage!RT @KateRobins @SoloPR @taloolah What made it worth the wait? #solopr
- 6:14 pm **FWANY:** Good for you! ?@tkgpr: Brand new #solopr after long corporate career, but I have my website and blog so yay
- 6:14 pm **KellyeCrane:** RT @4GreenPs: Here's a release w/more detail on the #solopr #indie seminar put on by my #IPRA #PRSA colleagues: <http://ht.ly/2LR5f>
- 6:17 pm **4GreenPs:** @KellyeCrane Thanks for hosting & so glad you mentioned the meet-up! Just registered! #solopr #dc #prsa <http://ht.ly/2LRnI>
- 6:17 pm **taloolah:** #solopr shout out to @KateRobins @westthirdgroup @JasmineRBrooks @annvidean @solopr & @KellyeCrane for the lively convo today. Have a gd 1!
- 6:19 pm **organicmania:** RT @KellyeCrane RT @4GreenPs Here's a release abt the #solopr #indie seminar put on by my #IPRA #PRSA colleagues <http://ht.ly/2LR5f> #dc #pr
- 6:35 pm **JasmineRBrooks:** Same to you! RT @taloolah: @JasmineRBrooks great chatting, nice meeting you here on #solopr chat :)
- 6:56 pm **karensim:** @taloolah Had such a great time on #SoloPR today, so glad we got a chance to chat!
- 7:06 pm **gmjameson:** @KellyeCrane Thank you! I am needing to explore that option - which is exciting, and daunting! #solopr
- 7:30 pm **LeliaKate:** For those of you in today's #solopr chat who don't have a time tracking system, try @harvest. <http://www.getharvest.com?r=11c2ec>
- 7:37 pm **amynolanapr:** Enjoyed your presentation! RT @3HatsComm: Great talking #soloPR w/ @amynolanapr @leylagoodsell @krisTK @Shelly1125 yesterday at #SPRF2010.
- 7:43 pm **jgombita:** Hey @freshbooks, it's @karensim you should be following; she was singing your praises on #solopr chat today.
- 7:46 pm **LeydaHernandezV:** so true!! @annvidean That's part of our role as consultants - to educate and lead. @SoloPR clients often have no idea... #solopr
- 7:47 pm **LeydaHernandezV:** LOL!! RT @JamiMiami: @westthirdgroup or "we can work something out" - usually a bad sign and a barter will be proposed. RUN! #solopr
- 7:51 pm **LeydaHernandezV:** Sorry for the tardiness, catching up on the chats I missed today.... #branchat #solopr #smchat
- 9:44 pm **MpactJacq:** Finished one #PR assignment today and gearing up for new project beginning Friday #solopr