



## Transcript from September 8, 2010 to September 8, 2010

All times are Pacific Time

### September 8, 2010

- 1:29 pm **KellyeCrane:** It's already Wed - #solopr chat day! Join other freelance #PR and #socialmedia consultants, 1-2 pm ET, using the #solopr hashtag.
- 1:32 pm **CSJournalism:** RT @KellyeCrane: It's already Wed #solopr chat day! Join freelance #PR and #socialmedia consultants, 1-2 pm ET, using the #solopr hashtag.
- 2:07 pm **gmjameson:** Big, bold, busy day today @purePRstrategy - 2 client consultations and a website launch pending! Gears up! #PR #solopr
- 2:28 pm **dconconi:** RT @KellyeCrane: It's already Wed - #solopr chat day! Join other freelance #PR and #socialmedia consultants, 1-2 pm ET, using the #solopr hashtag.
- 2:32 pm **gmjameson:** Big, bold, busy day @purePRstrategy. 2 client consultations, a design job completed and a new website launch pending! Gears up! #PR #solopr
- 2:32 pm **dconconi:** @fransteps @DoctorJones - "uncle" said doubting client, finally. SM: 1, irrational fear and denial: 0! #solopr
- 3:05 pm **cloudspark:** RT @IncMagazine How to Manage a One-Person Sales Force <http://bit.ly/9b2hj5> #soloPR #smallbizchat
- 4:58 pm **dconconi:** T minus 2minutes until this week's #solopr. Join us! #solopr
- 4:58 pm **PRAMITASEN:** RT @dconconi: T minus 2minutes until this weeks #solopr. Join us! #solopr
- 5:00 pm **dconconi:** @PRAMITASEN thanks for helping get the word out! ;-) #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 **PRAMITASEN:** @dconconi My pleasure :) Excited for #solopr chat ...happening now! #solopr
- 5:01 pm **SoloPR:** @dconconi @PRAMITASEN Thanks for your excitement, and for spreading the word! #solopr
- 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)
- 5:03 pm **SoloPR:** Welcome! If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr
- 5:03 pm **CommAMMO:** RT @SoloPR: Its time for this weeks chat for independent pros in PR and related fields (and those who want to learn more about it): #solopr
- 5:04 pm **tkgpr:** Tracey joined, new #solopr after long communications career in financial services; looking 4wd 2 applying all I learned to clients
- 5:04 pm **SoloPR:** This is @KellyeCrane moderating. 20 years in PR, 15 as an indie. Blog at <http://soloprpro.com/> #solopr
- 5:04 pm **sandrasays:** @SoloPR going to miss #soloPR chat. BBC film crew recording an interview in one of my libraries this afternoon. Doing set up now.
- 5:04 pm **PRAMITASEN:** Hi everyone. I am a Mktng & Sales Assc. in a niche Finance Indus. PR is one of my core job resp. & personal passion :) #solopr
- 5:05 pm **SoloPR:** @sandrasays Go you! Share a link to the interview if you get one. #solopr

- 5:05 pm **CommAMMO:** Hi all -- Sean here, pt PR prof, pt PR student, solopr in CLE - #internalcomms #measurepr #strategy, moderator of #icchat #solopr
- 5:05 pm **elizabethshelby:** @solopr this is elizabeth! i'm a graduating senior with pr experience, looking to join an agency upon graduation! excited to learn. #solopr
- 5:06 pm **cidokogiPR:** Hi!! Christine Idokogi here! Future #solopr pro.. getting ready to launch my services very soon! Can't wait for the chat and advice. #solopr
- 5:06 pm **dconconi:** Diana from Toronto - solo for 9 months this time - 11 years in the 90s - global agency gigs in between #solopr
- 5:06 pm **mdbarber:** Good morning all -- 30 year PR pro; 10 as indy; 19 years in Alaska #solopr
- 5:06 pm **cidokogiPR:** TGIW! -- Thank God It's Wed! I love this chat! #solopr
- 5:06 pm **SoloPR:** @elizabethshelby Great! #PRStud -ents are always welcome at #solopr
- 5:07 pm **krisTK:** I'm Kristie, a PR indy (20 yrs exp, 6 on my own and APR) based in south MS but work on projects all over. Also teach PR at Tulane #solopr
- 5:07 pm **dconconi:** very exciting! Congrats RT @cidokogiPR:Future #solopr pro.. getting ready to launch my services very soon! #solopr
- 5:07 pm **KellyeCrane:** Love it. RT @cidokogiPR: TGIW! -- Thank God It's Wed! I love this chat! #solopr
- 5:08 pm **SoloPR:** Q1: Media and industry pubs are quick to use the term "PR disaster." In your experience, what really constitutes a PR disaster? #solopr
- 5:09 pm **CommAMMO:** RT @SoloPR: Q1: Media, industry pubs quick 2use term "PR disaster." In your experience, what really constitutes a PR disaster? #solopr
- 5:09 pm **rockstarjen:** Hi all - Jen in San Diego here. 17+ years in PR, 6 of them solo. Trying to multitask, so joining in as I can today. #solopr
- 5:09 pm **LauraScholz:** Laura, "micro agency owner," Atlanta, 3 yrs on my own! #solopr
- 5:10 pm **CommAMMO:** A1 PR disaster: when an org/person is caught in a lie. No comms help can change the loss in reputation #solopr
- 5:10 pm **SoloPR:** @LauraScholz Go micro agency! #solopr
- 5:10 pm **dconconi:** RT @SoloPR: Q1: Media/industry pubs R quick 2 use the term "PR disaster." In your experience, what really constitutes a PR disaster? #solopr
- 5:10 pm **tkgpr:** Q1 - when it directly affects your brand and reputation; for businesses that's the holy grail and if you damage these ur in a pickle #solopr
- 5:10 pm **krisTK:** @NSyzdek I'll be there. Will be good to see you again. #solopr
- 5:11 pm **mdbarber:** RT @CommAMMO: A1 PR disaster: when an org/person is caught in a lie. No comms help can change the loss in reputation #solopr
- 5:11 pm **krisTK:** RT @SoloPR: Q1: Media, industry pubs quick 2use term "PR disaster." In your experience, what really constitutes a PR disaster? #solopr
- 5:11 pm **PRAMITASEN:** Q1>If the busn. does not reciprocate back in a positive way:ignores,becomes defensive,blames others;after a considerable time lag #solopr
- 5:12 pm **SoloPR:** RT @CommAMMO: A1 PR disaster: when an org/person is caught in a lie. No comms help can change the loss in reputation #solopr
- 5:13 pm **LauraScholz:** I credit @cloudspark w/ the term!! RT @SoloPR: @LauraScholz Go micro agency! #solopr
- 5:13 pm **jgombita:** RT @SoloPR: Q1: Media and industry pubs are quick to use term "PR disaster." In your experience, what's \*really\* a PR disaster? #solopr
- 5:13 pm **KellyeCrane:** Q1: It can be disasterous when the feeding-frenzy style of reporting takes over, due to lack of response from the org. #solopr

- 5:13 pm **LauraScholz:** RT @SoloPR: Q1: Media, industry pubs quick 2use term "PR disaster." In your experience, what really constitutes a PR disaster? #solopr
- 5:13 pm **krisTK:** Q1: A true PR disaster puts the future of the whole org at risk. Goes way beyond a mis-statement or single oopsie. #solopr
- 5:13 pm **tkgpr:** Q1 - which is why good PR builds chits and relationships b4 crisis - that way you rnot defensive when it hits #solopr
- 5:14 pm **dconconi:** Q1: "disaster" is an incendiary word - effective crisis comms has responsibility to own up, tell truth, apologize, commit to the fix #solopr
- 5:14 pm **PRAMITASEN:** RT @KellyeCrane:Q1:It can be disasterous when the feeding-frenzy style of reporting takes over,due to lack of response from the org. #solopr
- 5:14 pm **CommAMMO:** Yep. RT @KellyeCrane: Q1: can b disastrous when feeding-frenzy style of reporting takes over, due 2lack of response fr the org. #solopr
- 5:14 pm **jgombita:** @CommAMMO A1. I disagree, Sean. Think it's only a "PR disaster" if unveiling of the lie and resulting fallout isn't handled well. #solopr
- 5:15 pm **CommAMMO:** RT @krisTK: Q1: A true PR disaster puts the future of the whole org at risk. Goes way beyond a mis-statement or single oopsie. #solopr
- 5:15 pm **jgombita:** RT @krisTK: Q1: A true PR disaster puts the future of the whole org at risk. Goes way beyond a mis-statement or single oopsie. #solopr
- 5:15 pm **KellyeCrane:** Q1: A true PR disaster comes in several waves. In my opinion, the Tiger Woods scandal is the epitome of a disaster. #solopr
- 5:15 pm **tkgpr:** Q1 - it should be called a "reputation" disaster rather than "PR" as it impacts far beyond just that #solopr
- 5:15 pm **cidokogiPR:** RT @KellyeCrane: Q1: It can b disasterous when the feeding-frenzy style of reporting takes over,due 2 lack of response from the org. #solopr
- 5:16 pm **SoloPR:** Yes! RT @tkgpr: Q1 - which is why good PR builds chits and relationships b4 crisis - that way you rnot defensive when it hits #solopr
- 5:16 pm **krisTK:** Q1: Having a busy, bad day is much more common than a true crisis. If you've been there, you know the difference. #solopr
- 5:16 pm **LoisMarketing:** #soloPR Q1 Another disaster: Failure or unwillingness to respond, allowing damage beyond repair
- 5:16 pm **PRAMITASEN:** I Agree! RT @tkgpr: Q1 - it should be called a "reputation" disaster rather than "PR" as it impacts far beyond just that #solopr
- 5:16 pm **jgombita:** @tkgpr A1. True, if you consider PR's main focus to be on: reputation, value and relationship building. #solopr
- 5:16 pm **BradleyRoss:** RT @KellyeCrane: Q1: A true PR disaster comes in several waves. In my opinion, the Tiger Woods scandal is the epitome of a disaster. #solopr
- 5:16 pm **krisTK:** Good point. RT @tkgpr: Q1 - it should be called a "reputation" disaster rather than "PR" as it impacts far beyond just that #solopr
- 5:16 pm **CommAMMO:** Nature of the lie & impact on ppl tells. RT @jgombita: A1. Think only a "PR disaster" if unveiling of lie & fallout isnt hndld well. #solopr
- 5:16 pm **mdbarber:** So true: RT @krisTK: Q1: Having a busy, bad day is much more common than a true crisis. If youve been there, you know the diff. #solopr
- 5:16 pm **PerfectPitchPR:** Amen! RT @krisTK: Q1: Having a busy, bad day is much more common than a true crisis. If you've been there, you know the difference. #solopr
- 5:17 pm **LauraScholz:** RT @tkgpr: Q1 - which is why good PR builds chits and relationships b4 crisis - that way you rnot defensive when it hits #solopr
- 5:17 pm **KellyeCrane:** @krisTK And, every crisis is not a disaster. Most businesses will experience a crisis, but handled well few ppl notice. #solopr

- 5:18 pm **jgombita:** @KellyeCrane I disagree. @greenbanana & I both felt Tiger Woods suffered a PERSONAL relations disaster, not a PR one (see her post). #solopr
- 5:18 pm **krisTK:** I'll second that. RT @KellyeCrane: Q1: A true PR disaster comes in waves. IMO, the Tiger Woods scandal is epitome of PR disaster. #solopr
- 5:18 pm **CommAMMO:** There is the "blow-over" effect tho - can help 2 kp quiet. RT @LoisMarketing: Q1: Failure or unwilling 2 resp, allw'g dmg bynd repr #solopr
- 5:18 pm **SoloPR:** True RT @LoisMarketing: Q1 Another disaster: Failure or unwillingness to respond, allowing damage beyond repair #solopr
- 5:19 pm **slicknickricky:** The tiger woods scandal was not a pr disaster. It was poor choices in coverage much like the John edwards deal #solopr
- 5:19 pm **LoisMarketing:** @CommAMMO Hard to express in 140 chars. Sometime "blow-over" doesn't happen, permanent damage and more occurs #soloPR
- 5:19 pm **slicknickricky:** It wasn't pr that did tiger in. It was the tabloids. Pr can't fix everyone at once IMO #solopr
- 5:20 pm **tkgpr:** @krisTK As a crisis PR person I had many days where I'd rather have been @ Disneyworld became crises when the story had legs #solopr
- 5:20 pm **CommAMMO:** @jgombita So you've said - but he's lost countless millions in ad/sponsorship cash, affected his reputation...messed up his golf,2 #solopr
- 5:20 pm **cgornpr:** Missing #solopr today. Hope to be back on soon. Looks liek the chat is great.
- 5:20 pm **KellyeCrane:** @jgombita Tiger Woods the brand suffered (lost sponsorship deals, etc.). He's not a typical person. #solopr
- 5:20 pm **cloudspark:** missed out on #solopr today, seems i'm missing chats all week for, ahem, deadlines.
- 5:21 pm **jgombita:** A1. What drives me crazy is non-PR specialists claiming a risque ad campaign is a "PR disaster." Hardly. Questionable taste, maybe. #solopr
- 5:21 pm **CommAMMO:** @LoisMarketing Agreed - it's the nature of the crisis that determines level of response. #solopr
- 5:21 pm **MEPRAgency:** Peeking in to #solopr today...always great info from great practitioners!
- 5:22 pm **3hatscomm:** @jgombita One brand's "risque" is another's smart, clever target marketing. IMO. #solopr
- 5:22 pm **tkgpr:** Re Tiger == classic case of "reputation" damage than just PR #solopr - harder to put back the bits
- 5:22 pm **KellyeCrane:** @slicknickricky Tiger's lack of a credible response gave the tabloids more to write about, I believe. #solopr
- 5:22 pm **PRAMITASEN:** @jgombita Ditto! Risque can be viral...or trargeted to a niche mkt sector. Controversial can be very successful! #solopr
- 5:22 pm **BevPayton:** Me too! RT @cloudspark: missed out on #solopr today, seems i'm missing chats all week for, ahem, deadlines.
- 5:22 pm **jgombita:** @KellyeCrane sponsorship SHOULD have been tied in to Tiger Woods' golf performance, not personal life choices. Now both in crapper. #solopr
- 5:23 pm **SoloPR:** Interesting pt RT @3hatscomm: @jgombita One brand's "risque" is another's smart, clever target marketing. IMO. #solopr
- 5:23 pm **CommAMMO:** A1 negligence, criminality, corruption - potential disasters if not handled well. Impropiety, conflicts of interest, mere crises #solopr
- 5:24 pm **cloudspark:** the larger prob of tiger was the image he/his team created did not match reality. & when it was exposed we were left feeling duped. #solopr

- 5:24 pm **jgombita:** @3HatsComm A1. Absolutely! One case I was thinking of was cheeky UK airline; it's "schoolgirl" ad campaign was company's typical MO. #solopr
- 5:24 pm **cloudspark:** @LauraScholz thanks for the credit on microagency - our blog post will be out tomorrow on why it fits our shop. #soloPR
- 5:24 pm **LoisMarketing:** @jgombita @KellyeCrane Time will tell about Tiger Woods. He as person and product can turn it around with talent and sincerity. #soloPR
- 5:25 pm **LisaJSheard:** Peeking in to #solopr today...always great info from great practitioners! :@
- 5:25 pm **LauraScholz:** Yay! RT @cloudspark: @LauraScholz thanks for the credit on microagency - our blog post will be out tomorrow on why it fits our shop. #soloPR
- 5:25 pm **KellyeCrane:** Q1: FYI, I did a post for #wgbiz that lists some crises that can hit small businesses (out of their control): <http://bit.ly/aN0ICG> #solopr
- 5:25 pm **SoloPR:** OK, Q2 up next... #solopr
- 5:26 pm **SoloPR:** Look fwd to it vRT @cloudspark: @LauraScholz thanks for the credit on microagency - post out tomorrow on why it fits our shop #solopr
- 5:26 pm **jgombita:** @cloudspark are you a golf fan? I'm not. But a brother-in-law is uber fan, and he was bothered by non-related golf focus of scandal. #solopr
- 5:26 pm **SoloPR:** Q2: Would you charge for work that brought results below your own expectations? #solopr
- 5:26 pm **PRAMITASEN:** @KellyeCrane Great post! I just scanned thru it :D #solopr
- 5:26 pm **LoisMarketing:** #soloPR Tiger's rebound in PR arena tied to tournament performance, carefully managed public profile w/ pro strength, personal humility
- 5:27 pm **CommAMMO:** Some crises just won't be denied: my post: <http://bit.ly/9zXL6E> #solopr
- 5:27 pm **PRAMITASEN:** @jgombita @cloudspark I agree! There has been a no. of golf fans upset with the non-golf related Tiger Woods scandal(s)! #solopr
- 5:27 pm **BevPayton:** Sorry to jump in so late. Bev Payton, 30 yrs. experience , 20 as journalist, #APR, 1st yr #soloPR.
- 5:28 pm **jgombita:** @LoisMarketing @kellyecrane, et al., from @greenbanana: <http://greenbanana.wordpress.com/2009/11/30/tiger-woods-and-the-pr-machine/> #solopr
- 5:28 pm **CommAMMO:** RT @SoloPR: Q2: Would you charge for work that brought results below your own expectations? #solopr
- 5:28 pm **LDecosse:** RT @SoloPR: Q2: Would you charge for work that brought results below your own expectations? #solopr
- 5:29 pm **3hatscomm:** @SoloPR Did the work meet or exceed the clients' expectations? I'm often more demanding of myself. #solopr
- 5:30 pm **CommAMMO:** RT @KellyeCrane: Q1: FYI, I did a post for #wgbiz: crises that can hit small businesses (out of their control): <http://bit.ly/aN0ICG> #solopr
- 5:30 pm **KellyeCrane:** Q2: I think it's key to analyze if there's anything that can be done to "make it right." Then include/add that to your activities. #solopr
- 5:30 pm **BevPayton:** #SoloPR Q2 Would depend was it lack of my effort/creativity or out -of-control outside events.
- 5:30 pm **LoisMarketing:** RT @BevPayton: #SoloPR Q2 Would depend was it lack of my effort/creativity or out -of-control outside events.
- 5:31 pm **BevPayton:** RT @3hatscomm: @SoloPR Did the work meet or exceed the clients' expectations? I'm often more demanding of myself. #solopr
- 5:31 pm **LauraScholz:** Q2: Interesting question. I think it would depend on whether or not it was my actual performance or circumstances outside my control #solopr

- 5:31 pm **KellyeCrane:** Q2: For example, would 10 additional hours of media relations work mean you meet the goal? If so, do it gratis. #solopr
- 5:31 pm **krisTK:** Q2: Haven't had it happen (Thankfully), but if your fault, what about offering discount or extra hours at no cost to improve results #solopr
- 5:32 pm **tkgpr:** A2 - I think you should as long as you over deliver in other months #solopr - the one consistency in PR is that there is none
- 5:32 pm **SoloPR:** RT @LauraScholz: Q2: Interesting.I think it would depend on whether it was my actual performance or circumstances outside my control #solopr
- 5:32 pm **BevPayton:** RT @KellyeCrane: Q2: I think it's key 2 analyze if anything cn B done 2 "make it rt." Then include/add that 2 yr activities. #solopr
- 5:32 pm **jgombita:** Yes @PRAMITASEN @cloudspark the "game" of golf really suffered without Tiger Woods playing, on many levels. #solopr
- 5:33 pm **cidokogiPR:** RT @LauraScholz: Q2:I think it would depend on whether it wass my actual performance or circumstances outside my control #solopr
- 5:33 pm **SoloPR:** Important! RT @3hatscomm: Did the work meet or exceed the clients' expectations? I'm often more demanding of myself. #solopr
- 5:33 pm **slicknickricky:** @KellyeCrane True but I think a pr disaster starts with bad pr not what pr can't fix immediately out of their control like tabloid #solopr
- 5:33 pm **CommAMMO:** A2: I don't know that I can guarantee an outcome. Depends on the "results" planned for...(fence-sitting, I know) #solopr
- 5:34 pm **LDecosse:** Q2 - As Pr we strive to exceed our own expectations but it needs to equal or exceed client expectations before ours #solopr
- 5:35 pm **SoloPR:** @CommAMMO @LauraSchultz Great points. Part of client education is letting them know that unforeseen things can happen. #solopr
- 5:35 pm **CommAMMO:** Yes. RT @LDecosse: Q2 - As Pr we strive 2exceed R own expectations but it needs to equal or exceed client expectations before ours #solopr
- 5:35 pm **krisTK:** Q2: Underlying issue is am I unhappy with my work or is the client not satisfied with the project outcome? #solopr
- 5:35 pm **jgombita:** @slicknickricky why did people feel Tiger Woods "owed" tabloids any answers? @greenbanana & I felt he only owed his wife & kids... #solopr
- 5:36 pm **cidokogiPR:** RT @krisTK: Q2: Underlying issue is am I unhappy with my work or is the client not satisfied with the project outcome? #solopr
- 5:36 pm **LauraScholz:** RT @SoloPR: @CommAMMO @LauraSchultz Great points. Part of client education is letting them know that unforeseen things can happen. #solopr
- 5:36 pm **dconconi:** impt 2 set expectations up front RT @LDecosse: Q2: we strive 2 exceed R own expectations but need 2 exceed client expectations #solopr
- 5:36 pm **CommAMMO:** @SoloPR @lauraschultz Partic important in media relations - never know when media will nod off to something else... #solopr
- 5:37 pm **CommAMMO:** RT @SoloPR: @CommAMMO @LauraSchultz Great points. Part of client education is letting them know that unforeseen things can happen. #solopr
- 5:37 pm **cidokogiPR:** Q2: Did you commit to clients needs and do everything you could do prompt results? If yes, then you deserve to be paid. #solopr
- 5:38 pm **dconconi:** RT @cidokogiPR: Q2: Did you commit 2 clients needs and do everything U could do prompt results? If yes, then U deserve to be paid. #solopr
- 5:38 pm **jgombita:** You're good! "@krisTK: Q2: Underlying issue is am I unhappy with my work or is the client not satisfied with the project outcome?" #solopr
- 5:38 pm **LDecosse:** @dconconi indeed very important to set expectations upfront #solopr

- 5:38 pm **CommAMMO:** RT @cidokogiPR: Q2: Did u commit 2 clients needs & do everything you could do prompt results? If yes, then you deserve to be paid. #solopr
- 5:38 pm **3hatscomm:** @SoloPR @CommAMMO @LauraSchultz Educate client on unexpected and realistic outcomes, yet try to plan for unforeseen #solopr
- 5:39 pm **lovepublicity:** I agree with this! RT: @BevPayton #SoloPR Q2 Would depend was it lack of my effort/creativity or out -of-control outside events.
- 5:39 pm **cidokogiPR:** If you go 2 the hair dresser and the style doesn't come out the way you imagined, you may not return, but you definitely pay him/her #solopr
- 5:39 pm **SoloPR:** RT @tkgpr: A2 - I think you should as long as you over deliver in other months- the one consistency in PR is that there is none #solopr
- 5:39 pm **lovepublicity:** RT @cidokogiPR Q2: Did you commit to clients needs and do everything you could do prompt results? yes, then you deserve to be paid. #solopr
- 5:39 pm **deegospel:** RT @cidokogiPR: Q2: Did you commit 2 clients needs and do everything U could do prompt results? If yes, then U deserve to be paid. #solopr
- 5:40 pm **krisTK:** Good approach. RT @3hatscomm: Educate client on unexpected and realistic outcomes, yet try to plan for unforeseen #solopr
- 5:40 pm **LauraScholz:** YES. RT @LDecosse: @dconconi indeed very important to set expectations upfront #solopr
- 5:40 pm **CommAMMO:** Helpful paper on setting measurable objectives -- from Institute for PR <http://bit.ly/a0qGzu> cc: @michelleipr #solopr
- 5:40 pm **cloudspark:** RT @CommAMMO Helpful paper on setting measurable objectives -- fr Institute for PR <http://bit.ly/a0qGzu> c: @michelleipr #solopr
- 5:40 pm **deegospel:** joining #solopr late. hi all
- 5:41 pm **dconconi:** RT @SoloPR: Hope 4 best, prepare 4 worst RT @3hatscomm: Educate client on unexpected & realistic outcomes, yet try 2 plan 4 unforeseen #solopr
- 5:41 pm **LoisMarketing:** #soloPR Q2 Key will be to set and manage realistic expectations for both yourself and your client, communicate honestly thru process
- 5:42 pm **CommAMMO:** @3hatscomm That's why orgs need a crisis strategic plan - mighty hard to handle otherwise... #solopr
- 5:42 pm **SoloPR:** Q3 up next... #solopr
- 5:42 pm **deegospel:** q2 i don't charge enough. that is my problem #solopr
- 5:42 pm **3hatscomm:** Exactly, prepare for worst.. and reality. Not all efforts will get same outcomes RT @SoloPR: Hope for best but prepare for worst #solopr
- 5:43 pm **fransteps:** Thx @CommAMMO...just got to #solopr and am already looking at paper link. Good stuff.
- 5:43 pm **CommAMMO:** We're all worth a raise. RT @deegospel: q2 i dont charge enough. that is my problem #solopr
- 5:43 pm **LDecosse:** Q2 - if hard work has been put in.. results might be below expectations but results were obtained.so clients can be charged..#solopr
- 5:43 pm **SoloPR:** Q3: How do you find bloggers to target? #solopr
- 5:43 pm **tkgpr:** @CommAMMO Don't know the institute? #solopr
- 5:43 pm **3hatscomm:** ITA something flexible, adaptable per the problem. RT @CommAMMO: That's why orgs need a crisis strategic plan. #solopr
- 5:43 pm **deegospel:** @CommAMMO amen #solopr

- 5:43 pm **LDecosse:** RT @dconconi: RT @SoloPR: Hope 4 best, prepare 4 worst RT @3hatscomm: Educate client on unexpected & realistic outcomes, yet try 2 plan 4 unforeseen #solopr
- 5:43 pm **BevPayton:** RT @LoisMarketing: #soloPR Q2 Key will B 2 set & manage realistic expectations 4 both yrself & yr client, communicate honestly thru process
- 5:44 pm **CommAMMO:** @fransteps It's a great resource on a lot of topics! You're welcome! #solopr
- 5:44 pm **PRAMITASEN:** RT @SoloPR: Q3: How do you find bloggers to target? #solopr
- 5:44 pm **deegospel:** q3: i'm pretty tapped into the industries I rep, so I know the key bloggers personally #solopr
- 5:44 pm **elizabethshelby:** @SoloPR Q3 is a great question! #solopr
- 5:45 pm **deegospel:** q3: but i look for new ones via alltop, technorati, and google alerts #solopr
- 5:45 pm **fransteps:** Q3: I target bloggers by searching industries and keywords, start w/ Google Alerts. #solopr
- 5:45 pm **CommAMMO:** @tkgpr I'm on its measurement commission (5 yrs) - great programs, terrific research bridging academic/practitioner worlds. #solopr
- 5:45 pm **MarketThis:** RT @LoisMarketing: #soloPR Q2 Key will be to set and manage realistic expectations for both yourself and your client, communicate honestly thru process
- 5:45 pm **cidokogiPR:** RT @SoloPR: Q3: How do you find bloggers to target? #solopr
- 5:45 pm **makasha:** I am late. Hi all. #solopr
- 5:45 pm **dconconi:** Q2:PR is not an exact science: set & manage expectations, do ur best, build real relationships w clients 2 weather challenging times #solopr
- 5:45 pm **CommAMMO:** Listening, asking around, then reading them closely for fit. RT @SoloPR: Q3: How do you find bloggers to target? #solopr
- 5:46 pm **deegospel:** @makasha hey! #solopr
- 5:46 pm **SoloPR:** RT @fransteps: Q3: I target bloggers by searching industries and keywords, start w/ Google Alerts #solopr
- 5:46 pm **LDecosse:** RT @cidokogiPR: RT @SoloPR: Q3: How do you find bloggers to target? #solopr
- 5:46 pm **SoloPR:** Excellent! RT @deegospel: q3: i'm pretty tapped into the industries I rep, so I know the key bloggers personally #solopr
- 5:46 pm **CommAMMO:** @3hatscomm Yes - too many think a strategy is a straitjacket. It's more like a Cashmere sweater, adaptable and comfortable. #solopr
- 5:47 pm **LauraScholz:** Q3: Research, research, research. And engagement. If you're active in your community/ industry, targeting is much easier. #solopr
- 5:47 pm **SoloPR:** Yes- don't forget to read 'em! RT @CommAMMO: Listening, asking around, then reading them closely for fit. #solopr
- 5:47 pm **LDecosse:** Q3 - interesting question.. will wait for feedback because i want to know as well besides Google Alert, how can we narrow them down #solopr
- 5:47 pm **tkgpr:** A3 - Technorati, Bloggers.com etc big guys; lots of specialized lists these days; use Google to narrow down a search #solopr
- 5:48 pm **CommAMMO:** RT @LauraScholz: Q3: Research, research, research. And engagement. If ur active in ur community/ industry, targeting is much easier. #solopr
- 5:48 pm **PRAMITASEN:** Q3> Alltop is a great resource #solopr
- 5:48 pm **LDecosse:** RT @CommAMMO: Listening, asking around, then reading them closely for fit. RT @SoloPR: Q3: How do you find bloggers to target? #solopr

- 5:48 pm **BevPayton:** RT @deegospel: q3: i'm pretty tapped into the industries I rep, so I know the key bloggers personally #solopr
- 5:48 pm **krisTK:** RT @SoloPR: Q3: How do you find bloggers to target? #solopr
- 5:48 pm **KellyeCrane:** Q3: A Twitter search for your keywords is another way to find the blogs being read/talked about. #solopr
- 5:48 pm **3hatscomm:** @CommAMMO Agree. Strategy, esp. crisis response, can't be set in stone. Different problems call for different solutions. #solopr
- 5:48 pm **deegospel:** @LDecosse the better bloggers usually lead a blogging community or chat with other bloggers via their blogs #solopr
- 5:48 pm **cidokogiPR:** RT @PRAMITASEN: Q3> Alltop is a great resource << thanks!! #solopr
- 5:48 pm **CommAMMO:** @SoloPR Classic rookie error -- pitching without reading. Goes for mainstream media too. Gotta read. #solopr
- 5:49 pm **CommAMMO:** RT @KellyeCrane: Q3: A Twitter search for your keywords is another way to find the blogs being read/talked about. #solopr
- 5:49 pm **dconconi:** Q3: on addictomatic.com, can find blogs covering your industry in Twingly BLog Search section #solopr
- 5:49 pm **tkgpr:** A3 - also do a topic search on Twitter - if the blogger matters he/she will be on there tweeting away #solopr
- 5:49 pm **LoisMarketing:** #soloPR Q3 Just as there is an advantage for being a media resource/expert, communicate that you are the same for bloggers, give-and-take
- 5:49 pm **jpgombita:** Q3. Apparently Cision (?) has put together mega-list of targeted bloggers; get lots of pitches for book review for @prconversations #solopr
- 5:49 pm **dconconi:** RT @tkgpr: A3 - also do a topic search on Twitter - if the blogger matters he/she will be on there tweeting away #solopr
- 5:50 pm **KellyeCrane:** @martinehunter Hi there- it's the #solopr chat (for indie PR consultants). We chat every Wed, 1-2pm ET - join us!
- 5:50 pm **BevPayton:** RT @CommAMMO: @3hatscomm Yes - 2 many think a strategy is a straitjacket. It's more lk a Cashmere sweater, adaptable & comfortable. #solopr
- 5:50 pm **CommAMMO:** As do those aspiring to be influential! RT @deegospel: @LDecosse better bloggers lead a blogging community or chat w/ oth bloggers #solopr
- 5:50 pm **LDecosse:** Thx :) RT @deegospel: @LDecosse the better bloggers usually lead a blogging community or chat with other bloggers via their blogs #solopr
- 5:50 pm **3hatscomm:** @KellyeCrane Yes, Twitter and hashtag searches, Google alerts mentioned.. blogrolls list like minded bloggers, find 1 you find more #solopr
- 5:50 pm **TechDagan:** @KellyeCrane Good point. In fact, Twitter searches also look for your search terms in any pages linked to in the tweet. #solopr
- 5:50 pm **deegospel:** @CommAMMO yes. :) #solopr
- 5:51 pm **PRAMITASEN:** RT @3hatscomm: Twitter and hashtag searches, Google alerts mentioned.. blogrolls list like minded bloggers, find 1 you find more #solopr
- 5:51 pm **BevPayton:** RT @KellyeCrane: Q3: A Twitter search for your keywords is another way to find the blogs being read/talked about. #solopr
- 5:51 pm **LDecosse:** Agree too! RT @CommAMMO: As do those aspiring to be influential! RT @deegospel: better bloggers lead a blogging community... #solopr
- 5:51 pm **krisTK:** RT @CommAMMO: Many think a strategy is a straitjacket. It's more like a Cashmere sweater, adaptable & comfortable. #solopr
- 5:51 pm **deegospel:** @3hatscomm true "find 1 you find more" #solopr

- 5:51 pm **CommAMMO:** ? Just learned something new RT @dconconi: Q3: on addictomatic.com, can find blogs covering your industry in Twingly BLog Search #solopr
- 5:51 pm **jgombita:** Good one @3HatsComm! "blogrolls list like-minded bloggers, find one you find more" #solopr [except so many blogrolls are now out of date!]
- 5:51 pm **SoloPR:** RT @LoisMarketing: Q3Just as there is an advantage for being a media resource/expert, communicate that you are the same for bloggers #solopr
- 5:51 pm **BevPayton:** RT @CommAMMO: @SoloPR Classic rookie error -- pitching without reading. Goes for mainstream media too. Gotta read. #solopr
- 5:52 pm **LDecosse:** RT @CommAMMO: ? Just learned something new RT @dconconi: Q3: on addictomatic.com, can find blogs covering your industry in Twingly BLog Search #solopr
- 5:52 pm **tkgpr:** A3 - these days the most influential bloggers attend the key industry conferences, if you go connect, but read their blogs first #solopr
- 5:52 pm **dconconi:** @CommAMMO when you put in your key words, it shows the recent blogposts covering those #solopr
- 5:52 pm **SoloPR:** RT @TechDagan: @KellyeCrane Good point.In fact, Twitter searches also look for your search terms in any pages linked to in the tweet #solopr
- 5:53 pm **deegospel:** q3: also once you find the blog. subscribe to them in google reader to stay in the know #solopr
- 5:53 pm **krisTK:** RT @dconconi: Q3: on addictomatic.com, can find blogs covering your industry in Twingly Blog Search #solopr
- 5:53 pm **SoloPR:** RT @tkgpr: A3 - these days the most influential bloggers attend the key industry conferences, connect, but read their blogs 1st #solopr
- 5:53 pm **3hatscomm:** @jgombita True some blogrolls out of date, but sometimes you'll find a few that lead to a few more.. #solopr
- 5:53 pm **CommAMMO:** Ack - this is gone too fast. Gotta prep for class -- teaching in 20 minutes. Thanks @kellyecrane 4 anoth great session. #solopr
- 5:53 pm **BevPayton:** RT @3hatscomm: @KellyeCrane Yes, Twitter and hashtag searches, Google alerts mentioned.. blogrolls list like minded bloggers, find 1 you find more #solopr
- 5:53 pm **jgombita:** @CommAMMO cashmere sweaters are also expensive, but well-cared for, they will last a long time. ;-) #solopr
- 5:53 pm **fransteps:** RT @dconconi: @CommAMMO when you put in your key words, it shows the recent blogposts covering those #solopr
- 5:54 pm **goodsgirl:** RT@LauraScholz:Q3:Research, research, research. & engagement.If you're active in your community/ industry, targeting is much easier. #solopr
- 5:54 pm **lovepublicity:** @SoloPR Twitter Search, Google search & Alltop.com. I also research EVERYTHING. #solopr
- 5:54 pm **3hatscomm:** Cool, new tool Thx RT @dconconi: Q3: on addictomatic.com, can find blogs covering your industry in Twingly BLog Search section #solopr
- 5:54 pm **CommAMMO:** Re addictomatic...RT @dconconi: when you put in your key words, it shows the recent blogposts covering those #solopr
- 5:54 pm **deegospel:** @tkgpr true. i'm also a blogger & attend many events as media. i belong to blogger & blogalicious #solopr
- 5:54 pm **LDecosse:** @CommAMMO readin their blogs is essential before tryin to pitch anythin to them..shows u appreciate and show interest in wat they do #solopr
- 5:54 pm **CommAMMO:** Raise prices! RT @jgombita: @CommAMMO cashmere sweaters are also expensive, but well-cared for, they will last a long time. ;-) #solopr

- 5:54 pm **fransteps:** Learn something new every week! Thanks @SoloPR for #solopr chat. Great advice today even if I was late to the game.
- 5:54 pm **KellyeCrane:** Q3: Twitter lists can be another good way to find sources. Sometimes a PR or journo will have a "top X bloggers" list. #solopr
- 5:55 pm **jgombita:** @tkgpr actually, find many of the "most influential bloggers" ONLY attend industry conferences now if asked to speak/expenses paid #solopr
- 5:55 pm **dconconi:** smart! RT @lovepublicity: @SoloPR Twitter Search, Google search & Alltop.com. I also research EVERYTHING. #solopr
- 5:55 pm **cidokogiPR:** RT @KellyeCrane: Q3: A Twitter search for your keywords is another way to find the blogs being read/talked about. #solopr
- 5:55 pm **krisTK:** @solopr Q3: Everyone's talking about research. Can we talk more about charging for that time next week? #solopr
- 5:55 pm **slicknickricky:** @jgombita My thoughts exactly. Who cares. The world loves him for golf. The rest is up to him and his family. #solopr
- 5:55 pm **3hatscomm:** Good analogy for Investment. RT @jgombita: @CommAMMO cashmere sweaters are expensive, but cared for, they will last a long time. #solopr
- 5:55 pm **dconconi:** Yes please! RT @krisTK: @solopr Q3: Everyones talking about research. Can we talk more about charging for that time next week? #solopr
- 5:56 pm **TechDagan:** If location matters in your search, you can use Twitter's geocode opearator: <http://bit.ly/aGh7B0> #solopr
- 5:56 pm **LeliaKate:** I'm jumping in late, but agree on this! RT @krisTK: @solopr Q3: Can we talk more about charging for research time next week? #solopr
- 5:56 pm **SoloPR:** @dconconi @kristk Of course. Specifically interested in talking about charging for rearch time? #solopr
- 5:56 pm **dconconi:** cool! RT @TechDagan: If location matters in your search, you can use Twitters geocode opearator: <http://bit.ly/aGh7B0> #solopr
- 5:56 pm **PRAMITASEN:** My pleasure :) RT @cidokogiPR: RT @PRAMITASEN: Q3> Alltop is a great resource << thanks!! #solopr
- 5:57 pm **SoloPR:** RT @TechDagan: If location matters in your search, you can use Twitter's geocode opearator: <http://bit.ly/aGh7B0> #solopr
- 5:57 pm **LoisMarketing:** RT @slicknickricky: @jgombita My thoughts exactly. Who cares. The world loves him for golf. The rest is up to him and his family. #solopr
- 5:57 pm **krisTK:** @SoloPR Yes, please. You never know how much time research will take or what the outcome will be, but it's a crucial step. #solopr
- 5:57 pm **PRAMITASEN:** Thanks for a great chat everyone :) Chat with you again soon! #solopr
- 5:57 pm **jgombita:** @slicknickricky exactly. We're supposed to FEEL SORRY for COMPANIES that wanted to ride his personal coattails, in addition to golf? #solopr
- 5:58 pm **deegospel:** @krisTK thanks "billing research" #solopr
- 5:58 pm **SoloPR:** The people have spoken: the topic of charging for research time will be on the list for next week. #solopr
- 5:58 pm **tkgpr:** @deegospel Industry conf great place to get ideas for blog content #solopr
- 5:58 pm **deegospel:** RT @SoloPR: The people have spoken: the topic of charging for research time will be on the list for next week. #solopr
- 5:58 pm **lovepublicity:** @dconconi @SoloPR @krisTK Thats why I think we should get paid on Q2. Research is the bulk of our work. #solopr
- 5:58 pm **BevPayton:** Gr8 idea RT @KellyeCrane: Q3: twttr lists cn B another gd way 2 find sources. Smtms a PR or journo have a "top X bloggers" list. #solopr

- 5:59 pm **deegospel:** @tkgpr tons of ideas ;) #solopr
- 5:59 pm **LDecosse:** @SoloPR as always, great chat, great community to share with and looking forward for the next #solopr
- 5:59 pm **dconconi:** would love to talk process too if poss! RT @SoloPR: the topic of charging for research time will be on the list for next week. #solopr
- 5:59 pm **krisTK:** YEA! RT @SoloPR: The people have spoken: the topic of charging for research time will be on the list for next week. #solopr
- 5:59 pm **SoloPR:** Another hour has flown by - thanks to you all for participating! Transcript will be on Solo PR Pro within 24 hrs #solopr
- 6:00 pm **jgombita:** I certainly have! RT @tkgpr: @deegospel Industry conf great place to get ideas for blog content #solopr
- 6:00 pm **MopwaterPR:** How to decide to go out on your own as a #solopr pro. Here's @Rudowitz's story <http://bit.ly/buq2w5> #PR
- 6:00 pm **LDecosse:** RT @krisTK: YEA! RT @SoloPR: The people have spoken: the topic of charging for research time will be on the list for next week. #solopr
- 6:00 pm **cidokogiPR:** RT @KellyeCrane: Q3: twtr lists cn B another gd way 2 find sources. Smtms a PR or journo have a "top X bloggers" list. #solopr
- 6:00 pm **dconconi:** Hard to believe. Thanks everyone!! always a pleasure to learn from the best! RT @SoloPR: Another hour has flown by #solopr
- 6:01 pm **deegospel:** @SoloPR thanks for a great chat. #gonewriting #solopr
- 6:01 pm **jgombita:** @MopwaterPR are you using the #solopr dedicated chat to PROMOTE @Rudowitz's story?!
- 6:01 pm **SoloPR:** If you're new, be sure to join the Solo PR Pros LinkedIn group- [bit.ly/Nf4sw](http://bit.ly/Nf4sw) - and Facebook - <http://bit.ly/aObcT3> #solopr
- 6:01 pm **BevPayton:** Gr8 #solopr chat 2day all. Thanks 4 all the useful info.
- 6:02 pm **3hatscomm:** Thx for great #solopr chat today! @KellyeCrane @krisTK @SoloPR @dconconi @jgombita @CommAMMO @BevPayton @PRAMITASEN @deegospel
- 6:02 pm **juleszunichPR:** RT @SoloPR: If you're new, be sure to join the Solo PR Pros LinkedIn group- [bit.ly/Nf4sw](http://bit.ly/Nf4sw) - and Facebook - <http://bit.ly/aObcT3> #solopr
- 6:02 pm **BevPayton:** RT @SoloPR: If you're new, be sure to join the Solo PR Pros LinkedIn group- [bit.ly/Nf4sw](http://bit.ly/Nf4sw) - and Facebook - <http://bit.ly/aObcT3> #solopr
- 6:03 pm **tkgpr:** @jgombita Just signed up for your posts, great site #solopr
- 6:03 pm **PRAMITASEN:** Ditto! RT @3HatsComm: Thx for great #solopr chat today! @KellyeCrane @krisTK @SoloPR @dconconi @jgombita @CommAMMO @BevPayton @deegospel
- 6:03 pm **MarketingMel:** Thanks all for the chat at #solopr. Loved the blogging topic. Was on the phone half the time. Will talk more later! Have a great week.
- 6:03 pm **dconconi:** and now - off to manage some expectations - theirs and MINE. Have a good one! #solopr
- 6:04 pm **KellyeCrane:** Hot off the press RT @griner: What should the world do w/the 1 million hrs a day Google Instant will save? <http://bit.ly/ceE0xt> #solopr
- 6:04 pm **SoloPR:** Awesome RT @dconconi: and now - off to manage some expectations - theirs and MINE. Have a good one! #solopr
- 6:09 pm **MarketingMel:** TY! RT @SoloPR: If you're new, be sure to join the Solo PR Pros LinkedIn group- [bit.ly/Nf4sw](http://bit.ly/Nf4sw) - and Facebook - <http://bit.ly/aObcT3> #solopr
- 6:10 pm **socialitestatus:** Arrrrgh! I missed #solopr trying to get info about a party limo! #priorities
- 6:16 pm **KellyeCrane:** @MarketingMel Thanks, glad you could join #solopr today!

- 6:22 pm **MarketingMel:** RT @KellyeCrane: RT @griner: What should the world do w/the 1 million hrs a day Google Instant will save? <http://bit.ly/ceE0xt> #solopr
- 6:23 pm **TbroOnline:** RT @krisTK: Q1: A true PR disaster puts the future of the whole org at risk. Goes way beyond a mis-statement or single oopsie. #solopr
- 6:35 pm **krisTK:** Amen! RT @3hatscomm: Thx for great chat! @KellyeCrane @SoloPR @dconconi @jgombita @CommAMMO @BevPayton @PRAMITASEN @deegospel #solopr
- 6:37 pm **jgombita:** @Lockstep to the general public or wannabe/armchair PR "coaches," yes. How would \*you\* have defined a "PR disaster" for the #solopr peeps?
- 6:41 pm **lockstep:** @jgombita An event which breaks audiences' ability to trust brand in the long term. Not accidents, not immaterial poor judgment. #solopr
- 6:43 pm **jgombita:** RT @Lockstep #solopr Q1: An event which breaks audiences' ability to trust brand in long term. Not accidents, not immaterial poor judgment.
- 6:44 pm **dconconi:** RT @krisTK: Amen! RT @3hatscomm: Thx for great chat! @KellyeCrane @SoloPR @dconconi @jgombita @CommAMMO @BevPayton @PRAMITASEN @deegospel #solopr
- 7:15 pm **RealPRMedia:** Missed #solopr chat today, but reading through gr8 Q & A's. If you're in PR, have that as part of a job description, chats are Wed. 1-2 ET.
- 7:19 pm **RealPRMedia:** Your thoughts? Media & industry pubs are quick to use term "PR disaster." What constitutes a PR disaster? #solopr
- 7:28 pm **KellyeCrane:** @jgombita @Lockstep Realized the diff in our definitions of PR disaster: to me, it's when a response makes the situation worse. #solopr
- 7:29 pm **KellyeCrane:** @jgombita @Lockstep I think many of us are putting the emphasis on the "PR" in "PR disaster" (versus other kinds of crises) #solopr
- 8:24 pm **CommAMMO:** @3HatsComm @KellyeCrane @krisTK @SoloPR @dconconi @jgombita @BevPayton @PRAMITASEN @deegospel likewise, thx for a grt #solopr discussion