



Transcript from October 20, 2010 to October 20, 2010

All times are Pacific Time

October 20, 2010

- 2:04 pm **KellyeCrane:** Happy to say it's that time of the week- #PR, #socialmedia and other #freelance consultants, join us for #solopr chat, 1-2pm ET today!
- 2:05 pm **KellyeCrane:** @tracybb @cidokogiPR Thanks for the Q - it will be part of today's #solopr chat.
- 2:08 pm **garrettkuk:** RT @KellyeCrane: Happy to say it's that time of the week- #PR, #socialmedia and other #freelance consultants, join us for #solopr chat, 1-2pm ET today!
- 2:09 pm **EBKPR:** RT @KellyeCrane: Happy to say it's that time of the week- #PR, #socialmedia and other #freelance consultants, join us for #solopr chat, 1-2pm ET today!
- 2:09 pm **garrettkuk:** @kellyecrane going to try & make time for #solopr this afternoon...
- 2:30 pm **jennifer_spivak:** RT @kellyecrane: it's that time of the week- #PR, #socialmedia and other #freelance consultants, join us for #solopr chat, 1-2pm ET today!
- 3:08 pm **CSJConferences:** RT @KellyeCrane: It's that time of the week- #PR, #socialmedia and other #freelance consultants, join for #solopr chat, 1-2pm ET today!
- 3:23 pm **MarketingMel:** RT @KellyeCrane: It's that time of the week- #PR, #socialmedia and other #freelance consultants, join us for #solopr chat, 1-2pm ET today!
- 3:30 pm **PRItsWhatIDo:** Will I make it to #solopr today!? I hope so!
- 3:45 pm **KellyeCrane:** We hope so, too! :-) 1-2pm ET RT @PRItsWhatIDo: Will I make it to #solopr today!? I hope so!
- 3:55 pm **PRItsWhatIDo:** One hour! Better work quickly. RT @KellyeCrane: We hope so, too! :-) 1-2pm ET RT @PRItsWhatIDo: Will I make it to #solopr today!? I hope so!
- 4:26 pm **goldinpr:** RT @KellyeCrane: it's that time of the week- #PR, #socialmedia and other #freelance consultants, join us for #solopr chat, 1-2pm ET today!
- 4:50 pm **ChatSchedule:** 10 minutes until #solopr starts - RT if you'll be here
- 4:51 pm **onejillian:** Going to miss #solopr chat today, but please give me feedback--how do you feel about Journalism??? <http://ow.ly/2WBnP>
- 4:54 pm **AmazingPRMaven:** RT @ChatSchedule: 10 minutes until #solopr starts - RT if you'll be here
- 4:58 pm **JamieLaceyPR:** Client call overlaps with #solopr chat. Sorry to miss the fun today.
- 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 **SoloPR:** If you have #solopr Qs you'd like us to discuss, pls @KellyeCrane without the hashtag (or DM), and we'll add them to the list!
- 5:01 pm **trishlambert:** Working a critical deadline right now, so will likely just lurk today...if I can keep myself from chiming in!! laugh #solopr
- 5:01 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 **PRjeff:** RT @SoloPR: If u have #solopr Qs youd like us 2 discuss, pls @KellyeCrane w/o the hashtag (or DM), and well add them to the list! #solopr
- 5:02 pm **SoloPR:** This is @KellyeCrane moderating- blogger at <http://soloprpro.com/> #solopr
- 5:03 pm **KateRobins:** Hi #solopr
- 5:03 pm **socialitestatus:** #solopr time
- 5:03 pm **gurnage:** 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:** BTW, those of you with #solopr pics/videos from #BWE10 or #PRSA10, be sure to add 'em to our Facebook pg! <http://bit.ly/aObcT3>

5:04 pm **KateRobins:** RT @KellyeCrane: its that time of the week- #PR, #socialmedia and #freelance consultants, join us for #solopr chat, 1-2pm ET today! #solopr

5:04 pm **PRjeff:** Hi - 23-yrs in PR, abt 16 solo. Currently in #Phx area. Buried today, but will try to surface every now & then to contribute #solopr

5:04 pm **MissSuccess:** Checking into #solopr

5:05 pm **KateRobins:** @PRjeff Been buried for weeks. First time head up. Sounds like everyone. Good thing but makes for thin tweetstream. #solopr

5:06 pm **rockstarjen:** Jen, sniffing away in San Diego. 17-yr pro (6 solo) with clients in digital media, travel and consumer & business services. Hola. #solopr

5:06 pm **jgombita:** @PRjeff can we task you with some "levity" then? #solopr

5:06 pm **SoloPR:** Hello all! Very busy week for most, I see - thanks for joining. #solopr

5:06 pm **rappublicist:** 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)

5:06 pm **SoloPR:** Q1: How can you start a virtual firm with other solo pr folks? #solopr

5:06 pm **LoisMarketing:** Hi everyone -- enjoying a salad for lunch and my SECOND favorite chat on Twitter -- #soloPR. Marketing and PR advisor from Atlanta.

5:06 pm **MarketingMel:** Hi everyone at #soloPR. #twitter is letting me be two places at once. Also in a #socialmedia webinar.

5:07 pm **KateRobins:** @SoloPR Sub and be subbed. Q1 #solopr

5:07 pm **rockstarjen:** A1 I know some colleagues that did just that. They already had trust/respect with each other and 1st held a biz planning meeting. #solopr

5:08 pm **MissSuccess:** Re: starting virtual firms (subcontracting) RT @KateRobins: Sub and be subbed. Q1 #solopr

5:08 pm **KateRobins:** Ex: One partner is an op-ed writer. One client subs me for releases, intvus. I bring in someone else for np events. #solopr

5:08 pm **jgombita:** @LoisMarketing curious, what's your number one favourite Twitter chat? #solopr

5:08 pm **SoloPR:** Important to note that it can go both ways, w/i the same relationshipRT @KateRobins: @SoloPR Sub and be subbed. Q1 #solopr

5:08 pm **LoisMarketing:** #solopr Q1 Twitter and LinkedIn have helped me ID PR pros with experience in specific industries and regions of the US. Great resources!

5:09 pm **RFACmama:** HI everyone! #solopr

5:09 pm **luannsaid:** Some last minute media relations will keep me from #solopr chat today -- but wanted to say hi anyway. Hope everyone is well.

5:09 pm **rockstarjen:** A1 follow-up. they subcontracted with me when they needed it, but the 3 are partners in the virtual firm. #solopr

5:10 pm **PRjeff:** @jgombita Levity must be spontaneous, but I'll see what I can do under pressure... #solopr

5:10 pm **SoloPR:** RT @rockstarjen: A1 follow-up. they subcontracted with me when they needed it, but the 3 are partners in the virtual firm. #solopr

5:10 pm **KateRobins:** Q1 The recession's been fantastic for this. Lots of ppl want to get it done. All find each other to do and do that. #solopr

5:10 pm **jgombita:** @PRjeff can you SING "Under Pressure?!" ;-) #solopr

5:11 pm **LoisMarketing:** @jgombita LOL -- my favorite is #F1Chat for Formula 1 fans that I host on Mondays. :) Great to see you and everyone today #solopr

5:11 pm **KellyeCrane:** A1: I only work with people I have a relationship with and feel I can trust. But they are many. #solopr

5:11 pm **jgombita:** RT Q1: How can you start a virtual firm with other solo pr folks? #solopr #solopr

5:12 pm **KateRobins:** Q1 We all make each other look brilliant. Goes from subbing to "please take this, will ya? I'm underwater" #solopr

5:12 pm **KateRobins:** @KellyeCrane Absolutely!!! Some are laid-off journos. #solopr

5:12 pm **jgombita:** @LoisMarketing I didn't see THAT one coming! :-). My two other faves are (Monday) #commschat and (Thursday) #smmeasure. #solopr

5:12 pm **PRjeff:** A1: Um, this looks like a good place to start. Lots of great folks in this chat to connect with. #solopr

5:12 pm **amynolanapr:** Been away for a while with the move to the Big Easy, but glad to join in today. #solopr

5:12 pm **LoisMarketing:** #soloPR Q1 All kidding aside it's great to connect with fellow advisors via chats and introductions. Have formed a great referral network

5:13 pm **rockstarjen:** Me, too. RT @KellyeCrane: A1: I only work with people I have a relationship with and feel I can trust. But they are many. #solopr

5:13 pm **KellyeCrane:** A1: For me, whomever has the client relationship "owns" the biz (i.e., their name is on the contract). Others sub to that person #solopr

5:13 pm **LoisMarketing:** @jgombita LOL again :) Thanks for reminding me of #smmeasure. Plus I hope to join #commschat too. Mondays are tough! #solopr

5:14 pm **SoloPR:** Yes! RT @PRjeff: A1: Um, this looks like a good place to start. Lots of great folks in this chat to connect with #solopr

5:14 pm **jgombita:** @LoisMarketing A1. Building on your answer, Twitter chats a great starting point to get to know people better than move it OFFline. #solopr

5:14 pm **KateRobins:** @KellyeCrane Yes. We all pretty much have the same-sounding contracts. #solopr

5:14 pm **rockstarjen:** Finding this is key. RT @KateRobins: We make each othr look brilliant. Goes frm subbing 2 "please take this, will ya? Im underwater" #solopr

5:15 pm **PRjeff:** I tweet, therefore I sing not. RT @jgombita: can you SING "Under Pressure?!" ;-). #solopr

5:15 pm **KateRobins:** ...and we tend to make similar judgment calls so workstream is consistent. #solopr

5:15 pm **LoisMarketing:** @jgombita Very good point! #solopr

5:16 pm **KellyeCrane:** A1: When getting ready for a big client contract, I usually have a "put all cards on the table" convo w/team... #solopr

5:16 pm **KellyeCrane:** A1: Team can share things like "I'm not a morning person" or "I'm sickly" - really helps w/working together. #solopr

5:18 pm **KateRobins:** @KellyeCrane Yes. And it's great when kids throw a tire-iron into the works. Can deliver w/o using a mothering pass. #solopr

5:18 pm **3hatscomm:** @amynolanapr Welcome back. #solopr

5:18 pm **AmazingPRMaven:** I have a variety of subs I use but prefer people with relationship, too easy to get burned if don't know them well @KellyeCrane: A1: #solopr

5:18 pm **SoloPR:** Before I ask Q2 (from @jgombita), was anyone else here at #PRSA10 (besides me, @KellyeCrane)? #solopr

5:19 pm **MissSuccess:** RT @KellyeCrane:whomever has the client relationship "owns" the biz (i.e., their name is on the contract). Others sub to that person #solopr

5:20 pm **SoloPR:** RT @AmazingPRMaven: I have a variety of subs I use but prefer people wi/rel, too easy to get burned if don't know them well: A1 #solopr

5:20 pm **KateRobins:** @SoloPR No but go on. I'll watch. #solopr

5:21 pm **amynolanapr:** @3HatsComm Thanks, glad to be back to "normal" - whatever that is! #solopr

5:21 pm **rockstarjen:** @SoloPR I think you know I was at #bwe10 ;) #solopr

5:21 pm **LoisMarketing:** Very true and valuable advice @AmazingPRMaven -- remember level of confidence and information placed with us #soloPR A1

5:21 pm **SoloPR:** Ha! My thoughts will be on the SoloPRpro.com blog (sorry @JGombita) RT @KateRobins: @SoloPR No but go on. I'll watch. #solopr

- 5:23 pm **SoloPR:** So, actual Q2 is up next, based on a challenge faced by one of our community members... #solopr
- 5:23 pm **jgombita:** @SoloPR could you answer ONE question, then? Given expense, did you still think it was a worthwhile investment of your resources? #solopr
- 5:24 pm **SoloPR:** Interesting RT @AmazingPRMaven: I live near DC and part of #IPRA (ind PR group) but not at #PRSA10 due to expense & client deadlines #solopr
- 5:25 pm **SoloPR:** Q2: What if a sub (in this case, photographer) tries to change agreement mid-stream & holds work "hostage"? #solopr
- 5:25 pm **rockstarjen:** @SoloPR @amazingprmaven same for me last year with PRSA was in san diego. #solopr
- 5:26 pm **SoloPR:** @jgombita Very iffy. I'm still processing/trying to decide what I think on that Q. #solopr
- 5:26 pm **KateRobins:** @SoloPR You mean change course despite contract? #solopr
- 5:27 pm **jgombita:** @SoloPR A1. Was everything documented in writing and signed (where applicable)? Send it back. #solopr
- 5:27 pm **MissSuccess:** Communicate w/ the sub. Remind them of the agreement and see if you can resolve the dispute. #solopr
- 5:27 pm **KellyeCrane:** Wouldn't you be worried if you roomed w/this person just 5 days ago?? RT @rockstarjen: I must escape and get drugs. Fading fast. #solopr
- 5:27 pm **rockstarjen:** A2 that's a tough one. do you have a written contract? make sure of solid legal agreement when working with a client & contractors. #solopr
- 5:27 pm **amynolanapr:** Q2: I guess you would have to hold the sub's paycheck "hostage" too. #solopr
- 5:27 pm **PRjeff:** Call SWAT team? RT @SoloPR: Q2: What if a sub (in this case, photographer) tries 2 change agmnt mid-stream & holds work "hostage"? #solopr
- 5:27 pm **SoloPR:** RT @MissSuccess: Communicate w/ the sub. Remind them of the agreement and see if you can resolve the dispute. #solopr
- 5:28 pm **KateRobins:** @KellyeCrane Maybe it was Prozac and CVS was holding it... #solopr
- 5:28 pm **amandamogul:** Hiya #solopr
- 5:29 pm **SoloPR:** Q2: From the asker: waited until after the shoot to present me w/ licensing agreement that only allows us to use the photos for 3 mo #solopr
- 5:29 pm **KateRobins:** RT @SoloPR: RT @MissSuccess: Communicate w/ the sub. Remind them of the agreement and see if you can resolve the dispute. #solopr
- 5:29 pm **PRjeff:** A2: Certainly having a very clear agrmt from the get-go will help. And working w/someone w/a good reputation #solopr
- 5:29 pm **amandamogul:** Q2 that has actually happened to me with a graphic designer. Needless to say I don't work with them anymore. #solopr
- 5:29 pm **3hatscomm:** RT @amynolanapr: Q2: I guess you would have to hold the subs paycheck "hostage" too. #solopr
- 5:29 pm **AmazingPRMaven:** October to mid-Nov and May tend to be my busiest times of year for clients with events, so squeezing prof dev in difficult #solopr
- 5:29 pm **SoloPR:** RT @amynolanapr: Q2: I guess you would have to hold the sub's paycheck "hostage" too. #solopr
- 5:30 pm **rockstarjen:** @KellyeCrane lol. i think this is a cause & effect issue. me rooming w/you in vegas = drug need. ;) #solopr
- 5:30 pm **amandamogul:** Q2 I did resolve it and the work was released but I was embarrassed to have even been put in that position #solopr
- 5:30 pm **KateRobins:** @SoloPR Sounds to me like it should have come before the shoot. What else does the photog have to brandish? #solopr
- 5:30 pm **KateRobins:** RT @PRjeff: A2: Certainly having a very clear agrmt from the get-go will help. And working w/someone w/a good reputation #solopr
- 5:31 pm **LoisMarketing:** #solopr A2 Clear contract at beginning then open lines of convo, so that subs are confident to alert you of changes and concerns

- 5:31 pm **jgombita:** @SoloPR A2. Is there an association for photographers? Maybe ask another photographer if this is standard/kosher practice. Hope not! #solopr
- 5:31 pm **KellyeCrane:** @rockstarjen Watch it now! :) #solopr
- 5:31 pm **KateRobins:** @amandamogul But thanks for tell us about that. We'll think to ask photogs about rights in the "anything else?" discussion #solopr
- 5:31 pm **AmazingPRMaven:** Q2: if you have an arbitration clause in the agreement, take it to arbitration, often the threat is enough to get a back down #solopr
- 5:32 pm **SoloPR:** RT @amandamogul: Q2 that has actually happened to me with a graphic designer. Needless to say I don't work with them anymore. #solopr
- 5:32 pm **LoisMarketing:** #solopr A2 Realize this is not the full solution but set the stage so that you can step in and work with sub at a point such as this
- 5:32 pm **KateRobins:** @amandamogul It's how we learn. Thanks for doing the research! #solopr
- 5:33 pm **rockstarjen:** A2 thank goodness i have a close friend who's a brilliant photographer. :) #solopr
- 5:33 pm **KellyeCrane:** RT @KellyeCrane: A2: If a person is playing dirty, time to be tough back. Point to the orig agreement, threaten legal action, etc. #solopr
- 5:33 pm **jgombita:** A2. Alternatively, maybe try to negotiate a non-payment solution...like a (small) photo credit. #solopr
- 5:34 pm **rockstarjen:** Yes. done it. RT @KellyeCrane: A2: If person plays dirty, time to be tough back. Point to the orig agreement, legal action, etc. #solopr
- 5:34 pm **KellyeCrane:** A2: "I'm sure you don't want word to get out that you're unprofessional." Some tough talk will often work. #solopr
- 5:34 pm **KateRobins:** Who was it in this group who once said have a good lawyer and accountant on board. #solopr
- 5:35 pm **SoloPR:** RT @jgombita: A2. Alternatively, maybe try to negotiate a non-payment solution...like a (small) photo credit. #solopr
- 5:35 pm **LoisMarketing:** #soloPR A2 Remind that you want to assist if sub's concerns are valid AND remind of ongoing valuable relationship. Both should be considered
- 5:36 pm **SoloPR:** RT @KellyeCrane: A2: "I'm sure you don't want word to get out that you're unprofessional." Some tough talk will often work. #solopr
- 5:36 pm **LoisMarketing:** #solopr A2 Be wise and realistic about all expectations -- yours, your clients' and your sub's
- 5:36 pm **jgombita:** @KateRobins A2. Probably a good idea to have a lawyer and accountant review your generic contract templates, eh? #solopr
- 5:36 pm **AmazingPRMaven:** Q2: My graphic designer's contracts include licensing and use for creative work, spell out any photog restrictions (if buying stock) #solopr
- 5:36 pm **KateRobins:** @SoloPR Or giving them a throw with bedbugs instead of breaking their legs...the options make the mind reel #solopr
- 5:37 pm **KellyeCrane:** A2: One final carrot (vs stick) approach: say that you'd love to work w/them again, but won't be able to if this isn't resolved #solopr
- 5:37 pm **jgombita:** @KateRobins LOL! Scratch the photos out of them! #solopr
- 5:37 pm **KateRobins:** @AmazingPRMaven Ooh la la! Is that something/a template you can share? #solopr
- 5:37 pm **KellyeCrane:** Note to self: do not irritate @KateRobins :) #solopr
- 5:38 pm **MsQJ:** RT @SoloPR: RT @amynolanapr: Q2: I guess you would have to hold the sub's paycheck "hostage" too. #solopr
- 5:38 pm **3hatscomm:** RT @KellyeCrane: A2: 1 carrot (vs stick) approach: say you'd love to work w/them again, but wont be able to if this isnt resolved #solopr
- 5:38 pm **MsQJ:** RT @SoloPR: Q2: From the asker: waited until after the shoot to present me w/ licensing agreement that only allows us to use the photos for 3 mo #solopr
- 5:39 pm **SoloPR:** Q3 up next... #solopr
- 5:39 pm **rockstarjen:** @KellyeCrane tee hee. i think you escaped to DC just in time. #solopr

5:39 pm **KateRobins:** @3hatscomm But you wouldn't really [love to] #solopr

5:39 pm **SoloPR:** Q3: What system do you use to keep track of your contacts? #solopr

5:40 pm **LoisMarketing:** RT @SoloPR: Q2: From the asker: waited until after the shoot to present me w/ licensing agreement >> that is the problem #solopr

5:40 pm **dcaplick:** Hi all! trying 2 restart as independent after a few yrs as a fulltime caregiver for elderly parent. Focus is healthcare & nonprofit #solopr

5:40 pm **3hatscomm:** @KateRobins True that ;-) #solopr

5:41 pm **SoloPR:** @dcaplick Good for you! #solopr

5:41 pm **KateRobins:** @SoloPR I put everything in Gmail folders. Or start typing in gmail search and they come up. Not as cinematic as rolodex, cigarettes #solopr

5:41 pm **KateRobins:** @dcaplick Good luck! #solopr

5:41 pm **AmazingPRMaven:** A3. Outlook for all contacts, spreadsheets segmented by audience/media type, plus media dbase subscription #solopr

5:42 pm **KateRobins:** @AmazingPRMaven I miss that about Outlook. #solopr

5:42 pm **SoloPR:** RT @AmazingPRMaven: A3. Outlook for all contacts, spreadsheets segmented by audience/media type, plus media dbase subscription #solopr

5:43 pm **jgombita:** @KateRobins do you know that the original Gmail did NOT allow folders (or deletes)? Google wanted you to ALWAYS search your email. #solopr

5:43 pm **MissSuccess:** Does anybody still use Filemaker Pro? Or others? #solopr

5:44 pm **SoloPR:** RT @JaneDoelink:A3: Scan cards w/@neatcompany into @GoogleContacts backed up on Apple Address Book, synced with @Palm Pre #solopr

5:44 pm **KateRobins:** @jgombita Groan...my hair gets whiter just imagining that. #solopr

5:44 pm **JaneDoelink:** @SoloPR: A3: Scan cards w/Neat Receipts into Google Contacts backed up on Apple Address Book, synced with Palm Pre #solopr

5:44 pm **Universal_Info:** Loving all of the followers we are getting today. Stoked about our new website launch! Special media tools for #solopr & large agencies.

5:44 pm **jgombita:** A3. @linkedin can serve as a great (third-party platform) "back-up" rolodex. #solopr

5:44 pm **KellyeCrane:** @jgombita @KateRobins That's why I never used it. Didn't even know they'd change it to allow folders! #solopr

5:45 pm **KateRobins:** @KellyeCrane The only thing that's really risky is you can't recall a whoops-sent email. Makes you very, very careful. #solopr

5:45 pm **KellyeCrane:** @JaneDoelink I've been intrigued by Neat Receipts, but it seems pricey. You found it worth it? #solopr

5:45 pm **MsQJ:** RT @LoisMarketing: #solopr A2 Be wise and realistic about all expectations -- yours, your clients' and your sub's

5:45 pm **SoloPR:** RT @jgombita: A3. @linkedin can serve as a great (third-party platform) "back-up" rolodex. #solopr

5:46 pm **jgombita:** I just blocked Universal_Info as the account appears to be spamming this chat with marketing.... #solopr

5:46 pm **SoloPR:** @MissSuccess Forgot about the ol' Filemaker Pro! #solopr

5:46 pm **elmayuga:** A4: Gist is also a great way of keeping up with contacts and sync w multiple address books. Hi, I'm new @elmayuga @stl_pr #solopr

5:47 pm **JaneDoelink:** @KellyeCrane: It's great for receipts and transferring numbers. Cleanup is needed, at times, for names, etc. #solopr

5:47 pm **AmazingPRMaven:** I sync outlook contacts to smart phone so even if I'm not at my desk computer or on laptop, I always have contacts with me #solopr

5:47 pm **PRjeff:** Wow, I need help w/this one! (#Apple only!) RT @SoloPR: Q3: What system do you use to keep track of your contacts? #solopr

5:48 pm **SoloPR:** RT @elmayuga: A4: Gist is also a great way of keeping up w/contacts and sync w multiple address books. Hi, I'm new @elmayuga @stl_pr #solopr

- 5:48 pm **3hatscomm:** Ditto. RT @PRjeff: Wow, I need help w/this one! (#Apple only!) RT @SoloPR: Q3: What system do you use to keep track of contacts? #solopr
- 5:48 pm **LoisMarketing:** #solopr A3 It has been interesting to see return to "basic" CRM such as Outlook or customized internal systems by my clients
- 5:48 pm **KateRobins:** Q3 I just don't want to have to move far from where I am: log on somewhere else. Too distracting. Just want to stay on task. #solopr
- 5:48 pm **SoloPR:** Q4 up next... #solopr
- 5:48 pm **jpgombita:** @KateRobins yep. Learned that (Gmail folders) factoid from @maxvaliquette at the Halifax @cprsnational conference a few years ago. #solopr
- 5:49 pm **KateRobins:** @LoisMarketing Yeah, that is interesting. You seeing that with macusers too? #solopr
- 5:49 pm **eicdocket:** RT @AmazingPRMaven: Sync outlook contacts to smart phone so even if I'm not at computer, I always have contacts with me #solopr
- 5:49 pm **MsQJ:** RT @PRjeff: Wow, I need help w/this one! (#Apple only!) RT @SoloPR: Q3: What system do you use to keep track of your contacts? #solopr
- 5:49 pm **shanbedd:** RT @LoisMarketing: #solopr A3 It has been interesting to see return to "basic" CRM such as Outlook or customized internal systems by my clients
- 5:50 pm **dcaplick:** I was there - was an Assembly delegate. Just got home @ midnight last night #solopr
- 5:50 pm **SoloPR:** Q4: For someone already working in PR who never got a degree (single Mom), is one necessary? #solopr
- 5:50 pm **LoisMarketing:** RT @KateRobins: @LoisMarketing Yeah, that is interesting. You seeing that with macusers too? #solopr >> Yes with Mac users as well
- 5:51 pm **KateRobins:** @SoloPR For your own shop, prolly not. To get a job in-house or agency, yes. #solopr
- 5:51 pm **MissSuccess:** Q4: Barriers to entry into PR have always been low (ie no degree) but a degree is more impnt now bc of the job market. #solopr
- 5:51 pm **KateRobins:** @LoisMarketing Thanks for that info. I miss Outlook. Will check that out. Known product, what we cut teeth on... #solopr
- 5:51 pm **KellyeCrane:** A4: I wouldn't advise young people to skip college, but I think if you're already working, experience is more important. #solopr
- 5:51 pm **jpgombita:** @SoloPR Q4. Is person asking whether a "PR" degree is necessary to work in public relations? Or just a general degree 4 credibility? #solopr
- 5:51 pm **MissSuccess:** Q4: There are a lot of successful PR pros who didn't start out in the field but had 2 work extremely hard to prove themselves. #solopr
- 5:52 pm **KateRobins:** @MissSuccess But once you're doing the job, that separates the doers from the no producers. #solopr
- 5:52 pm **AmazingPRMaven:** A4. I have grad degree in another field, opted to get an APR, gave me more confidence and helped me be more strategic #solopr
- 5:52 pm **SoloPR:** RT @MissSuccess: Q4: Barriers to entry into PR have always been low (ie no degree) but degree is more impnt now bc of the job market #solopr
- 5:52 pm **RFACmama:** Been doing PR for np for 7 yrs, with education, but no degree. Don't know if anyone else would hire me w/o degree through #solopr
- 5:52 pm **MissSuccess:** Exactly. RT @KateRobins: But once you're doing the job, that separates the doers from the no producers. #solopr
- 5:52 pm **SoloPR:** @jpgombita A general degree (because they never finished college) #solopr
- 5:53 pm **KateRobins:** @MissSuccess You mean a degree in PR? I thought she meant a BA in anything. #solopr
- 5:53 pm **SoloPR:** RT @KateRobins: @SoloPR For your own shop, prolly not. To get a job in-house or agency, yes. #solopr
- 5:53 pm **GregAtGist:** RT @elmayuga: A4: Gist is also a great way of keeping up with contacts and sync w multiple address books. Hi, I'm new @elmayuga @stl_pr #solopr
- 5:53 pm **KateRobins:** @MissSuccess You can be a pedigreed drag on productivity. #solopr

- 5:53 pm **MissSuccess:** At the end of the day experience and demonstrating what you can actually do trumps all else. #solopr
- 5:53 pm **SoloPR:** RT @RFACmama: Been doing PR for np for 7 yrs w/ education, but no degree. Don't know if anyone else would hire me w/o degree through #solopr
- 5:54 pm **MissSuccess:** @KateRobins I was specifically talking ab a PR degree but I do think she meant in general... #solopr
- 5:54 pm **LoisMarketing:** @KateRobins Internal systems = spreadsheets :) #solopr
- 5:54 pm **jgombita:** @SoloPR thanks. A4. At this stage in life I think I would explore area-specific certificate programs, that don't require uni degree. #solopr
- 5:54 pm **KateRobins:** @AmazingPRMaven What did the APR do for results? Strategy aside. Just effectiveness? #solopr
- 5:54 pm **AmazingPRMaven:** A4. If you don't have any degree, I would pursue getting one as it will hinder mobility if you want a traditional pr job #solopr
- 5:54 pm **KateRobins:** @LoisMarketing Loving this! #solopr
- 5:55 pm **MissSuccess:** SO TRUE! Or RT @KateRobins: MissSuccess You can be a pedigreed drag on productivity. #solopr
- 5:55 pm **KateRobins:** @MissSuccess I wouldn't worry about a PR degree. #solopr
- 5:56 pm **KellyeCrane:** A1: My liberal arts college awarded me a B.A. in "media arts" (whatever that means!). #solopr
- 5:56 pm **KateRobins:** @SoloPR My sister never went to college and has been a mtkng vp at huge cos for years. May be one-off example but there it is. #solopr
- 5:57 pm **KateRobins:** @KellyeCrane And what was the state of the "media" then? You're young. Never mind. You didn't have to warm up tv. #solopr
- 5:57 pm **KellyeCrane:** A4:Of course, our education never ends (as those who take time to participate in #solopr chat know well).
- 5:58 pm **3hatscomm:** What she said! RT @KellyeCrane: Of course, our education never ends (as those who take time to participate in chat know well). #solopr
- 5:58 pm **KateRobins:** @KellyeCrane Online courses are da bomb. (Do people still say that? Da Bomb?) #solopr
- 5:58 pm **SoloPR:** RT @LauraScholz: I think it depends. I would contract or poss hire someone w/ great exp/no degree, but not sure re: trad'l agencies #solopr
- 5:58 pm **LoisMarketing:** #solopr A4 Don't dismiss having a degree. Starting out as solo shop w/out one? Start out as sub to learn the basics
- 5:59 pm **KellyeCrane:** @KateRobins Um, I can't be considered "young." Sad but true. :-) #solopr
- 5:59 pm **MissSuccess:** RT @LoisMarketing: A4 Dont dismiss having a degree. Starting out as solo shop w/out one? Start out as sub to learn the basics #solopr
- 5:59 pm **KellyeCrane:** This is an important part of building your experience! RT @STravy: @KellyeCrane What about working while in college? #solopr
- 5:59 pm **jgombita:** A4. Liberal arts degree taught me critical thinking/research skills. Journo certif. program learned writing/editing/design & layout #solopr
- 6:00 pm **AmazingPRMaven:** @KateRobbins Backgrnd knowledge (already worked in PR but solo operator in lrg university) plus mentor in APR group helped my career #solopr
- 6:00 pm **LoisMarketing:** #solopr A4 Online courses for the basics: learn how to write a press release, how to coach/advise a client in responding in media etc.
- 6:00 pm **KateRobins:** Would be interesting to find out what current ed status is of pr giants who've logged some years-- if their degree is relevant now. #solopr
- 6:01 pm **KateRobins:** @SoloPR I'd hire my sister if she'd have me or if I could dream of affording her. #solopr
- 6:01 pm **dcaplick:** So how 2 establish the relationship? 1 thing 2 chat @ seminar/over drinks @ bar, totally diff 2o know if person's wrk is good. #solopr
- 6:01 pm **SoloPR:** Another terrific hour has flown by! Thanks for you all for joining, and please keep chatting on the hashtag all week. #solopr

- 6:01 pm **MissSuccess:** @KateRobins Oooo that WOULD be a good survey to do. A4. #solopr
- 6:01 pm **LoisMarketing:** #solopr A4 College degree is much more than training in your specific field -- biz management, other professional guidance along the way
- 6:02 pm **RFACmama:** Need a course like this.Any suggestions where to find it? RT @LoisMarketing #solopr ...how to coach/advise a client in responding in media
- 6:02 pm **PRjeff:** A4 - Degrees never hurt, even if solo. I think having an MBA and APR have helped my credibility when pitching clients #solopr
- 6:02 pm **KateRobins:** @AmazingPRMaven What effect on your pr results? More hits, better ROI? Just curious. #solopr
- 6:03 pm **SoloPR:** Remember that the transcript of today's chat will be on the Solo PR blog by EOD tomorrow. Keep chatting on the hastag all wk! #solopr
- 6:03 pm **SoloPR:** RT @PRjeff: A4 - Degrees never hurt, even if solo. I think having an MBA and APR have helped my credibility when pitching clients #solopr
- 6:03 pm **AmazingPRMaven:** @KateRobbins With APR training - I got better at counting results, being strategic and dumping crap I didn't need to reach the goals #solopr
- 6:04 pm **KateRobins:** @LoisMarketing And how to pull all nighters to deliver. Steadily over 4 years w/o falling apart or missing classes (real life=mtgs) #solopr
- 6:04 pm **LoisMarketing:** @RFACmama Part of college curriculum. Personally I think that PR is much more tricky and challenging than it seems on "outside" #solopr
- 6:04 pm **jgombita:** @PRjeff but at what stage in your life did you pursue your MBA? (Were you a single parent?) #solopr
- 6:05 pm **KateRobins:** @SoloPR Pitching clients aside, is your ROI stronger than it was before? #solopr
- 6:05 pm **jgombita:** @AmazingPRMaven (@KateRobbins) how do you define "APR training?" Thought it was more a matter of "testing" your existing knowledge. #solopr
- 6:05 pm **KateRobins:** RT @AmazingPRMaven: @KateRobbins With APR training - I got better at counting results, being strategic and dumping crap I didnt need #solopr
- 6:07 pm **LoisMarketing:** @KateRobins I agree. To step into a true PR manager's role get the degree and exp. Start somewhere, go for degree and its true value #solopr
- 6:08 pm **MissSuccess:** @RFACmama @loismarketing I did a blog post ab that. 100+ Tips for Becoming a Rockstar w/ the Media <http://bit.ly/a93e3b> #solopr
- 6:08 pm **PRjeff:** @jgombita 18 yrs after my undergrad. Father of 4, with 3 still at home at the time. #solopr
- 6:10 pm **krisTK:** @jgombita @AmazingPRMaven @KateRobbins studying for my APR was enlightening. I learned what I didn't know and used that to improve #solopr
- 6:11 pm **krisTK:** RT @PRjeff: A4 - Degrees never hurt, even if solo. I think having an MBA and APR have helped my credibility when pitching clients #solopr
- 6:11 pm **cidokogiPR:** the one time i ask a question for #solopr is the one time i missed it all together... will be reading transcripts
- 6:11 pm **jgombita:** @KristK @AmazingPRMaven @KateRobbins I'm not dissing accreditation! Simply saying it tests, rather than teaches (like certification) #solopr
- 6:13 pm **krisTK:** RT @AmazingPRMaven: A4. I have grad degree in another field, opted to get an APR, gave me more confidence and helped me be more strategic #solopr
- 6:32 pm **KateWinckler:** @PRjeff Hi, I jumped in lat. I'm working on my APR now as a solo practitioner. Did it help your practice to have it? #solopr
- 6:42 pm **MsQJ:** RT @LoisMarketing: @KateRobins I agree. To step into a true PR manager's role get the degree and exp. Start somewhere, go for degree and its true value #solopr
- 6:42 pm **MsQJ:** RT @KellieCrane: A4:Of course, our education never ends (as those who take time to participate in #solopr chat know well).
- 6:45 pm **MsQJ:** RT @KateRobins: @MissSuccess But once you're doing the job, that separates the doers from the no producers. #solopr
- 6:47 pm **amynolanapr:** Me too! RT @krisTK: Studying for my APR was enlightening. I learned what I didn't know and used that to improve #solopr

- 6:51 pm **PRjeff:** @KateWinckler I believe #PR folks should always be engaged in enhancing their skills. An #APR is a fantastic way to do so. #solopr
- 7:40 pm **AmazingPRMaven:** APR training vs. testing - my chapter offered 3 mo study program, so I met industry vets & learned a lot @jgombita @KateRobbins #solopr
- 7:44 pm **AmazingPRMaven:** APR's value- what you put in, is what you get out of it, i found value in the test prep @jgombita @kristK @KateRobbins #solopr
- 7:45 pm **amynolanapr:** Absolutely! RT @AmazingPRMaven: APR's value- what you put in, is what you get out of it, i found value in the test prep #solopr
- 7:53 pm **jgombita:** @AmazingPRMaven @kristK @KateRobbins still, unlike a university program, a body of knowledge is not taught and then tested. #solopr

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