



## Transcript from September 22, 2010 to September 22, 2010

All times are Pacific Time

### September 22, 2010

- 1:32 am **wordboom:** RT @rockstarjen: The Power of One: Taking Your Solo Business From Good to Great <http://ht.ly/2Htpq> (great advice from @shonali) #solopr
- 1:32 am **thorstone137:** RT @rockstarjen: The Power of One: Taking Your Solo Business From Good to Great <http://ht.ly/2Htpq> (great advice from @shonali) #solopr
- 1:10 pm **KellyeCrane:** #solopr chat is today, 1-2 pm ET! Send me (@ or DM) your Qs on PR, consulting and business topics.
- 1:53 pm **GetPushing:** RT @KellyeCrane: #solopr chat is today, 1-2 pm ET! Send me (@ or DM) your Qs on PR, consulting and business topics.
- 2:00 pm **gmjameson:** @KellyeCrane Oh I miss you at #solopr chat. Getting the new biz started has been insane (which is GOOD, I guess!) But I need community!
- 2:29 pm **KellyeCrane:** @gmjameson Aw, thanks! Come back any time, and you can also get support on the FB/LI groups if/when you need it. #solopr
- 4:06 pm **KellyeCrane:** Less than an hour until the #solopr chat (1-2pm ET) for independent PR practitioners. Be sure to send me your Qs/topics- see you then!
- 4:22 pm **karensxim:** @KellyeCrane That @sherrylowry is a firecracker! See you soon for #solopr yeehaw!
- 4:24 pm **MarketingMel:** Can't wait! RT @KellyeCrane: #solopr chat (1-2pm ET) for independent PR practitioners. Send your Qs/topics- see you then!
- 4:40 pm **JasmineRBrooks:** @KellyeCrane Oh... I would love to join but evening chats work better for me. #solopr
- 4:52 pm **KellyeCrane:** @JasmineRBrooks No worries- keep your eyes out for the #solopr chat transcript, which will be posted on the SoloPR.com blog.
- 5:00 pm **karensxim:** Good Afternoon super solos! So glad to be here today! #solopr
- 5:00 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 **karensxim:** Pls excuse higher than normal tweet vol as I join solopr for next hr, you're welcome to join in using tweetchat or tweetgrid #solopr
- 5:01 pm **SoloPR:** Note that I had some issues w/Tweetgrid today - you may want to try TweetChat.com to participate in the chat. #solopr
- 5:02 pm **SoloPR:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr
- 5:02 pm **rajean:** Jumping into #soloPR chat, look forward to learning from my peers, laughing, poke fun, sharing our wisdom.
- 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 **deegospel:** joining #solopr. Hi, I'm Dee Stewart of DeeGospel PR. Atlanta, GA
- 5:03 pm **karensxim:** yes she is! Hey Dee! RT @deegospel: joining #solopr. Hi, Im Dee Stewart of DeeGospel PR. Atlanta, GA #solopr
- 5:03 pm **SoloPR:** This is @KellyeCrane moderating- blog at SoloPR.com. Welcome all! #solopr
- 5:03 pm **dconconi:** RT @karensxim: yes she is! Hey Dee! RT @deegospel: joining #solopr. Hi, Im Dee Stewart of DeeGospel PR. Atlanta, GA #solopr

5:04 pm **dconconi:** RT @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)

5:04 pm **karensxim:** Hi I'm Karen Swim, worldwide but based in MI, I like rainbows and puppies #solopr

5:04 pm **SoloPR:** RT @rajean: Jumping into #solopr chat, look forward to learning from my peers, laughing, poke fun, sharing our wisdom. #solopr

5:04 pm **PRAMITASEN:** Hi, I'm Pramita. Mktng & Sales Associate in a niche finance indus. #solopr

5:05 pm **SoloPR:** Here comes Q1: How do you know when your fees are too low? #solopr

5:05 pm **dconconi:** Diana here, originally from Wash, DC, now in Toronto, Canada - livin' and lovin' la vida #solopr #solopr

5:05 pm **dconconi:** RT @SoloPR: Here comes Q1: How do you know when your fees are too low? #solopr

5:06 pm **tkgpr:** Tracey, long-time corporate PR, just started by own business #solopr

5:06 pm **karensxim:** RT @SoloPR: Here comes Q1: How do you know when your fees are too low? #solopr

5:06 pm **deegospel:** @tkgpr Hi, Tracy #solopr

5:06 pm **KellyeCrane:** Love it. Favorited! RT @dconconi: ... livin' and lovin' la vida #solopr

5:07 pm **karensxim:** A1: When a former customer returning doesn't bother to ask price it's a clue your'e a bargain #solopr

5:07 pm **LauraScholz:** When you have a 100% close rate. RT @SoloPR: Here comes Q1: How do you know when your fees are too low? #solopr

5:07 pm **deegospel:** q1: when you can't get your child's back to school clothes #solopr

5:07 pm **karensxim:** Typo, oops #solopr

5:07 pm **MarketingMel:** Hi friends. Q 1, I think your fees must align w/ similar consultants in your region w/ same experience level #solopr

5:07 pm **karensxim:** Yes!RT @LauraScholz: When you have a 100% close rate. RT @SoloPR: Here comes Q1: How do you know when your fees are too low? #solopr

5:08 pm **KellyeCrane:** Q1: I think #1 sign is when you are turning away work because you're so busy. Time to raise rates. #solopr

5:08 pm **karensxim:** Def sign your biz is on welfare! RT @deegospel: q1: when you cant get your childs back to school clothes #solopr

5:08 pm **SarahEWalraven:** RT @LauraScholz: When you have a 100% close rate. RT @SoloPR: Here comes Q1: How do you know when your fees are too low? #solopr

5:08 pm **RealPRMedia:** Hi #solopr, we hope to listen, read, chime in when we can. We're a firm in Denver mkt, a reporter & a PR pro. Imagine the possibilities!

5:08 pm **SoloPR:** Oh nooo. RT @deegospel: q1: when you cant get your child's back to school clothes #solopr

5:08 pm **karensxim:** True! RT @KellyeCrane: Q1: I think #1 sign is when you are turning away work because youre so busy. Time to raise rates. #solopr

5:08 pm **deegospel:** RT @karensxim: A1: When a former customer returning doesn't bother to ask price it's a clue your'e a bargain #solopr

5:08 pm **PRAMITASEN:** Haha RT @karensxim: Def sign your biz is on welfare! RT @deegospel: q1: when you cant get your childs back to school clothes #solopr

5:09 pm **deegospel:** RT @KellyeCrane: Q1: I think #1 sign is when you are turning away work because you're so busy. Time to raise rates. #solopr

5:09 pm **deegospel:** RT @LauraScholz: When you have a 100% close rate. RT @SoloPR: Here comes Q1: How do you know when your fees are too low? #solopr

5:09 pm **SaraLanePR:** @KellyeCrane Good Point! #solopr

- 5:10 pm **deegospel:** q1: Kellye's been helpful with me about this issue. #solopr
- 5:10 pm **SoloPR:** @MarketingMel True- how do you find that out? #solopr
- 5:10 pm **LauraScholz:** Q1: Or when people don't pay you on time or take you seriously b/c they're not invested. #solopr
- 5:10 pm **karensxim:** I am shaking my head and laughing at the great responses to Q1, if you're not on this chat, join now! #solopr
- 5:10 pm **deegospel:** @karensxim q1 never thought of it like that until you said it. when rates aren't in the discussion... #solopr
- 5:11 pm **karensxim:** @deegospel Yes, learned that the hard way but I did learn! :- ) #solopr
- 5:11 pm **KellyeCrane:** Q1: Also, if the prospect doesn't pause when you quote a fee - they just jump. You want a short pause. :- ) #solopr
- 5:11 pm **SoloPR:** Very true! RT @LauraScholz: Q1: Or when people dont pay you on time or take you seriously b/c theyre not invested. #solopr
- 5:12 pm **karensxim:** Lol! RT @KellyeCrane: Q1: Also, if the prospect doesnt pause when you quote a fee - they just jump. You want a short pause. :- ) #solopr
- 5:12 pm **deegospel:** @karensxim q1: thanks. i'm learning now. thanks to you guys. #solopr
- 5:12 pm **tkgpr:** Get's to the key question of valuing your output; a top class lawyer doesn't charge low fees #solopr
- 5:12 pm **rajean:** I think your fees need to mirror those of other agencies or solos with similar levels of experience & training. #solopr
- 5:12 pm **WriterChanelle:** RT @KellyeCrane: Q1: I think #1 sign is when you are turning away work because you're so busy. Time to raise rates. #solopr
- 5:12 pm **karensxim:** @deegospel So glad we can support you because you really are brilliant! #solopr
- 5:13 pm **MarketingMel:** We have a group of regional consultants that meets 1 x mo. We've become friends and share! Not all #PR peeps but all pros #solopr
- 5:13 pm **karensxim:** Yes!! RT @tkgpr: Gets to the key question of valuing your output; a top class lawyer doesnt charge low fees #solopr
- 5:13 pm **KellyeCrane:** Q1: As @LauraScholz said, charging too little really does demean your work. You want to be seen as an equal. #solopr
- 5:14 pm **SaraLanePR:** @rajean Agreed! #solopr
- 5:14 pm **kgombita:** A1. Quote from @matwilcox for upcoming PRoust Questionnaire: PR hell is: Clients that nickel and dime. You get what you pay for. :- ) #solopr
- 5:14 pm **SoloPR:** Great RT @MarketingMel: We have a group of regional consultants that meets 1x mo. We... share (info)! Not all #PR peeps but all pros #solopr
- 5:14 pm **dconconi:** Q1 before you quote you should know what the going market range is and value accordingly #solopr
- 5:14 pm **SoloPR:** RT @dconconi: Q1 before you quote you should know what the going market range is and value accordingly #solopr
- 5:14 pm **deegospel:** @karensxim (blushing) #solopr
- 5:15 pm **SoloPR:** Q2: When it comes to your retainer, do you reduce it for smaller clients or stay with what you're charging larger ones? #solopr
- 5:16 pm **karensxim:** RT @SoloPR: Q2: When it comes to your retainer, do you reduce it for smaller clients or stay with what youre charging larger ones? #solopr
- 5:16 pm **karensxim:** @deegospel :- ) #solopr
- 5:16 pm **deegospel:** @KellyeCrane q1 agree. i lowered my rates, because i wanted to help, epic fail for me. #solopr
- 5:16 pm **dconconi:** Q1 - it's good to have flexible rates too for diff types of work (eg. crisis, rush jobs, long standing referral relationships, etc.) #solopr

- 5:16 pm **dconconi:** RT @SoloPR: Q2: When it comes to your retainer, do you reduce it for smaller clients or stay with what youre charging larger ones? #solopr
- 5:17 pm **jgombita:** A2. Should "size" matter? Or should "type" of client matter. For example, price breaks to charities/NGOs/female entrepreneur. #solopr
- 5:17 pm **KellyeCrane:** Q2: The scale changes based on the scope of work. But my fee range stays intact. #solopr
- 5:17 pm **karensxim:** A2: I price based on scope not size, with that said larger clients are sometimes more bc more req'd - approvals, mtngs, etc #solopr
- 5:17 pm **3hatscomm:** RT @jgombita: Quote from @matwilcox: PR hell is Clients that nickel and dime. You get what you pay for. :- ) #solopr
- 5:17 pm **deegospel:** @dconconi q1 true. i know the rates, but i dropped, because of the challenges in the industry i support. In hindsight, so wrong. #solopr
- 5:18 pm **dconconi:** Q2 - your time is worth the same no matter whether the client is small or large (exceptions for type of work or non-profit) #solopr
- 5:18 pm **pplisa:** I always forget to tune in, but love when I accidentally come across #solopr chat - its really always a good talk
- 5:18 pm **karensxim:** @pplisa Hey you! :- ) #solopr
- 5:18 pm **deegospel:** q2: i once charged ess but agree with @matwilcox i got nickled & dimed too much. now no same price #solopr
- 5:19 pm **KellyeCrane:** @jgombita I know many who offer discounts, but I do not (not counting pro bono). My time is worth what it's worth. #solopr
- 5:19 pm **tkgpr:** @dconconi I like your answer #solopr
- 5:19 pm **RealPRMedia:** We like Q2 - we've considered a non-for-profit vs. a for-profit rate #solopr Interested in what others offer.
- 5:19 pm **deegospel:** @pplisa Lisa! (waving and jumping) #solopr
- 5:19 pm **dconconi:** @deegospel It's just so hard to make it back up if you do that. Good luck! #solopr
- 5:19 pm **pplisa:** @karensxim you are how I "remembered" to tune in! #solopr
- 5:19 pm **dconconi:** @tkgpr thank you! #solopr
- 5:20 pm **karensxim:** @pplisa Oh yay! Now everyone gets to share in my good fortune :- ) #solopr
- 5:20 pm **pplisa:** @deegospel HI DEE!! finally jumping in after seeing yours and Karen's PR lovefest going on #solopr
- 5:20 pm **KellyeCrane:** Q2: My main reasoning is, what if a contact getting a discount moves to another org? Do they get sticker shock? #solopr
- 5:20 pm **jgombita:** @KellyeCrane understood. Do you have many clients in the not-for-profit sector? #solopr
- 5:20 pm **deegospel:** @dconconi it never gets made back up. i'd rather not have a client, than be underpaid anymore. #solopr
- 5:20 pm **SoloPR:** Thx! RT @pplisa: I always forget to tune in, but love when I accidentally come across #solopr chat - its really always a good talk #solopr
- 5:20 pm **RealPRMedia:** RT @KellyeCrane: @jgombita I know many who offer discounts, but I do not (not counting pro bono). My time is worth what it's worth. #solopr
- 5:20 pm **JamiMiami:** @pplisa Me too. The #solopr chat is the one chat I always go back and search after I've missed it.
- 5:20 pm **deegospel:** @pplisa hee! #solopr
- 5:21 pm **karensxim:** Amen! RT @deegospel: @dconconi it never gets made back up. id rather not have a client, than be underpaid anymore. #solopr
- 5:21 pm **MastersSwimmers:** <wave> @karensxim #solopr
- 5:21 pm **FWANY:** RT @tkgpr: Tracey, long-time corporate PR, just started by own business #solopr
- 5:21 pm **KellyeCrane:** @dconconi Jinx! We're on the same page on this one. #solopr

- 5:21 pm **WriterChanelle:** Q1. Does the fee change based on experience? Someone who just started doing logo design vs 2 years of doing it #solopr
- 5:21 pm **tkgpr:** @KellyeCrane Very good point--and small clients can actually be very well funded #solopr
- 5:22 pm **jgombita:** RT @dconconi: Q2 - your time is worth the same no matter whether the client is small or large (exceptions for type of work or non-profit) #solopr
- 5:22 pm **KellyeCrane:** @jgombita Nonprofits as in industry associations - yes. Charitable orgs, no (though have done lots of pro bono w/them) #solopr
- 5:22 pm **westthirdgroup:** Jumping in late -- hi all! Greg Brooks with West Third Group in Kansas City, MO #solopr
- 5:22 pm **karensxim:** @MastersSwimmers \*waving and smiling\* #solopr
- 5:23 pm **SoloPR:** RT @karensxim: A2: I price based on scope not size, w/that said larger clients are sometimes more bc more reqd-approvals, mtngs, etc #solopr
- 5:23 pm **socialitestatus:** RT @karensxim: Amen! RT @deegospel: @dconconi it never gets made back up. id rather not have a client, than be underpaid anymore. #solopr
- 5:23 pm **WriterChanelle:** RT @deegospel: @dconconi it never gets made back up. i'd rather not have a client, than be underpaid anymore. #solopr
- 5:23 pm **dconconi:** or they think they r getting a better "agency"! RT @KellyeCrane: if a contact getting a discount moves 2 another org? sticker shock? #solopr
- 5:23 pm **jgombita:** @KellyeCrane was thinking more along the lines of charities and community-based organizations (literacy, etc.), not so much assoc. #solopr
- 5:23 pm **SoloPR:** Thx to you, too! RT @JamiMiami: @pprlisa Me too. The #solopr chat is the one chat I always go back and search after Ive missed it. #solopr
- 5:23 pm **deegospel:** RT @karensxim: A2: I price based on scope not size, w/that said larger clients are sometimes more bc more reqd-approvals, mtngs, etc #solopr
- 5:23 pm **socialitestatus:** Left my phone at home, so I'm lurking in #solopr chat...Hey everybody!
- 5:23 pm **westthirdgroup:** Responding late to Q1: Your fees are too low if you're winning work primarily on price, rather than on positioning. #solopr
- 5:24 pm **deegospel:** @WriterChanelle a1: the rate should be industry standard regardless. its up to the client to decide to take on someone with less exp #solopr
- 5:24 pm **karensxim:** RT @westthirdgroup: Responding late to Q1: Your fees r too low if youre winning work primarily on price, rather than on positioning. #solopr
- 5:24 pm **rajean:** I like the analogy of a doctor taking out your stitches for free. Rare day when you see that happen. We are worthy of \$. #solopr
- 5:24 pm **deegospel:** @westthirdgroup amen on your A1 #solopr
- 5:24 pm **3hatscomm:** Might use that in presentation nxt wk ;-) RT @deegospel: id rather not have a client, than be underpaid anymore. #solopr
- 5:24 pm **SoloPR:** Bingo! RT @deegospel: @dconconi it never gets made back up. i'd rather not have a client, than be underpaid anymore. #solopr
- 5:24 pm **JamiMiami:** RT @westthirdgroup Responding late to Q1 Your fees are too low if youre winning work primarily on price, rather than on positioning. #solopr
- 5:25 pm **jgombita:** Thinking "Do they get sticker shock?" should go into the "Kellyeisms" category (a good thing). :- ) #solopr
- 5:25 pm **deegospel:** @3hatscomm use it, because it will take heavy burdens off a many shoulders. #solopr
- 5:25 pm **dconconi:** RT@WriterChanelle a1: the rate should b industry standard regardless. its up to the client 2 decide 2 take on someone with less exp #solopr
- 5:25 pm **SoloPR:** Welcome to all those popping in - glad to have you join when you can. #solopr
- 5:25 pm **MastersSwimmers:** Amen! RT @SoloPR Bingo! @deegospel: @dconconi it never gets made back up. I'd rather not have a client, than be underpaid anymore. #solopr

- 5:26 pm **westthirdgroup:** @dconconi re: Market rate: Yes - but too many practitioners equate "market rate" as "what the other guy is charging." Not true. #solopr
- 5:26 pm **karensxim:** @3hatscomm Off topic but LOVED your comment policy post! #solopr
- 5:26 pm **dconconi:** If you are winning on price instead of positioning - you're not winning...ever. #solopr
- 5:26 pm **SoloPR:** Yes indeed! RT @tkgr: @KellyeCrane Very good point--and small clients can actually be very well funded #solopr
- 5:27 pm **jgombita:** RT @westthirdgroup re: Market rate: Yes--but too many practitioners equate "market rate" as "what the other guy is charging." Untrue #solopr
- 5:27 pm **westthirdgroup:** Rates get raised or reduced to meet the overall target margin for my business - not because a client is large or small. #solopr
- 5:28 pm **WriterChanelle:** RT @deegospel: a1: the rate should be industry standard regardless. its up to the client to decide to take on someone with less exp #solopr
- 5:29 pm **KellyeCrane:** Q2: Learned the hard way that clients find \$ to spend when they want to. If you cut fees, they'll give your \$ to someone else. #solopr
- 5:29 pm **3hatscomm:** @deegospel Will do, talking to other #solopr next week @SPRF2010
- 5:29 pm **SoloPR:** Q3 coming up next... #solopr
- 5:29 pm **WriterChanelle:** @deegospel Is there a technique for showing your value even with less experience over the one with more experience? #solopr
- 5:29 pm **karensxim:** @KellyeCrane Just favorited that last tweet as it is so true! #solopr
- 5:29 pm **WriterChanelle:** #solopr RT @sondjata: @WriterChanelle I would say yes, Experienced people generally can charge more than the inexperienced.
- 5:30 pm **dconconi:** Q2: everyone believes they get what they pay for - if you undercharge, they may believe the more exp. guy is better. #solopr
- 5:30 pm **jgombita:** @KellyeCrane did you find that when you were in-house? A project was deemed way too expensive...until it was outsourced.... #solopr
- 5:30 pm **SoloPR:** Q3: How do you know when to add an employee? #solopr
- 5:30 pm **neicolec:** q2: We charge the same hourly rate, but job size may change total price. #solopr
- 5:30 pm **socialitestatus:** RT @KellyeCrane: Q2: Learned the hard way that clients find \$ to spend when they want to. If you cut fees, they'll give your \$ to someone else. #solopr
- 5:30 pm **karensxim:** RT @SoloPR: Q3: How do you know when to add an employee? #solopr
- 5:30 pm **westthirdgroup:** @RealPRMedia I mean the client (not your competitors) will establish value -- the same work is sometimes worth \$85 or \$400/hr. #solopr
- 5:30 pm **dconconi:** RT @SoloPR: Q3: How do you know when to add an employee? #solopr
- 5:31 pm **RealPRMedia:** RT @KellyeCrane: Q2: Learned the hard way that clients find \$ to spend when they want to. If you cut fees, they'll give your \$ to someone else. #solopr
- 5:31 pm **westthirdgroup:** @RealPRMedia In the sales process, you help them establish that value -- don't let the competition do it by focusing on their rates. #solopr
- 5:31 pm **davispr:** Joining the #solopr chat from #famouslyhot @columbiasc!
- 5:32 pm **MastersSwimmers:** @WriterChanelle However, not all "experienced" people are "better." Experience doesn't necessarily = better suited to your needs. #solopr
- 5:32 pm **KellyeCrane:** @jgombita I was always agency, but I know what you're talking about! #solopr
- 5:32 pm **rockstarjen:** Just realized I'm missing #solopr chat! Eeek!
- 5:32 pm **RealPRMedia:** @westthirdgroup excellent points, thank you! #solopr
- 5:32 pm **WriterChanelle:** RT @MastersSwimmers However, not all "experienced" people are "better." Experience doesn't necessarily = better suited to your needs #solopr
- 5:33 pm **karensxim:** A3: If you are spending billable hours doing lower value tasks, hiring will improve your margin #solopr

- 5:33 pm **rockstarjen:** Hi everyone! Jen in SD (6 years solo) joining super late... #solopr
- 5:33 pm **WriterChanelle:** @MastersSwimmers Definitely true. It's just getting the potential client/employer to see your worth and having the confidence to try #solopr
- 5:33 pm **karens swim:** @rockstarjen Hi Jen, better late than not at all :- ) #solopr
- 5:33 pm **PRAMITASEN:** Sorry tweeps. I can't participate today. Next week hopefully :) #solopr
- 5:33 pm **SoloPR:** RT @karens swim: A3: If you are spending billable hours doing lower value tasks, hiring will improve your margin #solopr
- 5:34 pm **rockstarjen:** @karens swim thanks karen! i completely spaced out. :) #solopr
- 5:34 pm **dconconi:** Q3 - when the contract support is already working 40/hrs per week - and the retainer contracts are signed! #solopr
- 5:34 pm **westthirdgroup:** A3: For us? Never. I've had years that topped out at about what a five-person shop would bill annually, and prefer 1099 subs. #solopr
- 5:34 pm **MastersSwimmers:** @WriterChanelle Agreed! #solopr
- 5:34 pm **prrlisa:** RT @KellyeCrane: Q2: Learned the hard way that clients find \$ to spend when they want to. If you cut fees, they'll give your \$ to someone else. #solopr
- 5:34 pm **RealPRMedia:** RT @karens swim: A3: If you are spending billable hours doing lower value tasks, hiring will improve your margin #solopr
- 5:34 pm **karens swim:** A3: When your growth is hindered bc you can't do more, it's time to hire or re-evaluate #solopr
- 5:34 pm **deegospel:** q3: i use contractors. would like staff in future but I don't have the fiscal structure for it yet #solopr
- 5:34 pm **jgombita:** A3. I know a lot of agencies used (paid) interns to "test-drive" whether they are suitable for permanent, F/T work. #solopr
- 5:35 pm **rockstarjen:** Q3: for me, never. i use subcontractors when needed, but i don't want to be an employer. #solopr
- 5:35 pm **SoloPR:** RT @westthirdgroup: A3: ..I've had years that topped out at about what a five-person shop would bill annually, and prefer 1099 subs #solopr
- 5:35 pm **karens swim:** @rockstarjen I've done that a lot lately, lol #solopr
- 5:35 pm **karens swim:** I agree>>RT @rockstarjen: Q3: for me, never. i use subcontractors when needed, but i dont want to be an employer. #solopr
- 5:36 pm **MarketingMel:** Good answer! RT @karens swim: A3: When your growth is hindered bc you can't do more, it's time to hire or re-evaluate #solopr
- 5:36 pm **westthirdgroup:** @rockstarjen Absolutely! Too many headaches when there are mouths to feed! #solopr
- 5:36 pm **socialitestatus:** @karens swim would you say interns or subcontract employees? #solopr
- 5:36 pm **deegospel:** a3: for me i would add staff if i had a paid contract that required more time than I could give #solopr
- 5:36 pm **rockstarjen:** @karens swim can't believe how much work out there right now. believe me, in this economy, there's no sympathy for too much work. ;) #solopr
- 5:36 pm **karens swim:** @socialitestatus Subcontractors or paid interns #solopr
- 5:36 pm **KellyeCrane:** Q3: For me, I like the flexibility of not having to meet payroll. I can take a month off if I want (not that I ever do it!). #solopr
- 5:36 pm **wholewealth:** Pls excuse higher than normal tweet vol as I join solopr for next hr, you're welcome to join in using tweetchat or tweetgrid #solopr
- 5:36 pm **wvitom:** Pls excuse higher than normal tweet vol as I join solopr for next hr, you're welcome to join in using tweetchat or tweetgrid #solopr
- 5:37 pm **dconconi:** yes!RT @karens swim: I agree>>RT @rockstarjen: Q3: for me, never. i use subcontractors when needed, but i dont want to be an employer. #solopr

- 5:37 pm **karensxim:** [@rockstarjen](#) I'm experiencing that too and like you definitely not complaining! #solopr
- 5:37 pm **PRjeff:** Ditto for me. RT [@rockstarjen](#): Q3: I use subcontractors when needed, but i don't want to be an employer. #solopr
- 5:37 pm **JamiMiami:** Q3: I tried both & now I'm more comfortable w/ 1099. As a general biz rule, employees cost 25-35% more than their base pay. #solopr
- 5:37 pm **rockstarjen:** [@KellyeCrane](#) no doubt. but it's the freedom to if you want to that is so key. #solopr
- 5:37 pm **deegospel:** so agree. that's why i need to charge more, so I can hire RT [@karensxim](#): A3: If you spend billable hours doing low value tasks #solopr
- 5:38 pm **karensxim:** A3: When I say "hire" includes subs, big part of my life! #solopr
- 5:38 pm **SoloPR:** RT [@JamiMiami](#): Q3: I tried both & now more comfortable w/1099.As a general biz rule, employees cost 25-35% more than their base pay #solopr
- 5:38 pm **rachelkarl:** Pls excuse higher than normal tweet vol as I join solopr for next hr. You can join in using tweetchat or tweetgrid #solopr
- 5:38 pm **westthirdgroup:** Related to Q3: What are you likely to hand off first? For me, I'll hand off billable work if it means more time to market and sell. #solopr
- 5:38 pm **MarketingMel:** [@rockstarjen](#) [@karensxim](#) Eventually certain laws of biz. expansion start to apply. Your own bandwidth vs. increased capital #solopr
- 5:38 pm **kgombita:** [@deegospel](#) do you mean to be hilarious or does it just come naturally? ;-)  
#solopr
- 5:38 pm **deegospel:** [@KellyeCrane](#) ooh, kellye. payroll accounting nightmares just flashed before my eyes #solopr
- 5:38 pm **karensxim:** [@deegospel](#) Ha, there you go! Yes you spend time on higher value and it brings in more business #solopr
- 5:38 pm **neicolec:** We use subs, too. We staff by project, based on number of hours needed and type of job. #solopr
- 5:38 pm **kgombita:** RT [@MarketingMel](#): [@Eventually](#) certain laws of biz. expansion start to apply. Your own bandwidth vs. increased capital #solopr
- 5:38 pm **susancellura:** What is the standard rate for an independent consultant? #solopr
- 5:38 pm **rachelkarl:** Agreed! [@karensxim](#) can't believe how much work out there right now. in this economy, there's no sympathy for too much work. ;) #solopr
- 5:38 pm **deegospel:** [@kgombita](#) naturally (wink, nod) #solopr
- 5:39 pm **karensxim:** [@MarketingMel](#) [@rockstarjen](#) Completely agree #solopr
- 5:39 pm **dconconi:** Absolutely! RT [@westthirdgroup](#): Ill hand off billable work if it means more time to market and sell. #solopr
- 5:39 pm **rajejan:** Q3 I hire Jr/Sr level interns, but often they are unpaid. I love mentoring, it was important to me when I was student. #solopr
- 5:40 pm **karensxim:** [@rachelkarl](#) Thankfully PR is hot, agencies are some of my best clients too #solopr
- 5:40 pm **westthirdgroup:** [@susancellura](#) Good discussion about setting rates over on the LinkedIn discussion area. Short answer: There is no standard rate. #solopr
- 5:40 pm **rachelkarl:** I sub out a lot of work, but sometimes still feel overwhelmed. Got to find that happy medium (but grateful for the work). #solopr
- 5:40 pm **KellyeCrane:** Q3: I think most long-term #solopr pros are that way by choice. You have to assess what is most satisfying to you long-term.
- 5:40 pm **rapturepr:** Taking a peak at this week's #solopr chat - I always learn something new!
- 5:41 pm **MarketingMel:** I agree! RT [@westthirdgroup](#): Q3: What will u hand off first? I'll hand off billable work if it means more time to market and sell. #solopr

- 5:41 pm **karensxim:** RT @KellyeCrane: Q3: I think most long-term #solopr pros are that way by choice. U have 2 assess what is most satisfying long-term. #solopr
- 5:41 pm **RealPRMedia:** RT @PRjeff: Ditto for me. RT @rockstarjen: Q3: I use subcontractors when needed, but i don't want to be an employer. #solopr
- 5:41 pm **rockstarjen:** @MarketingMel @karensxim that's when i pull back. i have no desire to grow to be an agency. once wondered, but now know. #solopr
- 5:41 pm **rachelkarl:** @susancellura It depends on the type of work and how much experience the sub has #solopr
- 5:41 pm **deegospel:** @rapturepr Hi, Gina. :) #solopr
- 5:42 pm **socialitestatus:** @karensxim cool...I think I'll stick with interns unless the job requires more experience #solopr
- 5:42 pm **JamiMiami:** Totally agree! RT @rockstarjen: Q3: for me, never. i use subcontractors when needed, but i dont want to be an employer. #solopr
- 5:42 pm **karensxim:** @rockstarjen @MarketingMel I have no desire to build an empire, I left corp to have sanity, well at least a certain amt of sanity #solopr
- 5:42 pm **rachelkarl:** @susancellura I pay anywhere from \$15/hr-\$30/hr for editing/copywriting wk and up to \$75/hr for graphic design. #solopr
- 5:42 pm **karensxim:** @socialitestatus sounds great & if they meet the need, go for it! #solopr
- 5:43 pm **deegospel:** q3: thanks all. you've given me some nuggets to eat on about subs & interns over staff #solopr
- 5:43 pm **westthirdgroup:** @KellyeCrane Agreed. Most of the time, subs = higher margins than employees. That wasn't the case for a long time... but it is now. #solopr
- 5:43 pm **rockstarjen:** @karensxim at least you're own sanity. :P #solopr
- 5:43 pm **sarah\_gore:** RT @RealPRMedia: @KellyeCrane: clients find \$ to spend when they want to. If you cut fees, they'll give your \$ to someone else. #solopr
- 5:43 pm **rachelkarl:** Agreed! @MarketingMel I have no desire to build an empire, I left corp to have sanity, well at least a certain amt of sanity #solopr -
- 5:43 pm **deegospel:** Exactly RT @MarketingMel I have no desire to build an empire, I left corp to have sanity, well at least a certain amt of sanity #solopr
- 5:43 pm **3hatscomm:** @rachelkarl Agree, depends. I've had other #solopr sub out small design, other projects to me as I could better complete the project.
- 5:43 pm **JamiMiami:** @karensxim Me too. I experienced the big agency. Now I want some one-on-one time w/ my clients. #solopr
- 5:44 pm **KellyeCrane:** Q3: I find that there is no limit to what you can do w/subcontractors, FYI. My biz has been AOR for large contracts. #solopr
- 5:44 pm **karensxim:** @rockstarjen Ha, ha, which is quite questionable on some days but it's mine :p #solopr
- 5:44 pm **dconconi:** RT @JamiMiami: @karensxim I experienced the big agency. Now I want some one-on-one time w/ my clients. #solopr
- 5:44 pm **RealPRMedia:** Like the intern idea, but micromanaging was so corporate/yesterday :) But like idea of mentoring @rajean. #solopr
- 5:45 pm **JamiMiami:** @deegospel Just think "taxes" and that will take you away from thinking of an employee. :) #solopr
- 5:45 pm **karensxim:** @JamiMiami I love that 1:1 contact too, really allows deeper relationships and better work #solopr
- 5:45 pm **KellyeCrane:** Q3: @3HatsComm brings up a good point: \*we\* can also work as subcontractors, too. #solopr
- 5:45 pm **WriterChanelle:** @sondjata Well yea the management side of it demands more business knowledge and skills rather than talent #solopr
- 5:45 pm **karensxim:** Lo!! RT @JamiMiami: @deegospel Just think "taxes" and that will take you away from thinking of an employee. :) #solopr

- 5:45 pm **neicolec:** @westthirdgroup Which LinkedIn group is discussing rates? I'd love to know the range out there. #solopr
- 5:45 pm **dconconi:** RT @KellyeCrane: Q3: I find that there is no limit 2 what u can do w/subcontractors, FYI. My biz has been AOR 4 large contracts. #solopr
- 5:46 pm **LScribner:** Oh no! Already on Q3! I'm late to the party...again! #solopr
- 5:46 pm **deegospel:** @JamiMiami it definitely did when @KellyeCrane mentioned payroll. I cringed. lol. How are you? #solopr
- 5:46 pm **rapturepr:** @deegospel Hi Dee! #solopr
- 5:46 pm **deegospel:** @LScribner Hi, Lori! #solopr
- 5:46 pm **rajean:** Know what I love @ twitter chats? We're all in this together & we don't have to choke down a rubber chix lunch :) #solopr
- 5:46 pm **SoloPR:** Scary! Is it Halloween? RT @JamiMiami: @deegospel Just think "taxes" and that will take you away from thinking of an employee. :) #solopr
- 5:46 pm **rockstarjen:** @KellyeCrane @3hatscomm i've definitely done that. sat in for maternity leave twice and helped another agency. it was great. #solopr
- 5:46 pm **SoloPR:** Q4 up next... #solopr
- 5:46 pm **deegospel:** @SoloPR ha ha #solopr
- 5:47 pm **dconconi:** LOL RT @rajean: Know what I love @ twitter chats? Were all in this together & we dont have to choke down a rubber chix lunch :) #solopr
- 5:47 pm **JamiMiami:** @deegospel great! Happy to be here for this week's chat! You? #solopr
- 5:47 pm **karensxim:** RT @rajean: Know what I love @ twitter chats? Were all in this together & we dont have to choke down a rubber chix lunch :) #solopr
- 5:47 pm **deegospel:** lol RT @rajean: Know what I love @ twitter chats? We're all in this together & we don't have to choke down a rubber chix lunch :) #solopr
- 5:47 pm **LauraScholz:** Q3: When you can't manage the work and/or want to grow. I use two subcontractors. #solopr
- 5:47 pm **marketwire:** Join us Thurs at 9AM PST for #smmeasure (sm measurement) RT @rajean: Know what I love @ twitter chats? We're all in this together #solopr
- 5:47 pm **JamiMiami:** Yes! RT @rajean: Know what I love @ twitter chats? Were all in this together & we dont have to choke down a rubber chix lunch :) #solopr
- 5:47 pm **deegospel:** @JamiMiami i feel revived. #solopr
- 5:47 pm **SoloPR:** Q4: What's the best book you've read lately and why? Who/what do you want to read down the road? #solopr
- 5:47 pm **MarketingMel:** Great convo on #solopr! Appears many of us left the big agency scene. Hope y'all have watched Lemonade <http://tinyurl.com/ye9xj65>
- 5:48 pm **MichellePippin:** RT @LauraScholz: Q3: When you can't manage the work and/or want to grow. I use two subcontractors. #solopr
- 5:48 pm **LScribner:** @deegospel Hey Dee! Nice to "see" you:) #solopr
- 5:48 pm **paulajohns:** Me too...just joining...sorry to be late! RT @LScribner: Oh no! Already on Q3! I'm late to the party...again! #solopr
- 5:48 pm **kgombita:** Or pay for it! @rajean: Know what I love @ twitter chats? We're all in this together & don't have to choke down a rubber chix lunch #solopr
- 5:49 pm **SoloPR:** No such thing as late to a #solopr chat - join in any time! #solopr
- 5:49 pm **karensxim:** RT @SoloPR: Q4: Whats the best book youve read lately and why? Who/what do you want to read down the road? #solopr
- 5:49 pm **westthirdgroup:** @SoloPR Professional Services Marketing - best book you'll read on the subject. <http://ow.ly/2Igt6> #solopr
- 5:49 pm **LScribner:** Q4 Are these work-related books? I'm reading "The Help" excellent book, not a #solopr self help book though;

- 5:50 pm **rockstarjen:** Q4 In the interest of balance, I just read "their eyes were watching god" and getting ready to check out "empowered: unleashing..." #solopr
- 5:50 pm **deegospel:** q4: @carol\_mackey Sistergirl Devotions. It has daily tips on how to handle yourself in business. #solopr
- 5:50 pm **3hatscomm:** Heh. RT @JamiMiami: Yes! RT @rajean: Were all in this together & we dont have to choke down a rubber chix lunch :) #solopr
- 5:50 pm **karensxim:** A4: Just got Room (fiction) but completely looking forward to reading #solopr
- 5:50 pm **kgombita:** Q4: Best lately: Auletta's Googled: The End of the World As We Know It--fab way to figure out the way the world is heading. 1/2 #solopr
- 5:51 pm **KellyeCrane:** Q4: I have a large stack of biz books that need reading! Next up: @charleneli's Open Leadership. #solopr
- 5:51 pm **kgombita:** Currently reading: The Power of Pull: How Small Moves, Smartly Made, Can Set Big Things in Motion --lots on social networks. 2/2 #solopr
- 5:51 pm **rajean:** Your twitter chat sounds gr8 @Marketwire thx for the invite, an area I need to turn less gray (social media measurement) #solopr #smmeasure
- 5:51 pm **JamiMiami:** Q4: Sorry to say I haven't had time for a book. I read news, blogs, gov't reports, and more blogs. Did I mention blogs? #solopr
- 5:51 pm **LScribner:** Hi @paulajohns aren't we the little multitaskers today :P #solopr
- 5:52 pm **kgombita:** @KellyeCrane @charleneli is speaking in Toronto tonight... #solopr
- 5:52 pm **westthirdgroup:** My admittedly warped view of the world: If you've got time for fiction, you should be doing more billable work! #solopr
- 5:52 pm **karensxim:** A4: One of the best this year @scottmckain Collapse of Distinction, equips you to assess & strengthen your biz #solopr
- 5:52 pm **SoloPR:** FYI- excellent thread on the Solo PR Pros LinkedIn group w/recommended books <http://linkd.in/a8QTeD> #solopr
- 5:52 pm **rajean:** RT @SoloPR: Q4: What's the best book you've read lately and why? Who/what do you want to read down the road? #solopr
- 5:53 pm **LScribner:** This is going to be a great #solopr transcript with lots of book recos, yay!
- 5:53 pm **paulajohns:** @LScribner Seriously. Everyday's a multi-tasking day in #solopr world.
- 5:53 pm **3hatscomm:** Same. Love the internets, mags, news, blogs. RT @JamiMiami: Q4: I havent had time for a book. I read news, blogs #solopr
- 5:53 pm **davispr:** Q4: I just started reading "Putting the Public Back in Public Relations" by @dbreakenridge and @briansolis. #solopr
- 5:53 pm **kgombita:** I need to check it out: FYI- excellent thread on the Solo PR Pros LinkedIn group w/recommended books <http://linkd.in/a8QTeD> #solopr
- 5:53 pm **MastersSwimmers:** Who/what do you want to read down the road? "Bury My Heart at Conference Room B" by @stanslap #solopr
- 5:54 pm **karensxim:** @westthirdgroup For writers, reading is part of our work :- ) #solopr
- 5:54 pm **JamiMiami:** I need to make time for books! RT @LScribner: This is going to be a great #solopr transcript with lots of book recos, yay! #solopr
- 5:54 pm **karensxim:** RT @MastersSwimmers: Who/what do you want to read down the road? "Bury My Heart at Conference Room B" by @stanslap #solopr
- 5:54 pm **dconconi:** great list of must read books on #solopr today - check out the transcript #solopr
- 5:54 pm **kgombita:** Re: Q4: Why are so few "business" books written by women, considering how many women are in business? #solopr
- 5:54 pm **rajean:** Ha! RT@westthirdgroup My admittedly warped view of world: If you've got time for fiction, you should be doing more billable work! #solopr
- 5:55 pm **Bristol\_PR:** RT @marketwire: Join us Thurs at 9AM PST for #smmeasure (sm measurement) RT @rajean: Know what I love @ twitter chats? We're all in this together #solopr

- 5:55 pm **paulajohns:** @westthirdgroup Sadly, I'm thinking similarly: who has time to read? Personally, trying to make more time 4 that. Grt books inspire. #solopr
- 5:55 pm **LScribner:** Not to start a political discussion, I'm looking forward to "Pitchfork & Torches" by @keitholbermann #solopr
- 5:56 pm **davispr:** RT @SoloPR FYI- excellent thread on the Solo PR Pros LinkedIn group w/recommended books <http://linkd.in/a8QTeD> #solopr
- 5:56 pm **KellyeCrane:** @3hatscomm @JamiMiami I keep going to book signings and collecting them. Reading is another matter... #solopr
- 5:56 pm **deegospel:** q4: i plan to read Switch by the Heath Brothers & Tim Kring's Shift: A Novel #solopr
- 5:56 pm **stanslap:** Thx RT @karensxim RT @MastersSwimmers: Who/what do you want to read down the road? "Bury My Heart at Conference Room B" by @stanslap #solopr
- 5:56 pm **rajean:** I'm somewhat stressed out @ reading lately b/c I've found lots of gr8 PR blogs, but they're piling up in my inbox. #solopr
- 5:56 pm **kgombita:** @westthirdgroup beg to differ...fiction, films, theatre, music are all NECESSARY to inspire creativity...for billable hours. #solopr
- 5:56 pm **SoloPR:** @kgombita I nominate you to write one. :-)#solopr
- 5:57 pm **marketwire:** Thanks @rajean! Hope to see others as well in #smmeasure.Can't always participate in #solopr, but always lurking. Great chat by @KellyeCrane
- 5:57 pm **MarketingMel:** The Facebook Era was a good read #solopr <http://tinyurl.com/akj4c>
- 5:57 pm **deegospel:** @3hatscomm read my blog on books, pub industry & pr. (wink) #solopr
- 5:57 pm **davispr:** Q4: Next up is "Trust Agents" by @chrisbrogan and @julien. #solopr
- 5:57 pm **dconconi:** Very true. RT @kgombita: fiction, films, theatre, music are all NECESSARY to inspire creativity...for billable hours. #solopr
- 5:57 pm **stanice:** RT @deegospel: q4: @carol\_mackey Sistergirl Devotions. It has daily tips on how to handle yourself in business. #solopr
- 5:58 pm **SaraLanePR:** Me too! RT @rajean: Im somewhat stressed out @ reading lately b/c Ive found lots of gr8 PR blogs, but theyre piling up in my inbox. #solopr
- 5:58 pm **wordkitchen:** Learning how to tell a story, to move readers, to appeal to their logic, emotion or sense of wonder is relevant. #solopr
- 5:58 pm **deegospel:** @davispr Trust Agents is good. #solopr
- 5:59 pm **deegospel:** @SaraLanePR i had the same challenge. i have a dedicated email for reading blog feeds on my phone #solopr
- 5:59 pm **A\_Greenwood:** RT @wordkitchen: Learning how to tell a story, to move readers, to appeal to their logic, emotion or sense of wonder is relevant. #solopr
- 5:59 pm **dconconi:** RT @wordkitchen: Learning how to tell a story, to move readers, to appeal to their logic, emotion or sense of wonder is relevant. #solopr
- 5:59 pm **PRjeff:** Happy to be a ghost writer RT @kgombita: Re: Q4 Y r so few "business" books written by women-considering how many women are in biz? #solopr
- 5:59 pm **westthirdgroup:** @kgombita What is this "creativity" you speak of? I'm just a robot doing cookie-cutter work all day long. :) #solopr
- 5:59 pm **3hatscomm:** @KellyeCrane Faker.. bet the books look all nice and scholarly just sitting on the desk ;-) #solopr
- 6:00 pm **karensxim:** Ha! RT @westthirdgroup: @kgombita What is this "creativity" you speak of? Im just a robot doing cookie-cutter work all day long. :) #solopr
- 6:00 pm **SoloPR:** Thx for another excellent chat! If you missed it, try to join us for our first #solopr meetup in Oct! <http://solopr.eventbrite.com/> #solopr
- 6:00 pm **kgombita:** @PRjeff you are so bad! :-)#solopr
- 6:00 pm **KellyeCrane:** @3hatscomm I have good intentions, really I do! :-)#solopr

- 6:00 pm **worleygirl:** @wordkitchen It's not just relevant. It's almost the only thing that matters. #solopr
- 6:01 pm **karensxim:** Speaking of books how many now use Kindle ? I haven't taken the plunge yet. #solopr
- 6:01 pm **3hatscomm:** @deegospel Adding to the always-growing, to-be-read-I-promise ;-) blog list #solopr
- 6:01 pm **deegospel:** Seeking guestblogger. ;) RT @jgombita: fiction, films, theatre, music are all NECESSARY to inspire creativity...for billable hours. #solopr
- 6:01 pm **RealPRMedia:** Good idea to have a dedicated email for reading blogs @deegospel - we'll have to try that. #solopr
- 6:01 pm **paulajohns:** Great idea...RT @deegospel: @SaraLanePR i had the same challenge. i have a dedicated email for reading blog feeds on my phone #solopr
- 6:01 pm **SaraLanePR:** @SoloPR Thank you! Again, I learned so much today! #solopr
- 6:01 pm **AnneDGallaher:** RT @jgombita: Re: Q4: Why are so few "business" books written by women, considering how many women are in business? #solopr
- 6:01 pm **jgombita:** @westthirdgroup no spinning? No publicity? ;-) Have you seen "Thank You for Smoking?" (Note: Canuck director.) #solopr
- 6:01 pm **SoloPR:** Don't forget that we share info and get feedback on the #solopr hashtag all week. Feel free to keep chatting! #solopr
- 6:01 pm **deegospel:** @3hatscomm lol well imagine my day in book pr #solopr
- 6:01 pm **karensxim:** Oh my word, it's over, that was fast! #solopr
- 6:02 pm **SaraLanePR:** @jgombita Love that movie! #solopr
- 6:02 pm **deegospel:** @karensxim i'm leaning toward the Nook. i live by books, but my home once looked like Book Hoarders ask my daughter lol #solopr
- 6:02 pm **JamiMiami:** Great idea! RT @deegospel: @SaraLanePR i had the same challenge. i have a dedicated email for reading blog feeds on my phone #solopr
- 6:02 pm **karensxim:** Thank you so much @SoloPR and all the wonderful solos for the wisdom and laughs, love this community! #solopr
- 6:03 pm **3hatscomm:** Ditto. RT @SaraLanePR: @jgombita Love that movie! #solopr
- 6:03 pm **wordkitchen:** Fistbump. RT @worleygirl: @wordkitchen It's not just relevant. It's almost the only thing that matters. #solopr
- 6:03 pm **deegospel:** @AnneDGallaher great question, Anne. #solopr
- 6:03 pm **karensxim:** @deegospel Rof!! I had the same challenge, cut back for awhile and used the library but it's creeping in again #solopr
- 6:03 pm **MastersSwimmers:** Thanks @SoloPR and others for ideas and insight... #solopr
- 6:03 pm **jgombita:** @SaraLanePR saw it's second "world premier" screening at #tiff. The boy is great, eh? Juno. Up in the Air. #solopr
- 6:03 pm **dconconi:** Great chat today. Thanks #solopr for the laughs and learnings. Time to go to the bookstore! #solopr
- 6:04 pm **karensxim:** lol RT @dconconi: Great chat today. Thanks #solopr for the laughs and learnings. Time to go to the bookstore! #solopr
- 6:04 pm **KellyeCrane:** Check it out: @mdbarber's participation in a #solopr chat led to this profile of her! <http://bit.ly/carVtb>
- 6:04 pm **deegospel:** @SoloPR thanks for great chat & ed. see you all next week & online this week. r u following me? lol #solopr
- 6:04 pm **3hatscomm:** @KellyeCrane At least you have good intentions, I can't say that much ;-) #solopr
- 6:04 pm **rajejan:** Thank you @solopr @KellyeCrane #solopr is best part of hump day. Hope to have new followers, I find new pros to follow each week.
- 6:05 pm **christineLg:** Great idea to stay organized RT @RealPRMedia: Good idea 2 have a dedicated email 4 reading blogs @deegospel - we'll have to try that #solopr

6:05 pm **LauraScholz:** @karens swim @SarahEWalraven @deegospel @SoloPR @KellyeCrane: Thanks for #solopr convo. Sorry I was in and out!

6:05 pm **deegospel:** @karens swim i receive books every day to review. i love it, but after watching Hoarders I feared my fam would out me. lol. cleaned up #solopr

6:05 pm **jgombita:** @deegospel will I "see" you tomorrow at #smmeasure? (Were you chuffed that you got a @marketwire blog mention last week?!) #solopr

6:05 pm **JamiMiami:** So happy I could join in for a little bit of the #solopr chat. What a great group of people! Thanks @kellyecrane!

6:05 pm **deegospel:** @christineLg makes life easier. you can read then anytime later. #solopr

6:05 pm **SoloPR:** @worleygirl @wordkitchen Gotta love a #solopr fistbump. #solopr

6:06 pm **deegospel:** @jgombita hee hee. i will see you then #smmeasure #solopr

6:06 pm **karens swim:** @deegospel Rofl, I have the funniest visual of you being overtaken by books but smiling and asking wachoodoin :) #solopr

6:06 pm **dconconi:** awesome! RT @KellyeCrane: Check it out: @mdbarbers participation in a #solopr chat led to this profile of her! <http://bit.ly/carVtb> #solopr

6:06 pm **RealPRMedia:** Terrific use of an hour #solopr. Insightful, fun, energizing, validating. Thank you!

6:06 pm **SoloPR:** @deegospel @karens swim ROFL re: hoarders. Awesome. #solopr #solopr

6:07 pm **SoloPR:** @RealPRMedia Thanks! So glad you could join us. #solopr

6:07 pm **MissSuccess:** Just checking into #solopr after a whirlwind AM. Is it over?

6:08 pm **jgombita:** @KellyeCrane ahem, she's not the only one.... "A one-on-one chat with @SoloPR?s @kellyecrane" <http://ow.ly/2kU3> #solopr

6:08 pm **deegospel:** @karens swim lol #solopr

6:08 pm **SoloPR:** @neicolec Hi Neicole- we were referring to the Solo PR Pros LinkedIn group - <http://bit.ly/2SRr5q> - lots of excellent info. #solopr

6:09 pm **rajean:** FYI, Denver friend @sarah\_gore started #WOMW (Word of Mouth Wednesdays), share recs, fistpumps, etc. I share #solopr chat 1-2 pm EST

6:10 pm **dconconi:** @deegospel Hi Dee - great to "see" you on #solopr today - always so much fun!

6:11 pm **jgombita:** RT @rajean: FYI, Denver friend @sarah\_gore started #WOMW (Word of Mouth Wednesdays), share recs, fistpumps, etc. I share #solopr chat 1-2 pm EST

6:11 pm **KellyeCrane:** @jgombita But, of course! Your post is the bible on all things #solopr. :-)

6:12 pm **RealPRMedia:** RT @rajean: FYI, Denver friend @sarah\_gore started #WOMW (Word of Mouth Wednesdays), share recs, fistpumps, etc. I share #solopr chat 1-2 pm EST

6:12 pm **jgombita:** RT @KristenRidley: Found new title in a LinkedIn group: "Why business people speak like idiots" Sounds right, plan to pick it up. #solopr

6:14 pm **neicolec:** @SoloPR Thanks! I'll go join now! #solopr

6:16 pm **deegospel:** @dconconi aww.... now i have to get semi-serious. girlee will be coming home soon. gotta crack the homework whip #solopr

6:16 pm **mdbarber:** Check it out: @mdbarber's participation in a #solopr chat led to this profile of her! <http://bit.ly/carVtb> /via @KellyeCrane Thanks Kellye!

6:18 pm **deegospel:** @LauraScholz Hi, Laura! #solopr

6:25 pm **jgombita:** @KellyeCrane think it makes for great reference point (going to refer to it in a LinkedIn Group), but real brilliance: YOUR answers. #solopr

6:35 pm **MarketingMel:** RT @mdbarber: Check it out: @mdbarber's participation in a #solopr chat led to this profile of her! <http://bit.ly/carVtb> /via @KellyeCrane

6:37 pm **christineLg:** @deegospel exactly! thanks for the suggestion. I just signed up for a new email address! #solopr

6:41 pm **mdbarber:** @MarketingMel Thanks Mel. Pretty excited about it. #solopr

- 7:10 pm **juliebhunt:** RT @paulajohns: Great idea...RT @deegospel: @SaraLanePR i had the same challenge. i have a dedicated email for reading blog feeds on my phone #solopr
- 7:14 pm **AngelMenchan:** RT @deegospel: q4: @carol\_mackey Sistergirl Devotions. It has daily tips on how to handle yourself in business. #solopr
- 7:41 pm **deegospel:** @christineLg hee. cool, Christine. @dconconi thanks, diana #solopr
- 9:28 pm **shonali:** Way cool! Our own @mdbarber is profiled by Land's End <http://bit.ly/dh5vFd> #solopr #wgbiz
- 9:31 pm **gpechmann:** RT @MarketingMel: The Facebook Era was a good read #solopr <http://tinyurl.com/akjj4c>
- 10:42 pm **mdbarber:** Thks for tweeting @shonali. Way cool! Our own @mdbarber is profiled by Land's End <http://bit.ly/dh5vFd> #solopr #wgbiz
- 10:49 pm **vedo:** RT @shonali: Way cool! Our own @mdbarber is profiled by Land's End <http://bit.ly/dh5vFd> #solopr #wgbiz

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