



Transcript from January 5, 2011 to January 5, 2011

All times are Pacific Time

January 5, 2011

- 2:39 am **davispr:** Hooray! RT @KellyeCrane: Tomorrow we resume our #solopr Twitter chats (each Wed, 1-2pm ET)! What questions are on your mind for discussion?
- 9:56 am **TheRealTimsy:** RT @GIGcoin: A well organized, researched list of 2011 conferences @jdlasica: <http://bit.ly/dOEwi6> #entrepchat #solopr #wgbiz #smallbizchat
- 9:57 am **TheRealTimsy:** RT @KellyeCrane: #solopr pros: @MackCollier lays out fee ranges for social media - what do you think? <http://bit.ly/eGoPPW>
- 12:37 pm **janetfalk:** #solopr Cannot attend; client mtg. Suggest video on invoicing by @petesavage <http://bit.ly/eWHuDj> & resources on thewealthyfreelancer.com
- 1:05 pm **Tinu:** RT @TheRealTimsy: RT @GIGcoin: A well organized, researched list of 2011 conferences @jdlasica: <http://bit.ly/dOEwi6> #entrepchat #solopr #wgbiz #smallbizchat
- 1:50 pm **karensxim:** Today is #solopr chat today, yay! Join us at 1 pm EST I'm hoping @TracyTechPR will join today too (nudge, nudge)
- 2:40 pm **ClickWisdom:** RT @tinu @TheRealTimsy @GIGcoin: A well organized, researched list of 2011 conferences @jdlasica: <http://bit.ly/dOEwi6> #entrepchat #solopr
- 2:46 pm **KellyeCrane:** We're back! The first #solopr chat of 2011 is today, 1-2pm ET. Send me your Qs, and I'll see you then.
- 2:49 pm **ScottHepburn:** Ideal chat for PR pros! RT @kellyecrane: We're back! The first #solopr chat of 2011 is today, 1-2pm ET. Send me your Qs, I'll see you then.
- 2:49 pm **MediaCoach:** @KellyeCrane Will hopefully be online from London - looking forward to the chat #solopr
- 2:56 pm **CSJournalism:** RT @KellyeCrane: The first #solopr chat of 2011 is today, 1-2pm ET. Send me your Qs, and I'll see you then.
- 3:47 pm **JillComm:** Great post for #solopr (via @heatherhuhman) How to Start a Business as a Salaried Employee on @MsCareerGirl - <http://bit.ly/dKtGtM>
- 4:44 pm **dconconi:** RT @karensxim: Today is #solopr chat today, yay! Join us at 1 pm EST. Join us!!
- 5:30 pm **ChatSchedule:** #solopr starts at 1 pm EST - RT if you'll be there
- 5:30 pm **KellyeCrane:** .@dconconi @CSJournalism @MediaCoach ScottHepburn Thanks for the RTs - this week's #solopr chat is less than 30 min away (1pm ET)!
- 5:32 pm **KellyeCrane:** .@altiedt Yes- the #solopr chat is every Wednesday, 1-2pm ET. Would love to see you next week.
- 5:50 pm **ChatSchedule:** #solopr starts at 1 pm EST - RT if you'll be here
- 5:50 pm **krisTK:** RT @dconconi: RT @karensxim: Today is #solopr chat today, yay! Join us at noon CT. Join us!!
- 5:54 pm **mdbarber:** Almost time to check in with #solopr friends. look forward to the chat starting in about 5 minutes. Join if you can; great conversations.
- 5:56 pm **ashleydavidson:** Ready for the #solopr chat!
- 5:57 pm **fransteps:** RT @ChatSchedule: #solopr starts at 1 pm EST - RT if you'll be here
- 5:58 pm **ashleydavidson:** @KellyeCrane Question for #solopr chat. I'm new to PR and on a comm team of 1. Any resources to share best practices?
- 5:58 pm **karensxim:** I'm joining #solopr for the next hour so will be chatty pls mute/filter if needed but hope you'll choose to join or lurk! #solopr

5:59 pm **karensxim:** Hi Everyone and Happy 2011! Joining from Michigan with a big huge smile!
#solopr

5:59 pm **karensxim:** Tip: If joining (and hope you are) use tweetchat or tweetgrid hashtag auto added
#solopr

5:59 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).

6:00 pm **SoloPR:** Happy to see so many of you geared up and raring to go in 2011! #solopr

6:00 pm **krisTK:** I'm with her. RT @karensxim: joining #solopr for next hour so will be chatty. pls
mute/filter if needed. Hope you'll choose to join

6:00 pm **karensxim:** @SoloPR Yay! #solopr

6:00 pm **KinkaBJ:** Hello!! Ready for the 1st #soloPR of 2011. Joining from Mexico City!

6:00 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)

6:01 pm **dconconi:** RT @SoloPR: Its time for this weeks #soloPR chat 4 independent pros in PR &
related fields (& those who want 2 learn more about it). #solopr

6:01 pm **HOS_PR:** @misssuccess tweeting from @hos_pr acct checking in. #solopr

6:01 pm **SoloPR:** Hi! Happy to have your international perspective! RT @KinkaBJ: Hello!! Ready for
the 1st #soloPR of 2011..Joining from Mexico City! #solopr

6:02 pm **rockstarjen:** happy new year all! great to see everyone again. jen from san diego here (6 years
solo). #solopr

6:02 pm **SoloPR:** If you're joining, please introduce yourself, and remember to hashtag your tweets
with #solopr

6:02 pm **mdbarber:** I'm there too! RT @krisTK: Im with her. RT @karensxim: joining #solopr for next
hour so will be chatty. pls mute/filter if needed. #solopr

6:02 pm **gmjameson:** Happy New Year #solopr! Gretchen Jameson here.

6:02 pm **ashleydavidson:** Joining from Miami! #solopr chat #solopr

6:03 pm **SoloPR:** This is @KellyeCrane moderating from my sickbed. Nasty cold came on suddenly
last night. :- (#solopr

6:03 pm **karensxim:** Hello to old and new friends! #solopr

6:03 pm **mdbarber:** Happy New Year everyone. Hope you had a great "break." Glad to be back. Mary
from Anchorage here; 30 year PR pro; 10 years indy. #solopr

6:03 pm **dconconi:** Joining from Toronto Canada - Happy New Year!! #solopr

6:03 pm **amynolanapr:** Hello from NOLA! Been #SoloPR for over a year and just landed part-time PR
position working from home. Best of all worlds!

6:03 pm **gmjameson:** Oh Kellye, sorry to hear you're under the weather! #solopr

6:03 pm **mdbarber:** @KellyeCrane Sorry you're not feeling well. Hope it doesn't last long! #solopr

6:03 pm **karensxim:** Hope you feel better soon! @SoloPR @KellyeCrane #solopr

6:03 pm **jenzings:** @SoloPR Oof! I hope you feel better soon. Jen from CustomScoop, here #solopr

6:04 pm **karensxim:** @amynolanapr Congrats! What a great way to start a new year! #solopr

6:04 pm **krisTK:** Hello from the Deep South. Kristie here from MS Gulf Coast. (20 years exp, 7 as
indy, APR, Tulane prof). Always excited about #solopr

6:04 pm **dconconi:** @SoloPR @KellyeCrane Sorry to hear that. Hope you're better soon. We'll do our
best to make your sacrifice worth it. ;-) #solopr

6:04 pm **gmjameson:** @amynolanapr NOLA is one of my absolute favorite places! Welcome to the
#solopr chat!

6:04 pm **KellyeCrane:** Thanks for the well wishes! I need a dose of #solopr -- good medicine. :-)

6:04 pm **rockstarjen:** @amynolanapr congrats, amy! definitely a great way to start off the new year.
#solopr

6:05 pm **cloudspark:** the first #solopr chat of 2011 starting now.

6:05 pm **ashleydavidson**: Anyone from Washington DC? Please connect with me! #solopr

6:05 pm **alisonlaw**: @KellyeCrane sorry you're not feeling well. Hi, everyone. Alison Law, #solopr for roughly past 3 years. 17+ years in biz.

6:05 pm **neicolec**: Happy New Year! Joining #solopr from Seattle.

6:05 pm **KellyeCrane**: Excellent! RT @kkellerpr: Looking forward to being more active on #solopr chats this year, starting now!

6:05 pm **cidokogiPR**: RT @cloudspark: the first #solopr chat of 2011 starting now.

6:05 pm **SoloPR**: Q1 is up next... #solopr

6:06 pm **gnosisarts**: Eric NYC. first time at solopr (I think!?) Joining in. So many chats can't even remember. #solopr

6:06 pm **RegineNelson**: Hello from the SF Bay Area. Regine here. (8 years exp, first yr as indy). First officially #solopr. Really excited to join.

6:06 pm **garrettkuk**: hopping into #soloPR chat for the next hour. feel free to mute, or join us!

6:06 pm **fransteps**: Joining from San Antonio, TX. PR for 20+, solo for 6 mos #solopr. Healing vibes to Kellye!

6:06 pm **CjShaffer1**: welcome @reginenelson ! We are glad to have you #solopr

6:06 pm **SoloPR**: Congrats! RT @RegineNelson: Hello from the SF Bay Area. Regine here. (8 years exp, first yr as indy). First officially #solopr.

6:07 pm **SoloPR**: Q1: How do you find good and loyal consultants to partner with? #solopr

6:07 pm **garrettkuk**: Good day, fellow #soloPR folks. Social media strategy consultant from Atlanta here - looking forward to good conversation today

6:07 pm **sandrasays**: lurking on the convo today #solopr

6:07 pm **fransteps**: RT @SoloPR: Q1: How do you find good and loyal consultants to partner with? #solopr

6:07 pm **kristK**: @amynolanapr So excited for you. New opp sounds like a recipe for career satisfaction! #solopr

6:07 pm **CjShaffer1**: RT @SoloPR: Q1: How do you find good and loyal consultants to partner with? #solopr

6:07 pm **sandrasays**: RT @SoloPR: Q1: How do you find good and loyal consultants to partner with? #solopr

6:07 pm **cidokogiPR**: Happy 2011 to all my #solopr folks! Christine here , independent PR subcontractor looking to network and partner with other pr pros #solopr

6:07 pm **karensxim**: RT @SoloPR: Q1: How do you find good and loyal consultants to partner with? #solopr

6:07 pm **sacevero**: Dropping in on the first #solopr chat of 2011 :) Hello all! Though I am not one, would love to know the needs of #solopr pros everywhere!

6:07 pm **alisonlaw**: @amynolanapr Congrats on your part-time gig! #solopr

6:07 pm **ashleydavidson**: RT @SoloPR: Q1: How do you find good and loyal consultants to partner with? #solopr

6:08 pm **KatieRBromley**: RT @cloudspark: the first #solopr chat of 2011 starting now.

6:08 pm **rockstarjen**: A1 to date the best consultants have been former colleagues or referred by them. #solopr

6:08 pm **cloudspark**: a1: through prof assoc, networking mtgs, and trusted referrals #soloPR

6:08 pm **mdbarber**: A1 -- networking is the simple answer. But means diff things in diff markets. Professional orgs -- PRSA, IABC etc - great sources #solopr

6:08 pm **gmjameson**: Q1 My consultants (@purePRstrategy cadre ;-) are people I've been in relationship w/ for years. We can disagree, push, collaborate #solopr

6:09 pm **fransteps**: A1: Vetting partners is hard work! Combo of rep, complementary skill set and flexibility are my 3 needs. #solopr

6:09 pm **cidokogiPR**: @amynolanapr congrats!! #solopr

- 6:09 pm **mdbarber:** A1 -- referrals from other pros. #solopr
- 6:09 pm **KellyeCrane:** RT @KellyeCrane: A1: "Loyal" is a good point. Always best if you can partner with someone you know. #solopr
- 6:09 pm **RegineNelson:** Thru networking and former agencies RT @SoloPR: Q1: How do you find good and loyal consultants to partner with? #solopr
- 6:09 pm **gmjameson:** Q1 The biggest factor for me is a like-minded work ethic and sense of shared excellence. #solopr
- 6:09 pm **mdbarber:** RT @gmjameson: Q1 My consultants are people Ive been in relationship w/ for years. We can disagree, push, collaborate #solopr
- 6:09 pm **krisTK:** Q1: Look for consultants who have stable businesses. Some alternate b/t solo and employed and may not be there when you need them #solopr
- 6:09 pm **karensxim:** A1: Turn to those you know and trust, but will still require due diligence & building relationship, start small #solopr
- 6:09 pm **CjShaffer1:** @solopr A1: Network Network, Network, the more people you know the more likely you are to find someone who you work well with/trust #solopr
- 6:09 pm **gnosisarts:** A!: I use sites like Linkedin to feel a person out for a while. #solopr
- 6:09 pm **fransteps:** @mdbarber -- PRSA Is my network of choice! #solopr
- 6:09 pm **gmjameson:** @KristK Great point! You need partners you can count on #solopr
- 6:10 pm **rockstarjen:** A1 having an agency background is a plus here, since you automatically know many others in the field. #solopr
- 6:10 pm **KellyeCrane:** A1: I have partnered with some friends I met in the #solopr community - has worked great!
- 6:10 pm **ashleydavidson:** RT @karensxim: A1: Turn to those you know and trust, but will still require due diligence & building relationship, start small #solopr
- 6:10 pm **mdbarber:** Good point: RT @krisTK: Q1: Look 4 those w stable businesses. Some alternate b/t solo & employed; may not be there when u need them #solopr
- 6:10 pm **cloudspark:** @sacevero needs of #solopr pros is easy: extra set of hands, CPA, personal chef, trainer, driver, top tech at the ready, and a day off.
- 6:10 pm **karensxim:** Yes! RT @krisTK: Q1: Look for consultants w/stable bus. Some alternate b/t solo/employed may not be there when you need them #solopr
- 6:10 pm **mdbarber:** So true. Mine too! RT @fransteps: @mdbarber -- PRSA Is my network of choice! #solopr
- 6:10 pm **gmjameson:** Q1 I am struggling with when to potentially move these folks from vendor/ind. contractor to "staff"/partner #solopr
- 6:11 pm **fransteps:** @KellyeCrane True, true. #solopr community is an instant group to draw from!
- 6:11 pm **SoloPR:** RT @rockstarjen: A1 to date the best consultants have been former colleagues or referred by them. #solopr
- 6:11 pm **amynolanapr:** Q1 I have partnered with agency principal I served on PR board with. Developed relationship prior to becoming #SoloPR.
- 6:11 pm **krisTK:** Q1: I start subs off as tactical support and see how they do. #solopr
- 6:11 pm **SoloPR:** RT @fransteps: A1: Vetting partners is hard work! Combo of rep, complementary skill set and flexibility are my 3 needs. #solopr
- 6:11 pm **juphilpott:** #solopr #Q1: Reputation is everything. Resumes tell only one side of the story.
- 6:11 pm **UrbanSuiteEnt:** Just joined the #solopr chat! Urban Suite PR #fashion #beauty (waving)
- 6:11 pm **mdbarber:** @gmjameson Not sure I understand the diff between vendor & partner. Aren't all vendors essentially partners? #solopr
- 6:11 pm **ashleydavidson:** RT @juphilpott: #solopr #Q1: Reputation is everything. Resumes tell only one side of the story. #solopr
- 6:11 pm **karensxim:** Do they want the change? RT @gmjameson: struggling with when to potentially move from vendor/ind. contractor to "staff"/partner #solopr
- 6:12 pm **rockstarjen:** @cloudspark @sacevero ha! good one. #solopr

- 6:12 pm **karenschwim:** Very, very true. RT @juphilpott: #solopr #Q1: Reputation is everything. Resumes tell only one side of the story. #solopr
- 6:12 pm **gmjameson:** @mdbarber Basically, when to take purePR from solo to actual staff, that's the quandry right now #solopr
- 6:12 pm **karenschwim:** RT @krisTK: Q1: I start subs off as tactical support and see how they do. #solopr
- 6:12 pm **SoloPR:** This is key. RT @karenschwim: A1: ...start small #solopr
- 6:12 pm **krisTK:** PRSA is my first stop when I need answers. RT @mdbarber: So true. Mine too!
RT @fransteps: PRSA Is my network of choice! #solopr
- 6:12 pm **gmjameson:** @karenschwim One in particular is keen on it. So, I'm debating ... do I stay #solopr or add to the "staff" Big decision.
- 6:13 pm **cidokogiPR:** @mdbarber vendor is someone used on project by project basis and can be changed at any time.. partner is permanent involved in biz #solopr
- 6:13 pm **gmjameson:** Q1 Agreed! RT @SoloPR: This is key. RT @karenschwim: A1: ...start small #solopr
- 6:13 pm **CjShaffer1:** @gmjameson I think it would depend on the need. If you find yourself needing them more and more then I vote expand:) #solopr
- 6:13 pm **ashleydavidson:** @cidokogiPR Thanks for clarifying! #solopr
- 6:13 pm **mdbarber:** @gmjameson Ahh...that's different and a much bigger biz decision based on what you want for your own biz. #solopr
- 6:13 pm **cloudspark:** q1: not all my partners are PR - i have design, web, mktg partners as well. it helps me offer more to clients. #SoloPR
- 6:14 pm **fransteps:** Coming off my Tweet-cation with the weekly #solopr chat. That'll get the cobwebs out of my jetlagged brain! Christmas down under was fun!
- 6:14 pm **KellyeCrane:** A1: Important to note that some people seem very accomplished online, but aren't as good when the rubber hits the road. Dig deeper. #solopr
- 6:14 pm **RegineNelson:** Q1: Professional organizations are great. PRSA nationally, and FPRA in addition if you are in Florida. #solopr
- 6:14 pm **cidokogiPR:** RT @cloudspark: q1: not all my partners are PR - i have design, web, mktg partners as well. it helps me offer more to clients. #solopr
- 6:14 pm **cloudspark:** @gmjameson both @laurascholz and i have faced that decision, feel free to DM us. #solopr
- 6:14 pm **krisTK:** @gmjameson Think about your goals, your initial reason to launch your business. Does full-time staff help you realize your vision? #solopr
- 6:14 pm **CjShaffer1:** RT @cidokogiPR: RT @cloudspark: q1: not all my partners are PR - i have design, web, mktg partners as well. it helps me offer more to clients. #solopr
- 6:14 pm **cidokogiPR:** @ashleydavidson not a problem :) #solopr
- 6:14 pm **sparklyhero:** Peeping in to #solopr
- 6:14 pm **karenschwim:** @gmjameson Check your state laws bc many states have cap on how many hrs you can 1099 #solopr
- 6:14 pm **dconconi:** agreed! RT @krisTK: Q1: Look for consultants w/stable bus. Some alternate b/t solo/ employed may not be there when you need them #solopr
- 6:14 pm **SoloPR:** RT @cloudspark: q1: not all my partners are PR - i have design, web, mktg partners as well. it helps me offer more to clients. #solopr
- 6:15 pm **LauraScholz:** Yes, any time! RT @cloudspark: @gmjameson both @laurascholz and i have faced that decision, feel free to DM us. #solopr
- 6:15 pm **ashleydavidson:** Im in FL, thx! RT @RegineNelson: Q1: Professional organizations are great. FPRA in addition if you are in Florida. #solopr
- 6:15 pm **mdbarber:** @cidokogiPR Sorry don't agree. My vendors are also often my partners. We refer biz to each other & work tog. #solopr
- 6:15 pm **karenschwim:** RT @krisTK: @gmjameson Think about ur goals, initial reason 2 launch business. Does full-time staff help you realize your vision? #solopr
- 6:15 pm **RegineNelson:** @fransteps Welcome back! #solopr

- 6:15 pm **krisTK:** Guru, anyone? RT @KellyeCrane: A1: Important to note that some seem accomplished online, but aren't as good when rubber hits road. #solopr
- 6:15 pm **fransteps:** A1: Digging deeper than shallow online presence is a challenge. Lots of "emerging" professionals who aren't well-rounded. #solopr
- 6:15 pm **dconconi:** me too.RT @cloudspark: q1: not all my partners are PR - i have design, web, mktg partners as well. it helps me offer more 2 clients. #solopr
- 6:15 pm **sacevero:** @cloudspark *bites nails* ay caramba ;) #solopr
- 6:15 pm **cidokogiPR:** Q1: I guess you have to take the partnership search one step at a time.. can't rush finding the right people or you may get burned #solopr
- 6:15 pm **RegineNelson:** So trueRT @cloudspark: q1: not all my partners are PR - i have design, web, mktg partners as well. it helps me offer more 2 clients. #soloPR
- 6:15 pm **KellyeCrane:** A1: You also want to make sure it's clear who owns the client relationship. In my biz, sometimes it's me, but I also sub to others. #solopr
- 6:16 pm **fransteps:** @RegineNelson Thanks. Glad to be back at desk. #solopr.
- 6:16 pm **gmjameson:** Q1 @dconconi Very true! Multi-focused vendors provide sort of a "virtual company" feel. #solopr
- 6:17 pm **sacevero:** @krisTK The PRSA group on LinkedIn has some really great discussions! #solopr
- 6:17 pm **ZhairaF:** RT @KinkaBJ Hello!! Ready for the 1st #soloPR of 2011. Joining from Mexico City! -> nice! les cuentas a tus colegas Cari ;) #UnBuenRP
- 6:17 pm **ashleydavidson:** This is important. RT @KellyeCrane: A1: You also want to make sure its clear who owns the client relationship. #solopr
- 6:17 pm **mdbarber:** Good point: RT @KellyeCrane: A1: Make sure its clear who owns the client relationship. Sometimes its me, but I also sub to others. #solopr
- 6:17 pm **cidokogiPR:** @mdbarber well i guess you use the term interchangeably then, some see them as having distinct differences though #solopr
- 6:17 pm **gmjameson:** A1: @KellyeCrane This is a good point! And to clarify who can/ought not directly contact clients. #solopr
- 6:17 pm **KellyeCrane:** A1: Of course, meeting deadlines is the absolute must-have. If a potential partner shows they can't do that, run! #solopr
- 6:17 pm **RegineNelson:** @ashleydavidson You are welcome. I am from FLA originally. And loved FPRA - Capital and Orlando chapters I belonged to. #solopr
- 6:18 pm **karensim:** RT @KellyeCrane: A1: Of course, meeting deadlines is the absolute must-have. If a potential partner shows they cant do that, run! #solopr
- 6:18 pm **mdbarber:** @cidokogiPR Depends on whether it's a partner on projects or a part of my business. #solopr
- 6:18 pm **krisTK:** Q1: keep your eyes open for talent at all levels -- Awards, Service, etc. Cream rises to the top. Nurture those relationships. #solopr
- 6:19 pm **SoloPR:** Q2 is up next... #solopr
- 6:19 pm **JillComm:** Ditto RT @cloudspark not all my partners are PR - i have design, web, mktg partners as well. it helps me offer more to clients. #soloPR
- 6:19 pm **ashleydavidson:** To my followers: Sorry if I'm extra chatty for the next 40 minutes. Join in on #solopr chat if you wish! :) Great info.
- 6:19 pm **rockstarjen:** RT @KellyeCrane: A1: Of course, meeting deadlines is the absolute must-have. If a potential partner shows they cant do that, run! #solopr
- 6:19 pm **ashleydavidson:** Especially younger pros. They're very tech savvy! RT @krisTK: Q1: keep your eyes open for talent at all levels. #solopr
- 6:19 pm **SoloPR:** Q2: How do you get more social nw followers for new clients? The new Twitter search is helping, but it's still a struggle. #solopr
- 6:20 pm **cloudspark:** key points fr @kellyecrane: 1) determine who owns client relationship 2) shows resp & can meet deadlines 3) loyal, professional #solopr
- 6:20 pm **CjShaffer1:** RT @ashleydavidson: Especially younger pros. They're very tech savvy! RT @krisTK: Q1: keep your eyes open for talent at all levels. #solopr

- 6:20 pm **fransteps:** RT @SoloPR: Q2: How do you get more social nw followers for new clients? The new Twitter search is helping, but it's still a struggle. #solopr
- 6:20 pm **cidokogiPR:** :) RT @ashleydavidson: Esp. younger pros. Theyre very tech savvy! RT @krisTK: Q1: keep ur eyes open for talent at all levels. #solopr
- 6:20 pm **SoloPR:** RT @krisTK: Q1: keep your eyes open for talent at all levels- Awards, Service... Cream rises to the top. Nurture those relationships #solopr
- 6:20 pm **ashleydavidson:** On Twitter, engage in conversations! @SoloPR: Q2: How do you get more social nw followers for new clients? #solopr
- 6:20 pm **dconconi:** RT @SoloPR: Q2: How do u get more social nw followers 4 new clients? The new Twitter search is helping, but still a struggle. #solopr
- 6:21 pm **ashleydavidson:** Link to your Twitter handle in releases, on FB, YouTube RT @SoloPR: Q2: How do you get more social nw followers for new clients? #solopr
- 6:21 pm **HOS_PR:** Q2: Before you can get more followers for them, do an audit to make sure they've been doing the right things in the space. #solopr
- 6:21 pm **SoloPR:** Bingo! RT @ashleydavidson: On Twitter, engage in conversations! #solopr
- 6:21 pm **mdbarber:** A2 Biggest way to get more followers is to engage & provide content people want to read & pass on. Things will naturally grow. #solopr
- 6:21 pm **cloudspark:** a2: reach out to influencers, make connections there and followers will find you #solopr
- 6:21 pm **HOS_PR:** A2: You also want to make sure that THEY'RE following the right people. #solopr
- 6:21 pm **fransteps:** A2: Clients seem to be impatient w/ network growth yet won't commit time/resources to make convos happen. #solopr.
- 6:21 pm **dconconi:** A2- participate in more ongoing tweet chats, engage in more conversations with folks in your areas of interest #solopr
- 6:21 pm **dunn_lauren:** A2: You must show the importance/benefit of engaging with the online community. Showing sincerity and knowledge = followers #solopr
- 6:22 pm **jenzings:** Yes! RT @cloudspark: a2: reach out to influencers, make connections there and followers will find you #solopr
- 6:22 pm **fransteps:** A2: I like holding an IRL event -- tweetup, or meetup to get the ball rolling. #solopr.
- 6:22 pm **HOS_PR:** A2: Yes, engage. Give ppl what they want. Be responsive. Interact. Don't shy away from negative comments. #solopr
- 6:22 pm **cidokogiPR:** RT @dconconi: A2- participate in more ongoing tweet chats, engage in more conversations with folks in your areas of interest #solopr
- 6:22 pm **mdbarber:** @fransteps that's not good. I've had that too and rec they wait until they are ready to engage. #solopr
- 6:22 pm **rockstarjen:** Yes. Be a resource RT @dconconi: A2- participate in more tweet chats, engage in conversations with folks in your areas of interest #solopr
- 6:22 pm **alisonlaw:** @cloudspark What's been your most successful influencer introduction? #solopr
- 6:22 pm **ashleydavidson:** Follow people in ur industry. They may follow back. RT @SoloPR: Q2: How do you get more social nw followers for new clients? #solopr
- 6:22 pm **cloudspark:** a2: also imp to be in right channels. chase customers, not shiny-new-tech or social sites. be where your customers are. #solopr
- 6:22 pm **mdbarber:** RT @dunn_lauren: A2: You must show the importance/benefit of engaging with the online community. sincerity & knowledge = followers #solopr
- 6:23 pm **karensim:** A2: In addition to chats, I use tools like Twellow and Listorious to find targeted followers #solopr
- 6:23 pm **KellyeCrane:** A2: Twitter chats can be a great way for clients to engage and show expertise. There are chats in *many* areas. #solopr
- 6:23 pm **HOS_PR:** A2: Set a precedent for what the acct will be used for. FAQs? Giveaways? Business updates? General News? #solopr
- 6:23 pm **ashleydavidson:** AGREED! - RT @HOS_PR: A2: Yes, engage. Give ppl what they want. Be responsive. Interact. Dont shy away from negative comments. #solopr

- 6:23 pm **luannsaid:** Wow -- started writing and lost track of time. Hi, #solopr chat!
- 6:23 pm **rockstarjen:** A2 if you're area is specialized, start a chat. search for and answer questions. ask questions. be real. #solopr
- 6:23 pm **SoloPR:** Not magic RT @fransteps: A2: Clients seem to be impatient w/ network growth yet won't commit time/resources to make convos happen #solopr
- 6:23 pm **cloudspark:** @alisonlaw for a client, outreach to 'green' influencers in the CPG area #soloPR
- 6:23 pm **RegineNelson:** RT @kellyecrane: A2: Twitter chats can be a great way for clients to engage and show expertise. There are chats in *many* areas. #solopr
- 6:23 pm **mdbarber:** YES! RT @cloudspark: a2: be in right channels. chase customers, not shiny-new-tech or social sites. be where your customers are. #solopr
- 6:23 pm **dconconi:** Yep!RT @KellyeCrane: A2: Twitter chats can be a great way for clients to engage and show expertise. There are chats in *many* areas. #solopr
- 6:23 pm **SoloPR:** RT @dunn_lauren: A2: show the importance/benefit of engaging with the online community. Showing sincerity and knowledge = followers #solopr
- 6:24 pm **HOS_PR:** RT @kellyecrane: A2: Twitter chats can be a great way for clients to engage and show expertise. There are chats in *many* areas. #solopr
- 6:24 pm **mdbarber:** Clients want to be everywhere but we need to make sure they understand they shouldn't be, and where they need to be. #solopr
- 6:24 pm **ashleydavidson:** RT @kellyecrane: A2: Twitter chats can be a great way for clients to engage and show expertise. There are chats in *many* areas. #solopr
- 6:24 pm **cidokogiPR:** RT @kellyecrane: A2: Twitter chats can be a great way for clients to engage and show expertise. There are chats in *many* areas. #solopr
- 6:24 pm **SoloPR:** RT @cloudspark: a2:also imp to be in right channels.chase customers, not shiny-new-tech or social sites. be where your customers are #solopr
- 6:24 pm **sacevero:** Q2 Listen and engage with target audience & influencers. They will come to you if you offer val info+cust service+great convo #solopr
- 6:24 pm **gmjameson:** A2: Avoid the "if you build it they'll come" mentality. Engage in established hot spots & bridge new followers to client networks. #solopr
- 6:24 pm **cloudspark:** have to drop out of #soloPR for client call #dedication #willnotmultitask
- 6:24 pm **MarketingMel:** Hello #soloPR tweeples! Just now signing in from lovely East Tenn and a morning of productivity!
- 6:25 pm **karenskim:** A2: Small niche communities (forums, groups) are also a great way to really find your "tribe" #solopr
- 6:25 pm **alisonlaw:** Yes! RT @mdbarber Clients want to be everywhere but we need to make sure they understand they shouldn't be, & where they need to be. #solopr
- 6:25 pm **ashleydavidson:** A2: In the case for our account @TopLineMD, we try hard not to only push our company's services. Turns off followers. #solopr
- 6:25 pm **dunn_lauren:** A2: Its better for the client to understand and become great in one area. Start small, pick a chat build your rep. #solopr
- 6:25 pm **dconconi:** A2 Twitter chats are also good for us for learning as well as thought leadership (and followers) #solopr
- 6:25 pm **ashleydavidson:** @cloudspark Love the hashtag #willnotmultitask lol. #solopr
- 6:25 pm **KellyeCrane:** A2: Make sure the goal isn't to just get followers. To what end? #solopr
- 6:25 pm **kristk:** RT @mdbarber: Clients want to be everywhere but we need to make sure they understand they shouldn't be, and where they need to be. #solopr
- 6:25 pm **mdbarber:** RT @dunn_lauren: A2: Its better for the client to understand and become great in one area. Start small, pick a chat build your rep. #solopr
- 6:25 pm **HOS_PR:** @gmjameson @MissSuccess always says "If you build it, they will come...eventually" But you have to be consistent. #solopr
- 6:25 pm **gmjameson:** A2: Help clients understand the importance of proactive listening to launch conversations that matter in their social spaces. #solopr

- 6:25 pm **cidokogiPR:** @SoloPR I know there is a list of twitter chats available.. are you familiar with this list/know where we can find it? #solopr
- 6:25 pm **ashleydavidson:** Quality vs. quantity! RT @KellyeCrane: A2: Make sure the goal isnt to just get followers. To what end? #solopr
- 6:25 pm **luannsaid:** A2: Agree that Twellow is helpful. I tell clients that if they leave ALL networking to me (outsourced) they'll plateau fast. #solopr
- 6:26 pm **karimacatherine:** RT @karensxim: A2: Small niche communities (forums, groups) are also a great way to really find your "tribe" #solopr
- 6:26 pm **neicolec:** A2: Seed with contact database. Put badges in newsletter, on website, etc. Find target customers (<http://bit.ly/9Lh8Fq>) & engage. #solopr
- 6:26 pm **karensxim:** Good point by @mdbarber, no need to be everywhere #solopr
- 6:26 pm **dconconi:** so true and biggest mistake in sm. RT @KellyeCrane: A2: Make sure the goal isnt to just get followers. To what end? #solopr
- 6:26 pm **cloudspark:** @mdbarber like to use analogy to SM presence "even if you use AXE body spray all over yourself, it doesn't mean you'll get a date" #soloPR
- 6:26 pm **cidokogiPR:** This is where strategy comes in! RT @KellyeCrane: A2: Make sure the goal isnt to just get followers. To what end? #solopr
- 6:26 pm **mdbarber:** A2 -- clients hire us for our expertise in comm. We need to advise them & not just "do" what they ask us to do. #solopr
- 6:26 pm **gmjameson:** @HOS_PR Agreed. But if they're already partying in another social space, go get 'em there and invite 'em over in time. #solopr
- 6:26 pm **krisTK:** @cidokogiPR follow @chatschedule and @chatmixer but there's also a google doc. I'll look for link. #solopr
- 6:26 pm **HOS_PR:** @gmjameson Basically. #solopr
- 6:26 pm **KateWinckler:** Jumping in here, hello! #solopr
- 6:27 pm **mdbarber:** @cloudspark That's funny. Think I'll tell my teens that. They need to remember it on weekend nights! ;-) #solopr
- 6:27 pm **ashleydavidson:** @cidokogiPR @SoloPR Would love to see that list of chats, too. Looking for #healthcare chats #solopr
- 6:27 pm **alisonlaw:** @marketingmel Hi there! Where are you in East Tennessee? I grew up in Chattanooga, but live in Atlanta now. #solopr
- 6:27 pm **gmjameson:** @mdbarber Amen to that. #solopr
- 6:27 pm **garrettkuk:** RT @cloudspark: a2: also imp to be in right channels. chase customers, not shiny -new-tech or social sites. be where your customers are. #soloPR
- 6:27 pm **mdbarber:** RT @cloudspark: like to use analogy to SM presence "even if u use AXE body spray all over yourself, it doesnt mean youll get a date" #solopr
- 6:27 pm **neicolec:** @gmjameson Avoid "if you build it". Agree! Build a community only if you must. Takes a lot of work! #solopr
- 6:27 pm **cidokogiPR:** RT @dunn_lauren: A2: Its better for the client to understand and become great in one area. Start small, pick a chat build your rep. #solopr
- 6:27 pm **krisTK:** Funny! RT @cloudspark: like analogy to SM presence "even if you use AXE body spray all over, it doesn't mean you'll get a date" #solopr
- 6:27 pm **SoloPR:** FYI- The HUGE master schedule of all Twitter chats is in a Google Spreadsheet at <http://bit.ly/ChatSched> #solopr
- 6:27 pm **ashleydavidson:** RT @cloudspark: like to use analogy to SM presence "even if u use AXE body spray all over yourself, it doesnt mean youll get a date" #solopr
- 6:27 pm **mdbarber:** @ashleydavidson Contact @leighfazzina re: healthcare chats. She has a specific hashtag #solopr
- 6:28 pm **ashleydavidson:** RT @SoloPR: FYI- The HUGE master schedule of all Twitter chats is in a Google Spreadsheet at <http://bit.ly/ChatSched> #solopr
- 6:28 pm **cidokogiPR:** @krisTK you know you rock right?!! thanks!! #solopr

- 6:28 pm **karenschwim:** @cidokogiPR @SoloPR Ihttps://spreadsheets.google.com/ccc?key=0AhisaMy5TGiwcnVhejNHWnZIT3NvWFVPT3Q4NklzQVE&hl=en #solopr
- 6:28 pm **HOS_PR:** RT @SoloPR: FYI- The HUGE master schedule of all Twitter chats is in a Google Spreadsheet at <http://bit.ly/ChatSched> #solopr
- 6:28 pm **rockstarjen:** @mdbarber @cloudspark eek. you're more likely to get slapped. ;) #solopr
- 6:28 pm **dconconi:** Good info!! RT @SoloPR: FYI- The HUGE master schedule of all Twitter chats is in a Google Spreadsheet at <http://bit.ly/ChatSched> #solopr
- 6:28 pm **RegineNelson:** They need to trust us. RT @mdbarber: A2 -- We need to advise them & not just "do" what they ask us to do. #solopr
- 6:28 pm **neicolec:** @dconconi @KellyeCrane Definitely. There has to be a business reason why you want to gain followers. #solopr
- 6:28 pm **KellyeCrane:** P.U.! RT @rockstarjen: @mdbarber @cloudspark eek. you're more likely to get slapped. ;) #solopr
- 6:28 pm **alisonlaw:** RT @solopr: FYI- The HUGE master schedule of all Twitter chats is in a Google Spreadsheet at <http://bit.ly/ChatSched> #solopr
- 6:28 pm **krisTK:** RT @SoloPR: FYI- The HUGE master schedule of all Twitter chats is in a Google Spreadsheet at <http://bit.ly/ChatSched> #solopr
- 6:28 pm **cidokogiPR:** RT @HOS_PR: RT @SoloPR: FYI- The HUGE master schedule of all Twitter chats is in a Google Spreadsheet at <http://bit.ly/ChatSched> #solopr
- 6:28 pm **gmjameson:** A2: @neicolec Amen. Crucial to help clients embrace long-term concept of social strategy /community management/comm. engagement #solopr
- 6:28 pm **karenschwim:** Here's the short link for the Twitter Chat schedule: <http://bit.ly/ey58HV> #solopr
- 6:29 pm **ashleydavidson:** Agree. Hired PR expert for a reason. RT @mdbarber: A2 -- We need to advise them & not just "do" what they ask us to do. #solopr
- 6:29 pm **mdbarber:** @RegineNelson They do need to trust us. we need to advise to build that trust too. Can take time as I'm sure you know. #solopr
- 6:29 pm **BaileyDinelle:** Agreed! RT @mdbarber A2 -- clients hire us for our expertise in comm. We need to advise them & not just "do" what they ask us to do. #solopr
- 6:29 pm **luannsaid:** A2: I know it sounds corny, but one of my clients has success by giving/receiving THOUGHTFUL #FF love #solopr
- 6:29 pm **KateWinckler:** @karenschwim Thanks for this list... #solopr
- 6:29 pm **KinkaBJ:** Great Info!!->>RT @SoloPR: FYI- The HUGE master schedule of all Twitter chats is in a Google Spreadsheet at <http://bit.ly/ChatSched> #solopr
- 6:29 pm **cloudspark:** full list of twitter chats: <http://bit.ly/gBEPXI> #soloPR
- 6:29 pm **RegineNelson:** WOW! Thanks. RT @SoloPR: FYI- The HUGE master schedule of all Twitter chats is in a Google Spreadsheet at <http://bit.ly/ChatSched> #solopr
- 6:30 pm **fransteps:** @luannsaid NOT corny, it's Conversational. Your client is LISTENING! #solopr. Great work.
- 6:30 pm **ashleydavidson:** RT @luannsaid: A2: one of my clients has success by giving/receiving THOUGHTFUL #FF love #solopr
- 6:30 pm **SoloPR:** This is the direct link - use this one! RT @cloudspark: full list of twitter chats: <http://bit.ly/gBEPXI> #soloPR #solopr
- 6:30 pm **krisTK:** A2: Content is key. Can't just sign up and expect fans to jump on your bandwagon. #solopr
- 6:30 pm **cidokogiPR:** Wow!! that was so fast!! Thanks you all are amazing! best community on twitter by far :) #solopr
- 6:30 pm **cloudspark:** @KellyeCrane tis true - some co's think if they are everywhere in SM, then they'll be found. not true (and tough to manage) #soloPR
- 6:30 pm **jenzings:** Very handy: RT @cloudspark: full list of twitter chats: <http://bit.ly/gBEPXI> #soloPR
- 6:30 pm **SoloPR:** Simple and true RT @luannsaid: A2: I know it sounds corny, but one of my clients has success by giving/receiving THOUGHTFUL #solopr

- 6:30 pm **dconconi:** RT @SoloPR: This is the direct link - use this one! RT @cloudspark: full list of twitter chats: <http://bit.ly/gBEPXI> #soloPR #solopr
- 6:31 pm **mdbarber:** True. RT @krisTK: A2: Content is key. Cant just sign up and expect fans to jump on your bandwagon. #solopr
- 6:31 pm **cidokogiPR:** @ashleydavidson key word THOUGHTFUL!!! blasting random FF is not goint to do the trick!! #solopr
- 6:31 pm **farida_h:** Tuning in late to see what's going on. #solopr
- 6:31 pm **RegineNelson:** @mdbarber Agree. Gaining client trust does take time, patience, and nurturing. :) #solopr
- 6:31 pm **CjShaffer1:** RT @krisTK: A2: Content is key. Can't just sign up and expect fans to jump on your bandwagon. #solopr
- 6:31 pm **ashleydavidson:** RT @krisTK: A2: Content is key. Cant just sign up and expect fans to jump on your bandwagon. #solopr
- 6:31 pm **3hatscomm:** Jumping in late.. catching up #solopr
- 6:31 pm **krisTK:** RT @cloudspark: some co's think if they are everywhere in SM, then they'll be found. not true (and tough to manage) #soloPR #solopr
- 6:31 pm **mdbarber:** A2 -- manage expectations too. Influence and follower count won't happen overnight. Takes time, good content & heavy engagement. #solopr
- 6:31 pm **dconconi:** RT @mdbarber: True. RT @krisTK: A2: Content is key. Cant just sign up and expect fans to jump on your bandwagon. #solopr
- 6:31 pm **KellyeCrane:** A2: This isn't Field of Dreams. Just because you build it.... #solopr
- 6:32 pm **KateWinckler:** @mdbarber Ideas for generating content- brainstorming sessions? #solopr
- 6:32 pm **3hatscomm:** Awesome! RT @SoloPR: This is the direct link RT @cloudspark: full list of twitter chats: <http://bit.ly/gBEPXI> #soloPR #solopr
- 6:32 pm **CjShaffer1:** We try:) RT @cidokogiPR: Wow!! that was so fast!! Thanks you all are amazing! best community on twitter by far :) #solopr
- 6:32 pm **ashleydavidson:** I agree @cidokogiPR. Read somewhere correct way to handle #FF is to give a reason why. Not just ramble off #FF and handles. #solopr
- 6:32 pm **mdbarber:** @RegineNelson Love the word nurturing. It's a great word for describing building relationships & trust. #solopr
- 6:32 pm **ashleydavidson:** RT @SoloPR: This is the direct link RT @cloudspark: full list of twitter chats: <http://bit.ly/gBEPXI> #solopr
- 6:32 pm **SoloPR:** Q3 up next... #solopr
- 6:33 pm **rockstarjen:** RT @mdbarber: A2 manage expectations. Influence & follower count wont happen overnight. Takes time, good content & heavy engagement. #solopr
- 6:33 pm **krisTK:** RT @mdbarber: @RegineNelson Love the word nurturing. It's a great word for describing building relationships & trust. #solopr
- 6:33 pm **dconconi:** RT @mdbarber: A2:manage expectations 2. Influence & follower count wont happen ovrnight. Takes time, good content & hvy engagement. #solopr
- 6:33 pm **wordpost:** "The Future of Listening: If We Know What We Know?" - <http://bit.ly/eTF7hS> from Dachis' @katenieder (cc @gmjameson #solopr)
- 6:33 pm **cidokogiPR:** Q2: With the twitter chats start by putting a few on your calendar and be active in engaging... quality , not quantity is key!! #solopr
- 6:33 pm **franktorresnet:** Great stuff so far guys, #solopr
- 6:33 pm **mdbarber:** @KateWinckler Believe it has to start with program goal & strategy Hopefully content will become apparent once no where going. #solopr
- 6:33 pm **krisTK:** A2: No one wants to sit next to the person who talks, talks talks but doesn't listen or engage. I don't want to follow them either #solopr
- 6:33 pm **SoloPR:** Q3: What are your secrets to preventing burn-out and staying motivated? #solopr
- 6:34 pm **BaileyDinelle:** @SoloPR A2: engage people based on a variety of demo and psychographics levels not just on their connection to a product/service #solopr

- 6:34 pm **fransteps:** RT @SoloPR: Q3: What are your secrets to preventing burn-out and staying motivated? #solopr. Great Q!
- 6:34 pm **dconconi:** RT @SoloPR: Q3: What are your secrets to preventing burn-out and staying motivated? #solopr
- 6:34 pm **garrettkuk:** A2: find the ultimate client goal (sales? brand awareness? loyalty?) & pursue that. big/easy solution may not be social #soloPR
- 6:34 pm **karensim:** RT @mdbarber :manage expectations 2. Influence & follower count wont happen overnight. Takes time, good content & hvy engagement. #solopr
- 6:34 pm **karensim:** RT @SoloPR: Q3: What are your secrets to preventing burn-out and staying motivated? #solopr
- 6:34 pm **cidokogiPR:** @ashleydavidson right!! you can even schedule FF tweets as you think of ppl throughout the week on hootsuite, tweetdeck, etc. #solopr
- 6:34 pm **mdbarber:** Can't wait for these answers! RT @SoloPR: Q3: What are your secrets to preventing burn-out and staying motivated? #solopr
- 6:34 pm **HOS_PR:** A3: Pace yourself. Take breaks during the day to do non-work things. #solopr
- 6:34 pm **krisTK:** RT @SoloPR: Q3: What are your secrets to preventing burn-out and staying motivated? #solopr
- 6:34 pm **rockstarjen:** Needing ideas lately... RT @SoloPR: Q3: What are your secrets to preventing burn-out and staying motivated? #solopr
- 6:34 pm **dunn_lauren:** A3: Moderation, you must realize you can't do everything all at once all the time. You need a breather to be effective. #solopr
- 6:35 pm **karensim:** @garrettkuk Very good point, there is still a place for being an info resource #solopr
- 6:35 pm **ashleydavidson:** RT @SoloPR: Q3: What are your secrets to preventing burn-out and staying motivated? #solopr
- 6:35 pm **HOS_PR:** A3: Don't wait for inspiration to hit. Action creates inspiration. Taking one step and then another will create momentum #solopr
- 6:35 pm **KateWinckler:** @SoloPR 1) take the afternoon off, 2) attending a lecture/event/workshop to learn something new #solopr
- 6:35 pm **KellyeCrane:** A2: It goes without saying in this group, but some clients forget to be human online. No one wants a rel. w/ your corporate speak. #solopr
- 6:35 pm **farida_h:** I agree. Tweet chats are a great way to build a targeted following. It's easy to get followers but tough to get those relevant to u. #solopr
- 6:35 pm **ashleydavidson:** RT @KateWinckler: @SoloPR 1) take the afternoon off, 2) attending a lecture/event/workshop to learn something new #solopr
- 6:35 pm **juphilpott:** A2: Promote your #sm, & ensure that someone is committed to running the program, show followers that they're important. #solopr
- 6:35 pm **dconconi:** A3:take breaks when you hit the wall. Contact partners and other smart colleagues to brainstorm. #solopr
- 6:35 pm **cidokogiPR:** i'm not going to lie, i had a serious case of burn out at the end of the year.. it was sad, but i needed a break #solopr
- 6:35 pm **luannsaid:** A3: When a client's momentum fizzles, ask to take them to coffee (or set up a call). You'll come out with dozens of ideas/projects #solopr
- 6:35 pm **rockstarjen:** A3 My made a goal this year of working from a different site for a few hours at least one day a week. #solopr
- 6:35 pm **3hatscomm:** @ashleydavidson @cidokogiPR @CjShaffer1 Agree, my #FF is in blog post form, so I can give reasons to follow. #solopr
- 6:35 pm **ashleydavidson:** A3: Take some time to remember why you got into the business. That always helps me. #solopr
- 6:35 pm **SoloPR:** RT @garrettkuk: A2: find the ultimate client goal(sales? brand awareness? loyalty?) & pursue. big/easy solution may not be social #solopr
- 6:36 pm **ashleydavidson:** RT @rockstarjen: A3 My made a goal this year of working from a different site for a few hours at least one day a week. #solopr

- 6:36 pm **brandingexpert:** . @karensxim: @SoloPR: Q3: What are your secrets to preventing burn-out and staying motivated? #solopr <- Higher fees. :D
- 6:36 pm **karensxim:** A3: Get outside of your bubble, connect w/ people outside of industry for fresh perspective #solopr
- 6:36 pm **sacevero:** A3 Making sure that you absolutely LOVE what you do everyday I think is the best antidote :) #solopr
- 6:36 pm **rockstarjen:** A3 of course, that impromptu walk along the harbor is good, too. :) #solopr
- 6:36 pm **fransteps:** A3. Learn to say NO nicely & effectively. Keep networking to stay fresh. Check OUT when you do go on vacation. #solopr.
- 6:36 pm **KateWinckler:** @luannsaid Yes! coffee date always works for me, too! #solopr
- 6:36 pm **SoloPR:** Yes! RT @dunn_lauren: A3: you must realize you can't do everything all at once all the time.You need a breather to be effective #solopr
- 6:36 pm **dconconi:** A3: consider the alternative...can be very motivating! ;-) #solopr
- 6:36 pm **RegineNelson:** Q3: I can time to participate in #solopr, spending 5 mins reading @PerezHilton, or just taking a 15 mins walk around the block.
- 6:36 pm **krisTK:** @rockstarjen Sometimes I get cabin fever so that may be a solution for me too. Change of view = new perspective? #solopr
- 6:36 pm **juphilpott:** A3: Working on initiatives that are important to you is a natural motivator. #solopr
- 6:36 pm **karensxim:** A3: And of course regularly scheduled spa days! #solopr
- 6:37 pm **SoloPR:** Nice idea RT @rockstarjen: A3 My made a goal this year of working from a different site for a few hours at least one day a week. #solopr
- 6:37 pm **mdbarber:** Yes! RT @dunn_lauren: A3: you must realize you cant do everything all at once all the time.You need a breather to be effective #solopr
- 6:37 pm **SoloPR:** RT @ashleydavidson: A3: Take some time to remember why you got into the business. That always helps me. #solopr
- 6:37 pm **karensxim:** True! RT @juphilpott: A3: Working on initiatives that are important to you is a natural motivator. #solopr
- 6:37 pm **fransteps:** RT @RegineNelson: Q3: Participate in #solopr, spending 5 mins reading @PerezHilton, or just taking a 15 mins walk around the block. Fr8!
- 6:37 pm **MarketingMel:** @alisonlaw Hi there. Tri Cities region #SoloPR
- 6:37 pm **RegineNelson:** RT @fransteps: A3. Learn to say NO nicely & effectively. Keep networking to stay fresh. Check OUT when you do go on vacation. #solopr.
- 6:37 pm **SoloPR:** RT @fransteps: A3. Learn to say NO nicely & effectively. Keep networking to stay fresh. Check OUT when you do go on vacation. #solopr
- 6:37 pm **dconconi:** You are so smart Karen!!! RT @karensxim: A3: And of course regularly scheduled spa days! #solopr
- 6:37 pm **cidokogiPR:** Agreed! RT @juphilpott: A3: Working on initiatives that are important to you is a natural motivator. #solopr
- 6:37 pm **ashleydavidson:** #SoloPR spa meetup? Lol. RT @karensxim: A3: And of course regularly scheduled spa days! #solopr
- 6:37 pm **rockstarjen:** @krisTK after 6 years, i'm really feeling it. sometimes overhearing someone at a coffee shop sets your jets in motion. #solopr
- 6:37 pm **3hatscomm:** With cell phone OFF. RT @karensxim: A3: And of course regularly scheduled spa days! #solopr
- 6:37 pm **mdbarber:** @rockstarjen Great idea to work from different location. That offers a fresh perspective and often new thinking. #solopr
- 6:38 pm **JennaSnacks:** RT @luannsaid: A3: When a client's momentum fizzles, ask to take them to coffee (or set up a call). You'll come out with dozens of ideas/projects #solopr
- 6:38 pm **RegineNelson:** @fransteps Checking out on vacation is so hard for PR professionals. Especially #solopr. I still keep one foot in the news for clients.
- 6:38 pm **mdbarber:** RT @fransteps: A3. Learn to say NO nicely & effectively. Keep networking to stay fresh. Check OUT when you do go on vacation. #solopr

- 6:38 pm **krisTK:** A3: Stay focused on what I'm working toward and why. Career goal is no longer promotion or certificates. #solopr
- 6:38 pm **farida_h:** Networking with people, surrounding myself w/t highly motivated people keeps me on my toes too! #solopr
- 6:38 pm **fransteps:** A3: Anyone on #solopr use a coworking site to refresh?
- 6:38 pm **karensxim:** A3: I like to shake things up too, change routine, schedule, work place #solopr
- 6:38 pm **cidokogiPR:** Q3: Taking on too much and being a "yes" man/woman are fast and easy recipes for burn-out #solopr
- 6:38 pm **KellyeCrane:** A3: As many of you are saying, you have to completely unplug every now and then. It's critical! #solopr
- 6:38 pm **ashleydavidson:** A3: On a communications team of 1, I like scheduling group brainstorms to get ideas from marketing team. Keeps me engaged! #solopr
- 6:38 pm **KateWinckler:** I'm liking that work from different location idea-will try it. I need face to face meetings, too. #solopr
- 6:39 pm **MarketingMel:** Wow! RT @SoloPR: FYI- The HUGE master schedule of all Twitter chats is in a Google Spreadsheet at <http://bit.ly/ChatSched> #solopr
- 6:39 pm **ashleydavidson:** RT @KellyeCrane: A3: As many of you are saying, you have to completely unplug every now and then. Its critical! #solopr
- 6:39 pm **SoloPR:** RT @cidokogiPR: Q3: Taking on too much and being a "yes" man/woman are fast and easy recipes for burn-out #solopr
- 6:39 pm **CjShaffer1:** A3: Redbull.....and pacing yourself #solopr
- 6:39 pm **RegineNelson:** RT @mdbarber: @rockstarjen Great idea to work from different location. That offers a fresh perspective and often new thinking. #solopr
- 6:39 pm **rockstarjen:** @mdbarber routine gets dry and demotivating. shaking it up a bit drives my motivation & creativity. trying to remind myself of this. #solopr
- 6:39 pm **SoloPR:** RT @farida_h: Networking with people, surrounding myself w/t highly motivated people keeps me on my toes too! #solopr
- 6:39 pm **rockstarjen:** Crucial for me. RT @KellyeCrane: A3: As many of you are saying, you have to completely unplug every now and then. Its critical! #solopr
- 6:39 pm **ashleydavidson:** A3: Burnt out? Chocolate fixes all problems, lol. #solopr
- 6:39 pm **KinkaBJ:** Looking for new challenges and goals... it is important to stay out of a comfort zone! #soloPR
- 6:39 pm **luannsaid:** A3: Yes! A venting/coworking session with PR colleagues does the trick, too! Margarita lunches. Right, @JennaSnacks ? #solopr
- 6:40 pm **mdbarber:** @rockstarjen agree. I find I can be more productive too if I go somewhere to do a specific task; can't leave until it's done. #solopr
- 6:40 pm **juphilpott:** A3: Show your supervisor how passionate U R about an initiative and he/she will be receptive. Another natural way 2 prevent burnout. #solopr
- 6:40 pm **cidokogiPR:** RT @SoloPR: RT @farida_h: Networking with people, surrounding myself w/t highly motivated people keeps me on my toes too! #solopr
- 6:40 pm **mdbarber:** Critical! RT @KellyeCrane: A3: As many of you are saying, you have to completely unplug every now and then. Its critical! #solopr
- 6:40 pm **krisTK:** Talking about me again? RT @cidokogiPR: Q3: Taking on too much and being a "yes" man/woman are fast and easy recipes for burn-out #solopr
- 6:40 pm **fransteps:** A3: I also like to practice yoga once p/week to de-stress. #solopr.
- 6:40 pm **KellyeCrane:** A3: If I'm burning out on particular client, sometimes I bring in a subcontractor- for renewed energy. #solopr
- 6:40 pm **karensxim:** Def no cell phone! RT @3hatscomm: With cell phone OFF. RT @karensxim: A3: And of course regularly scheduled spa days! #solopr
- 6:40 pm **RegineNelson:** So true, chocolate soothes the soul! RT @ashleydavidson: A3: Burnt out? Chocolate fixes all problems, lol. #solopr

- 6:40 pm **garrettkuk:** @karenschwim true - "info resource" is what the client offers audiences before/after sale. also an ideal quality in partnership (Q1) #soloPR
- 6:40 pm **gmjameson:** A3: Working from new locales, and scheduling in time devoted just to business development/dreaming each week #solopr
- 6:40 pm **BaileyDinelle:** RT @juphilpott: A3: Show your supervisor how passionate U R about an initiative and he/she will be receptive. Another natural way 2 prevent burnout. #solopr
- 6:40 pm **fransteps:** RT @KellyeCrane: A3: If I'm burning out on particular client, sometimes I bring in a subcontractor- for renewed energy. #solopr. Gr8 idea!
- 6:40 pm **luannsaid:** Yes. RT @KellyeCrane: A3: If I'm burning out on particular client, sometimes I bring in a subcontractor- for renewed energy. #solopr
- 6:40 pm **dconconi:** @luannsaid @JennaSnacks Maragrita lunches? Count me in! #solopr
- 6:40 pm **karenschwim:** @dconconi Ha! These are the important things in life :-) #solopr
- 6:40 pm **HOS_PR:** A3: Learn the art of saying No. #solopr
- 6:41 pm **KateWinckler:** At the new year, I wrote down on index cards, why I decided to go into business for myself to help stay motivated. #solopr
- 6:41 pm **SoloPR:** One thing we know: #solopr peeps like margaritas and chocolate. And wine. And spas. :-)
- 6:41 pm **krisTK:** It's a date! RT @dconconi: @luannsaid @JennaSnacks Maragrita lunches? Count me in! #solopr
- 6:41 pm **cidokogiPR:** Cheesy Pasta and White Wine do the trick for me too!! lol RT @ashleydavidson: A3: Burnt out? Chocolate fixes all problems, lol. #solopr
- 6:41 pm **DanBischoff:** Men are completely outnumbered on the discussion here #solopr
- 6:41 pm **eclectitech:** RT@marketingmel - super cool! FYI- The HUGE master schedule of Twitter chats is in Google Sprdsheet at <http://bit.ly/ChatSched> #solopr
- 6:41 pm **KellyeCrane:** I hope to do this in 2011! RT @fransteps: A3: I also like to practice yoga once p/week to de-stress. #solopr
- 6:41 pm **3hatscomm:** Cheese dip. RT @SoloPR: One thing we know: #solopr peeps like margaritas and chocolate. And wine. And spas. :-) #solopr
- 6:41 pm **karenschwim:** I love that word :-) @HOS_PR: A3: Learn the art of saying No. #solopr
- 6:41 pm **rockstarjen:** A3 has anyone tried a coworking environment? we have them here in SD. thinking of checking it out. #solopr
- 6:41 pm **MarketingMel:** A.3 Add a bright, fresh mind to your marketing mix. Just came from a great mtg. w/ my fab. new #PR intern #soloPR
- 6:42 pm **gmjameson:** A3: @luannsaid Agreed! Bringing in a fresh perspective, & honestly assessing when a client relationship is becoming less than ideal #solopr
- 6:42 pm **mdbarber:** Great idea. Post so you can see. RT @KateWinckler: I wrote down why I decided to go into business for myself to help stay motivated. #solopr
- 6:42 pm **RegineNelson:** ;) RT @solopr: One thing we know: #solopr peeps like margaritas and chocolate. And wine. And spas. :-)
- 6:42 pm **dconconi:** ditto! RT @KellyeCrane: A3: If Im burning out on particular client, sometimes I bring in a subcontractor for renewed energy. #solopr
- 6:42 pm **KateWinckler:** LOL! RT @SoloPR: One thing we know: #solopr peeps like margaritas and chocolate. And wine. And spas. :-) #solopr
- 6:42 pm **MuslimNewMedia:** joining late , happy new year and hi everybody! #SoloPR
- 6:42 pm **BaileyDinelle:** Love this! RT @KateWinckler I wrote down on index cards, why I decided to go into business for myself to help stay motivated. #solopr
- 6:42 pm **rockstarjen:** @KellyeCrane @fransteps yoga is the best! not only for stress, but you won't believe how flexible you become. need to get back to it #solopr
- 6:42 pm **krisTK:** @3hatscomm Hilarious! #solopr
- 6:42 pm **cidokogiPR:** Good idea! RT @rockstarjen: A3 has anyone tried a coworking environment? we have them here in SD. thinking of checking it out. #solopr

- 6:42 pm **M_Kinane:** A3: Early morning exercise. Evening glasses of wine. #solopr
- 6:42 pm **karensim:** @MuslimNewMedia Hello and Happy New Year! #solopr
- 6:42 pm **SoloPR:** Outnumbered, but valued! RT @DanBischoff: Men are completely outnumbered on the discussion here #solopr
- 6:42 pm **gmjameson:** Yes. Let's try a Twitter Happy Hour :) RT @solopr: One thing we know: #solopr peeps like margaritas and chocolate. And wine. And spas. :-)
- 6:43 pm **RegineNelson:** @muslimnewmedia Welcome to #solopr. I checked out your website the other. You have a great concept. I wish you much success.
- 6:43 pm **krisTK:** How about real margaritas but a virtual toast? RT @luannsaid: @KristK @dconconi Virtual margaritas! #solopr
- 6:43 pm **KateWinckler:** My two mantras!! RT @M_Kinane: A3: Early morning exercise. Evening glasses of wine. #solopr
- 6:43 pm **SoloPR:** Sounds like a great motto! RT @M_Kinane: A3: Early morning exercise. Evening glasses of wine. #solopr
- 6:43 pm **gmjameson:** @wordpost Many thanks, my friend (and one of my personal favorite consultants!) #solopr
- 6:43 pm **fransteps:** @gmjameson I NEVER drink and Twitter...kiss of Death! #solopr.
- 6:43 pm **ashleydavidson:** @cidokogiPR My fiance is a wine sommelier. After a rough day, he has a glass waiting for me! (My other handle is @wineguywife!) #solopr
- 6:43 pm **dconconi:** Typing so fast I can't even spell margarita - perhaps I need one now. #solopr
- 6:43 pm **RegineNelson:** RT @KateWinckler I wrote down on index cards, why I decided to go into business for myself to help stay motivated. #solopr
- 6:43 pm **farida_h:** Healthy mind, body and work/life balance can prevent stress, burnout. RT @fransteps: A3: I also like to practice yoga once p/week #solopr
- 6:43 pm **ashleydavidson:** Anyone based in South Florida? Miami/Ft. Laud? Meetup! #solopr
- 6:43 pm **ashleydavidson:** RT @RegineNelson: RT @KateWinckler I wrote down on index cards, why I decided to go into business for myself to help stay motivated. #solopr
- 6:43 pm **cidokogiPR:** @karensim @HOS_PR I need to start getting more acquainted with that word myself... #solopr
- 6:43 pm **neicolec:** @DanBischoff Outnumbered by women: too bad the chat isn't happening in person, huh? #solopr
- 6:43 pm **luannsaid:** @rockstarjen Cowrking & "jellys" abound in Austin. Great for networking, but I can't concentrate on work there, especially writing #solopr
- 6:44 pm **dconconi:** sweet! @cidokogiPR My fiance is a wine sommelier. After a rough day, he has a glass waiting 4 me! (My other handle is @wineguywife!) #solopr
- 6:44 pm **MuslimNewMedia:** @karensim thanks, and to you too ! :) #SoloPR
- 6:44 pm **KateWinckler:** Good idea,RT @rockstarjen: A3 has anyone tried a coworking environment? we have them here in SD. thinking of checking it out. #solopr
- 6:44 pm **KellyeCrane:** Same RT @luannsaid: @rockstarjen Cowrking & "jellys" abound in Austin. Great for networking, but I can't concentrate on work there #solopr
- 6:44 pm **davispr:** #solopr I'm kind of lurking today but happy to be back with you all! It's going to be a great 2011!
- 6:44 pm **rockstarjen:** @luannsaid we have jellys here, too. not something i'd want every day, but maybe once a week or so #solopr
- 6:44 pm **3hatscomm:** @krisTK :-)) #solopr
- 6:44 pm **fransteps:** @luannsaid I use co-working for less cerebral tasks....no way could I write there. #solopr.
- 6:44 pm **mdbarber:** @dconconi LUCKY!!! He's lucky too. #solopr
- 6:44 pm **krisTK:** @ashleydavidson We had a meetup in DC during PRSA conf. It's in Orlando in Oct and hoping for a repeat #solopr

- 6:44 pm **cidokogiPR:** Love it!!!RT @SoloPR: Sounds like a great motto! RT @M_Kinane: A3: Early morning exercise. Evening glasses of wine. #solopr
- 6:44 pm **dconconi:** @KateWinckler @rockstarjen what do you mean by a "coworking environment"? #solopr
- 6:45 pm **ashleydavidson:** @KateWinckler What's a "coworking environment?" I THINK we have that in Miami. You can rent space. #solopr
- 6:45 pm **karensxim:** @cidokogiPR @HOS_PR It's a very good word :) #solopr
- 6:45 pm **luannsaid:** @rockstarjen Oh, but I do use coworking facilities when I need a conference room. #solopr
- 6:45 pm **mdbarber:** @rockstarjen @luannsaid Jellys? #solopr
- 6:45 pm **wordpost:** @gmjameson No problem. And thanks for the kind words. I'm glad PRs are talking long-term organizational changes, it's what we need. #solopr
- 6:45 pm **SoloPR:** Q4 is up next... #solopr
- 6:45 pm **RegineNelson:** I love this rule. RT @M_Kinane: A3: Early morning exercise. Evening glasses of wine. #solopr
- 6:45 pm **rockstarjen:** @dconconi Here's an example in SD <http://bit.ly/48EiLh> maybe once per week/month? #solopr
- 6:46 pm **KinkaBJ:** RT @RegineNelson: I love this rule. RT @M_Kinane: A3: Early morning exercise. Evening glasses of wine. #solopr
- 6:46 pm **KateWinckler:** @ashleydavidson @KateWinckler We have Bucketworks in Milwaukee, shared creative space, pay by the day or month. #solopr
- 6:46 pm **luannsaid:** @mdbarber Jelly = Meet at a coffee shop/other location regularly (weekly) for a few hours for coworking #solopr
- 6:46 pm **SoloPR:** Q4: The media has become much more positive about the economy. Are you seeing this positivity from clients? In your biz? #solopr
- 6:46 pm **rockstarjen:** @mdbarber @luannsaid <http://bit.ly/cBzG0> could be useful once a month to "refresh" ideas #solopr
- 6:46 pm **fransteps:** Here's some info about Jelly. <http://bit.ly/cBzG0> #solopr
- 6:46 pm **mdbarber:** @luannsaid Ah... we do that but don't call it a jelly. Thanks. #solopr
- 6:47 pm **SoloPR:** RT @fransteps: Here's some info about Jelly. <http://bit.ly/cBzG0> #solopr
- 6:47 pm **karensxim:** RT @SoloPR: Q4: The media has become much more positive about the economy. Are you seeing this positivity from clients? In your biz? #solopr
- 6:47 pm **mdbarber:** Tomorrow I'm getting tog w group to review our focus & elevator speeches; help each other refine & move forward. Help each other. #solopr
- 6:47 pm **AerialEllis:** Chatting with other PR pros helps prevent burn-outs for me. Gain their fresh perspective with a similar struggle. #solopr
- 6:47 pm **dconconi:** cool! Thanks! RT @rockstarjen: Heres an example in SD <http://bit.ly/48EiLh> maybe once per week/month? #solopr
- 6:47 pm **ashleydavidson:** RT @SoloPR: RT @fransteps: Heres some info about Jelly. <http://bit.ly/cBzG0> #solopr
- 6:48 pm **fransteps:** RT @SoloPR: Q4: The media has become much more positive about the economy. Are you seeing this positivity from clients? In your biz? #solopr
- 6:48 pm **karensxim:** @mdbarber Love that! You're lucky to have local support! #solopr
- 6:48 pm **KateWinckler:** Amen! RT @AerialEllis: Chatting with other PR pros helps prevent burn-outs for me. fresh perspective with a similar struggle. #solopr
- 6:48 pm **rockstarjen:** @dconconi and here the "jelly" we referred, too, as well <http://bit.ly/cBzG0> #solopr
- 6:48 pm **KellyeCrane:** A4: I'm feeling very positive about 2011. I'm seeing some uptick in business, too (though still quite budget conscious). #solopr
- 6:48 pm **krisTK:** A3: We have business incubators here with office space, etc, but not focused on creatives or consultants #solopr

- 6:48 pm **farida_h:** RT @SoloPR: Q4: The media has become much more positive about the economy. Are you seeing this positivity from clients? In your biz? #solopr
- 6:48 pm **WendyAnnAger:** RT @ashleydavidson: RT @RegineNelson: RT @KateWinckler I wrote down on index cards, why I decided to go into business for myself to help stay motivated. #solopr
- 6:49 pm **juphilpott:** Q4: Absolutely. But they're still cautious, which ultimately leads to effective/smarter choices and better spending. #solopr
- 6:49 pm **mdbarber:** @karensxim you probably do too...don't you? we can talk offline about too. #solopr
- 6:49 pm **dconconi:** RT @SoloPR: Q4: The media has become much more positive about the economy. Are you seeing this positivity from clients? In your biz? #solopr
- 6:49 pm **rockstarjen:** @dconconi my god, that last tweet was riddled with typos. must take a break. :) #solopr
- 6:49 pm **fransteps:** A4: Lotsa talking in media about advances, but too early to tell. #solopr.
- 6:49 pm **SoloPR:** RT @juphilpott: Q4: Absolutely. But they're still cautious, which ultimately leads to effective/smarter choices and better spending #solopr
- 6:49 pm **MuslimNewMedia:** A4. Not yet, but potential clients are more tied to world news or political events than the economic cycle #SoloPR
- 6:49 pm **3hatscomm:** @fransteps Agree. A4: think the positive outlook varies per industry, seeing "cautious optimism" #solopr
- 6:50 pm **BaileyDinelle:** @SoloPR A4:i think thisdepends on geography & sector you work in. Negativity breads exponentially, positivity can take a while #solopr
- 6:50 pm **SoloPR:** RT @MuslimNewMedia: A4. Not yet, but potential clients are more tied to world news or political events than the economic cycle #solopr
- 6:50 pm **rockstarjen:** A4 my clients are in good shape, which is a nice. very aggressive on the marketing front, actually. excited. #solopr
- 6:50 pm **SoloPR:** RT @3hatscomm: @fransteps Agree. A4: think the positive outlook varies per industry, seeing "cautious optimism" #solopr
- 6:50 pm **karensxim:** @mdbarber Yes let's talk, I don't know anyone here & it's "different" feel like I don't speak the language #solopr
- 6:50 pm **fransteps:** @3HatsComm I love the term "cautious optimism". Wonder how often it's used in press releases. #solopr.
- 6:50 pm **BaileyDinelle:** RT @SoloPR: RT @MuslimNewMedia: A4. Not yet, but potential clients are more tied to world news or political events than the economic cycle #solopr
- 6:50 pm **davispr:** Definite repeat! RT @krisTK: @ashleydavidson We had a meetup in DC during PRSA conf. It's in Orlando in Oct and hoping for a repeat #solopr
- 6:51 pm **krisTK:** A4: More orgs are starting to look forward, not as worried about surviving as they were in 2009. #solopr
- 6:51 pm **karensxim:** A4: Since I ignored the media news, I was positive a long time ago so have not seen any real change #solopr
- 6:51 pm **KateWinckler:** Q4. It's been quiet for us so far... hopefully will pick up this month #solopr
- 6:51 pm **garrettkuk:** A4: My clients focus on internal metrics that impact revenues (year-over-year growth, foot traffic by month, etc) #soloPR
- 6:51 pm **NoraFerrell:** I could get on board w/this! RT @reginenelson: Llove this rule. RT @M_Kinane: A3: Early morning exercise. Evening glasses of wine. #solopr
- 6:51 pm **fransteps:** @KristK Maybe they are going from survival mode to neutral mode? Good thing? #solopr.
- 6:51 pm **KellyeCrane:** A4: I think many companies have marcom projects waiting for the green light. Good news will hopefully help it come! #solopr
- 6:52 pm **SoloPR:** Love ya! RT @karensxim: A4: Since I ignored the media news, I was positive a long time ago so have not seen any real change #solopr
- 6:52 pm **farida_h:** A4: Can't say I've experienced it yet but I feel the positive vibes in the air! We can only go forward this year (fingers crossed) #solopr

- 6:52 pm **dconconi:** RT @KellyeCrane: A4: I think many companies have marcom projects waiting for the green light. Good news will hopefully help it come! #solopr
- 6:52 pm **MuslimNewMedia:** a4 that said, I'm advocating that they can't be complacent and need to have a media strategy in place NOW for 2012 elec. #SoloPR
- 6:52 pm **SoloPR:** RT @rockstarjen: A4 my clients are in good shape, which is a nice. very aggressive on the marketing front, actually. excited #solopr
- 6:52 pm **dconconi:** A4: clients still looking for ways to cut costs - should be good for us #soloprs vs the big agencies! Time will tell. #solopr
- 6:53 pm **SoloPR:** Wise words! RT @BaileyDinelle: @SoloPR A4: Negativity breads exponentially, positivity can take a while #solopr
- 6:53 pm **neicolec:** A4. We're seeing an uptick in inquiries, though deals are still taking a while to close. Cautious part. #solopr
- 6:53 pm **ashleydavidson:** A4: Our clients seem aggressive in marketing front, too. Healthcare marketing is growing, especially on social media front. #hcmkg #solopr
- 6:53 pm **3hatscomm:** @fransteps I'd like to see that in a release vs. "turnkey" or "breakthrough" or other buzzwords. ;-) #solopr
- 6:53 pm **BaileyDinelle:** RT @SoloPR: Wise words! RT @BaileyDinelle: @SoloPR A4: Negativity breads exponentially, positivity can take a while #solopr
- 6:53 pm **krisTK:** RT @KellyeCrane: A4: I think many companies have marcom projects waiting for the green light. Good news will hopefully help it come! #solopr
- 6:54 pm **dconconi:** ditto. RT @neicolec: A4. Were seeing an uptick in inquiries, though deals are still taking a while to close. Cautious part. #solopr
- 6:54 pm **ToddPeperkorn:** RT @gmjameson: A2: Avoid the "if you build it they'll come" mentality. Engage in established hot spots & bridge new followers to client networks. #solopr
- 6:55 pm **KellyeCrane:** A4: Companies often look for outside help before a hiring ban is lifted. Sad for job market, good for #solopr
- 6:55 pm **dconconi:** A4: we should all be prepared for more and better tracking and measurement in new projects/clients coming off last year #solopr
- 6:55 pm **ashleydavidson:** A3: Coworking: in Ft Lauderdale there is @thewhitetable. Thanks @pbbbarbanes! #solopr
- 6:55 pm **farida_h:** Good to know! RT @ashleydavidson: A4: Clients seem aggressive in marketing front. Healthcare marketing growing, especially SM front. #solopr
- 6:55 pm **mdbarber:** RT @dconconi: A4: we should all be prepared for more & better tracking and measurement in new projects/clients coming off last year #solopr
- 6:56 pm **karenschwim:** RT @dconconi: A4: we should all be prepared for more & better tracking and measurement in new projects/clients coming off last year #solopr
- 6:56 pm **krisTK:** Just thinking how much I missed this network of sharing, caring colleagues the past two weeks during holiday hiatus. #solopr
- 6:56 pm **KellyeCrane:** A4: I have a good feeling about 2011. You can take that to the bank! ;-) #solopr
- 6:56 pm **MarketingMel:** @SoloPR Al 4. There is a huge uptick in queries about my #PR biz in 2011 (and I was already busy!) #soloPR
- 6:56 pm **fransteps:** RT @krisTK: Just thinking how much I missed this network of sharing, caring colleagues the past two weeks during holiday hiatus. #solopr
- 6:56 pm **mdbarber:** Agree: RT @krisTK: Just thinking how much I missed this network of sharing, caring colleagues the past two weeks. #solopr
- 6:56 pm **karenschwim:** Yes! RT @krisTK: Just thinking how much I missed this network of sharing, caring colleagues past two weeks during holiday hiatus. #solopr
- 6:56 pm **dconconi:** If Kellye says it, it must be true! RT @KellyeCrane: A4: I have a good feeling about 2011. You can take that to the bank! ;-) #solopr
- 6:57 pm **mdbarber:** As much as I missed the group, it was nice to have a break as well. #solopr
- 6:57 pm **LuxuryRelations:** RT @RegineNelson: I love this rule. RT @M_Kinane: A3: Early morning exercise. Evening glasses of wine. #solopr

- 6:57 pm **cidokogiPR:** RT @mdbarber: Agree: RT @krisTK: Just thinking how much I missed this network of sharing, caring colleagues the past two weeks. #solopr
- 6:57 pm **neicolec:** A4. Heard that manufacturing spending is up and hiring up in December. Hoping the trend continues. #solopr
- 6:57 pm **farida_h:** Amen to that! RT @KellyeCrane: A4: I have a good feeling about 2011. You can take that to the bank! :-) #solopr
- 6:57 pm **karensim:** I trust that from you! RT @KellyeCrane: A4: I have a good feeling about 2011. You can take that to the bank! :-) #solopr
- 6:57 pm **SoloPR:** Time for our designated chat time to draw to a close. Great seeing so many new faces, and veterans alike today! #solopr
- 6:57 pm **mdbarber:** And especially for @kellyecrane to have a break! #solopr
- 6:57 pm **SoloPR:** If you're new, be sure to join the Solo PR Pros LinkedIn group- bit.ly/Nf4sw - and Facebook - <http://bit.ly/aObcT3> #solopr
- 6:58 pm **KateWinckler:** I have confidence, too! RT @KellyeCrane: A4: I have a good feeling about 2011. You can take that to the bank! :-) #solopr
- 6:58 pm **fransteps:** @SoloPR....thanks again for a wonderful hour. #solopr. Here's to a profitable 2011 for all solos!
- 6:58 pm **KellyeCrane:** Thanks, Mary! We may have to keep it going next year. RT @mdbarber: And especially for @kellyecrane to have a break! #solopr
- 6:58 pm **RegineNelson:** RT @solopr: If you're new, be sure to join the Solo PR Pros LinkedIn group- bit.ly/Nf4sw - and Facebook - <http://bit.ly/aObcT3> #solopr
- 6:58 pm **juphilpott:** @SoloPR Great conversation, good questions. #solopr
- 6:58 pm **KateWinckler:** Q4 I've stepped up the networking in Jan. to seek new biz; people need to be reminded that they need your services #solopr
- 6:58 pm **3hatscomm:** @SoloPR Yeah, new faces! #solopr
- 6:59 pm **gmjameson:** @KellyeCrane Thanks for providing a wonderful mid-week encouragement via #solopr!
- 6:59 pm **karensim:** Thank you @SoloPR for moderating through rain, sleet and sniffles! It was an awesome hour as usual! #solopr
- 6:59 pm **dconconi:** So great to reconnect with #solopr - best part of Wednesdays. Feel better Kellye. Thanks for making it all happen. #solopr
- 6:59 pm **MuslimNewMedia:** over too soon :(will try to get on earlier next week ! #SoloPR
- 6:59 pm **SoloPR:** Don't forget, we keep chatting and sharing on the hashtag all week. See you next Wed, 1-2 pm ET! #solopr
- 6:59 pm **M_Kinane:** Didn't offer too much this round, but it was a great discussion. Thanks @SoloPr for moderating and @farida_h for tweeting about it #solopr
- 6:59 pm **BaileyDinelle:** @SoloPR great questions and insightful answers! #solopr
- 6:59 pm **karensim:** Best community on the planet! #solopr
- 6:59 pm **dconconi:** RT @SoloPR: Dont forget, we keep chatting and sharing on the hashtag all week. See you next Wed, 1-2 pm ET! #solopr
- 7:00 pm **mdbarber:** Thanks all! Great conversations. #solopr
- 7:00 pm **karensim:** @M_Kinane So nice to have you here and hope to see you back next week! #solopr
- 7:00 pm **luannsaid:** Agree! Thanks @KellyeCrane RT @karensim: Best community on the planet! #solopr
- 7:00 pm **MarketingMel:** Thanks and great to see all my #SoloPR friends again in this New Year. All the best to each of you in 2011.
- 7:00 pm **RegineNelson:** Couldn't agree more! RT @karensim: Best community on the planet! #solopr
- 7:01 pm **farida_h:** @M_Kinane @SoloPr @farida_h Glad I helped you get on to this chat. Been on it for a few weeks and love participating. #solopr

- 7:01 pm **KellyeCrane:** Thanks again everyone for wishing me well. Had a lot of fun (as always). Heading back to bed shortly. #solopr
- 7:01 pm **derekdevries:** RT @mdbarber: RT @cloudspark: like to use analogy to SM presence "even if u use AXE body spray all over yourself, it doesnt mean youll get a date" #solopr
- 7:01 pm **ashleydavidson:** RT @SoloPR: If youre new, be sure to join the Solo PR Pros LinkedIn group-bit.ly/Nf4sw - and Facebook - <http://bit.ly/aObcT3> #solopr
- 7:02 pm **ashleydavidson:** Thanks everyone for a great chat! My first #solopr chat ever. Same time next week! #solopr
- 7:02 pm **krisTK:** Absence makes the heart grow fonder, but taking a break refreshes the soul. #solopr
- 7:02 pm **AerialEllis:** Seeing positivity in expert media placement for clients who offer services, talking about economy. #solopr
- 7:02 pm **ashleydavidson:** Just got done explaining this chat to a coworker who snuck up behind me and wondered what this crazy feed was! #lovemyjob #solopr
- 7:03 pm **cidokogiPR:** Oh yea, welcome to all the newbies that joined #solopr.. Hope we showed you what a great network this can be! #solopr
- 7:03 pm **krisTK:** Thanks @kellyecrane and others for great conversation today. Happy New Year! #solopr
- 7:03 pm **RegineNelson:** Ditto for me. RT @ashleydavidson: Thanks everyone for a great chat! My first #solopr chat ever. Same time next week! #solopr
- 7:04 pm **MuslimNewMedia:** @RegineNelson thanks! -- not happening overnight, but some slow traction, buzz is happening. appreciate the support ! #SoloPR
- 7:04 pm **cidokogiPR:** Awesome chat to start of the new year and learn from others :) #solopr
- 7:04 pm **mdbarber:** So true: Absence makes the heart grow fonder, but taking a break refreshes the soul. #solopr /via @KristK
- 7:04 pm **socialitestatus:** Missed #solopr chat.... seems to have been a good one too. *sad face*
- 7:05 pm **dconconi:** Love the way you think! Happy 2011!! RT @KristK: How about real margaritas but a virtual toast? RT @luannsaid: @KristK @dconconi #solopr
- 7:06 pm **AerialEllis:** Seeing a little less apprehension in PR budgets. Clients take big interest in social media strategies so they're spending. #solopr
- 7:08 pm **MuslimNewMedia:** Great stuff all -- Thx for RTs! @karensim @RegineNelson @SoloPR @gmjameson @KellyeCrane @BaileyDinelle #SoloPR
- 7:09 pm **AerialEllis:** @KateWinckler It definitely make a difference #solopr
- 7:10 pm **gnosisarts:** @KellyeCrane You rock,. kellye. Get well and get some rest. #solopr
- 7:12 pm **ashleydavidson:** @3HatsComm Great to connect with you! Saw u like wine. Check out my other feed @wineguywife. :) See you at the next #solopr chat.
- 7:12 pm **rockstarjen:** @kellyecrane takes lots of nyquil and get lots of sleep! hope you feel better soon, lady. #solopr
- 7:15 pm **LonghurstC:** RT @dconconi: Good info!! RT @SoloPR: FYI- The HUGE master schedule of all Twitter chats is in a Google Spreadsheet at <http://bit.ly/ChatSched> #solopr
- 7:22 pm **RegineNelson:** @echamberconsult Yeah, I'm a chatterbox. More active this am due to #solopr chat. :) Why'd you leave the Bay?
- 7:22 pm **cidokogiPR:** Not going to lie... the twitter chat list is a tad overwhelming... taking my time looking at the "270 chats and growing" spreadsheet #solopr
- 7:24 pm **cidokogiPR:** @ashleydavidson yes, it is always a pleasure meeting my peers! Let's continue to support each other.. talk to you soon! #solopr
- 7:25 pm **ashleydavidson:** If any #solopr pros are in Miami in the upcoming months, send me a tweet!
- 7:28 pm **eicdocket:** RT @ashleydavidson: If any #solopr pros are in Miami in the upcoming months, send me a tweet!
- 7:30 pm **MattHurst:** RT @KellyeCrane: A1: Important to note that some people seem very accomplished online, but aren't as good when the rubber hits the road. Dig deeper. #solopr

- 7:48 pm **E_Stimpert:** RT @cidokogiPR: Happy 2011 to all my #solopr folks! Christine here , independent PR subcontractor looking to network and partner with other pr pros #solopr
- 8:10 pm **MissSuccess:** www.muckrack.com A great resource for locating journalists on Twitter. #PR #journchat #soloPR
- 8:10 pm **HOS_PR:** www.muckrack.com A great resource for locating journalists on Twitter. #PR #journchat #soloPR
- 8:26 pm **twchat:** @SoloPR Wow Kelly, for 323 followers you sure get a lot of RT's Good PR power. :) Thx for the tweet about the schedule. #solopr
- 8:39 pm **April_Davis:** RT @MissSuccess: www.muckrack.com A great resource for locating journalists on Twitter. #PR #journchat #soloPR
- 9:07 pm **ashleydavidson:** Any #pr or #solopr pros out there interested in starting a Miami chapter of @FPRA? Need 10 members. #happo
- 9:08 pm **RegineNelson:** RT @ashleydavidson: Any #pr or #solopr pros out there interested in starting a Miami chapter of @FPRA? Need 10 members. #happo
- 9:12 pm **abeckwith:** Looking for recommendations on a good email marketing software. Wanting to switch. Any suggestions? #solopr #pr
- 9:15 pm **luannsaid:** @abeckwith What are you using now? I usually recommend Mail Chimp or Emma Mail (myemma.com) #solopr
- 9:19 pm **LeighFazzina:** @mdbarber @TopLineMD There is also #socpharm chat hosted by @EileenOBrien. #solopr
- 9:45 pm **EileenOBrien:** Thanks for sharing @LeighFazzina. @mdbarber @TopLineMD We talk #pharma marketing & social media Weds at 8 pm EST at #socpharm cc: #solopr
- 11:07 pm **DanBischoff:** @fransteps I love chocolate. It's why I love #solopr . More men would ruin it. :)
- 11:33 pm **JohnVenen:** @abeckwith We use Constant Contact and have been very pleased with it. Please let me know if you have questions. #solopr
- 11:47 pm **farida_h:** Great article for entrepreneurs/small biz: How to build/maintain momentum & make your ideas happen in 2011: <http://bit.ly/goSYxV> #solopr