



## Transcript from March 9, 2011 to March 9, 2011

All times are Pacific Time

### March 9, 2011

- 12:42 am **cuppekezuke**: RT @\_PiNkiCEX3 RT @vannesia: RT @\_PiNkiCEX3 RT @BeautyMoBrains: ?  
??øy??°??ø?ø #TFB #Follow #Gain #SoloPr... <http://tinyurl.com/47tnesb>
- 2:00 pm **JamieLaceyPR**: Thanks for sharing! Great tips. RT @KellyeCrane Good advice for #solopr - 10  
Ways to Zap Freelancing Stress Now <http://ow.ly/48WvD>
- 2:01 pm **KellyeCrane**: Loved this for #solopr - Work as Craft <http://ow.ly/49LZ6>
- 2:23 pm **karensxim**: Rainy day perfect for writing and I have loads to do before #solopr chat at 1  
EST!
- 2:40 pm **KellyeCrane**: The #solopr chat is today, 1-2pm ET/10-11 PT. Got some good general #PR  
questions lined up- send your Qs to me & see you there!
- 2:45 pm **customscoop**: RT @KellyeCrane: The #solopr chat is today, 1-2pm ET/10-11 PT. Got some  
good general #PR questions lined up- send your Qs to me & see you there!
- 2:51 pm **chipgriffin**: RT @KellyeCrane: The #solopr chat is today, 1-2pm ET/10-11 PT. Got some  
good general #PR questions lined up- send your Qs to me & see you there!
- 4:06 pm **KellyeCrane**: New on #solopr: Enchantment is in the Eye of the Beholder <http://ow.ly/4aVok>
- 4:24 pm **KellyeCrane**: Do you have a client that's a NOW Revolutionary? Monthly award, info from  
@jaybaer <http://ow.ly/4aVFh> #solopr #PR #pr20chat
- 4:47 pm **MarketingMel**: If PR Is A Woman?s World, Why Do We Earn Less? « Crenshaw  
Communications <http://ow.ly/4aXXu> #soloPR
- 4:48 pm **suzannetate**: RT @MarketingMel: If PR Is A Woman?s World, Why Do We Earn Less? «  
Crenshaw Communications <http://ow.ly/4aXXu> #soloPR
- 5:18 pm **KellyeCrane**: Counting down to #solopr (1pm ET/10 amPT) -- get your questions in, and I'll  
see you soon!
- 5:23 pm **TobyDiva**: #solopr today! 1pm ET/10 amPT hosted by the awesome @KellyeCrane
- 5:31 pm **dconconi**: Hoping I can get this pitch written so I can join!! RT @KellyeCrane: Counting  
down to #solopr (1pm ET/10 amPT) !
- 5:38 pm **3hatscomm**: The Many Hats of a Freelance Writer <http://bit.ly/ejEsiW> via @AnneWayman  
<Hats! Applies to #soloPR too.
- 5:40 pm **paulardoin**: RT @KellyeCrane: Counting down to #solopr (1pm ET/10 amPT) -- get your  
questions in, and I'll see you soon!
- 5:43 pm **mami2mommy**: RT @KellyeCrane: Counting down to #solopr (1pm ET/10 amPT) -- get your  
questions in, and I'll see you soon!
- 5:44 pm **jstreete**: RT @mami2mommy: RT @KellyeCrane: Counting down to #solopr (1pm ET/10  
amPT) -- get your questions in, and I'll see you soon!
- 5:51 pm **dcaplick**: RT @KellyeCrane: Counting down to #solopr (1pm ET/10 amPT) -- get your  
questions in, and I'll see you soon!
- 6:01 pm **KellyeCrane**: We've got some big #PR topics coming up in today's #solopr chat - starting  
now. #pradvice #prtips
- 6:01 pm **SoloPR**: Welcome to 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 **paulardoin**: RT @KellyeCrane: We've got some big #PR topics coming up in today's

- 6:01 pm **karensxim:** Yes! It's time to chat with the best in biz! I'll be noisy for the next hr, so pls mute, filter or join us! #solopr
- 6:02 pm **janetfalk:** Hello team! Results-driven #NYC #PR Pro gets business-building media for Law Firm, Wall Street, Nonprofit. Subcontract #solopr
- 6:03 pm **karensxim:** RT @SoloPR: Welcome to this weeks #soloPR chat for indep pros in #PR and related fields & those who want to learn more about it #solopr
- 6:03 pm **SoloPR:** If you're joining, please introduce yourself! This is @KellyeCrane moderating, blogger at <http://soloprpro.com/> #solopr
- 6:03 pm **cgornpr:** Solo PR pro working with arts and entertainment clients and non-profits. Working and keeping on eye on my favorite chat. #solopr
- 6:04 pm **paulardoin:** Paul Ardoin, indep mktg consultant who does PRish stuff for clients, mostly B2B startups #solopr
- 6:04 pm **cgornpr:** Sorry for the deluge of tweets, participating the @SoloPR chat. #solopr
- 6:04 pm **SoloPR:** Quick note: stormy weather in my area. Don't anticipate it'll be a problem, but if I go missing you'll know why... #solopr
- 6:04 pm **karensxim:** Hello there, Karen Swim pitching, promoting and praying for sunshine in Michigan #solopr
- 6:05 pm **deegospel:** Back in digital flesh. I'm Dee Stewart, owner of DeeGospel PR. Atlanta. Missed y'all. #solopr
- 6:05 pm **SoloPR:** We're starting this chat off with a bang- Q1 is up next... #solopr
- 6:05 pm **SoloPR:** Q1: How do you avoid sending spam emails when you need to blast news/reach v large audience? #solopr
- 6:05 pm **mami2mommy:** @SoloPR hi glad I was able to make it! #solopr
- 6:05 pm **TShryerPR:** Hi all! plugging away with Tech PR and writing in sunless Chicago burb. #solopr
- 6:05 pm **MediaCoach:** #solopr Will be here for a few minutes - hope I can contribute something helpful
- 6:05 pm **akenn:** Hi fellow #soloPR-ers, I'm Alison Kenney, solo for 10 yrs and a big fan of @soloPR's Twitter chat #solopr
- 6:05 pm **KellyeCrane:** @deegospel Missed you too, Dee -- hope things are going better for you. #solopr
- 6:06 pm **karensxim:** @deegospel Hello and welcome back Dee, we missed you! #solopr
- 6:06 pm **karensxim:** RT @SoloPR: Q1: How do you avoid sending spam emails when you need to blast news/reach v large audience? #solopr
- 6:07 pm **cidokogiPR:** Hello all! Christine here in Houston.. checking in on Solo PR chat! #solopr
- 6:07 pm **cgornpr:** A1: I tailor a general pitch, put the release in the bottom email and send it individually. It takes more time = more response. #solopr
- 6:07 pm **karensxim:** @TShryerPR \*waving\* sunless here too but bright and shiny nevertheless :-)  
#solopr
- 6:07 pm **jgombita:** RT @SoloPR: Q1: How do you avoid sending spam emails when you need to blast news/reach v large audience? #solopr
- 6:07 pm **akenn:** RT @SoloPR: Q1: How do you avoid sending spam emails when you need to blast news/reach v large audience? #solopr
- 6:07 pm **luannsaid:** Going to try to participate in #solopr chat today -- will be on/off
- 6:07 pm **MediaCoach:** #solopr A1 Fewer, more targeted emails is a more effective policy than a blast. More coverage, less annoyance, no spam
- 6:07 pm **MuslimNewMedia:** hapy wednesday everybody! #SoloPR
- 6:08 pm **fransteps:** HI everyone! Fran from San Antonio, Sunny and mid 70s (waving) . #solopr for

- 6:08 pm **KellyeCrane:** A1: I don't use email "blasts" - ever. I believe email is for customized pitching -- wire services and similar "go wide" if needed #solopr
- 6:08 pm **garrettkuk:** quickly jumping into #soloPR chat - hope to contribute if I'm able. Mute or join for the next hour
- 6:08 pm **MediaCoach:** @MuslimNewMedia Hey buddy. #solopr
- 6:08 pm **akenn:** A1: Best method is to research list (from database), then verify names & interest, but this can be v time-consuming/costly, esp for #solopr
- 6:08 pm **paulardoin:** A1: Many mktg automation tools (Vert Resp, Eloqua, etc) have spam controls that warn when your emails are too spammy #solopr
- 6:08 pm **Iuannsaid:** Q1: Gotta use opt-in channels only. Even then, "blasting" is not a good idea. Wire for those clients who insist. #solopr
- 6:09 pm **cidokogiPR:** RT @KellyeCrane: A1: I don't use email "blasts" - ever. I believe email is for customized pitching -- wire services and similar "go wide" if needed #solopr
- 6:09 pm **janetfalk:** RT @cgornpr: A1: I tailor a general pitch, put the release in the bottom email and send it individually. It takes more time = more response. #solopr
- 6:09 pm **cgornpr:** @KellyeCrane I totally agree. I stopped blasting emails a long time ago. #solopr
- 6:09 pm **fransteps:** RT Llike this! @cgornpr: A1: I tailor a general pitch, put release in bottom email & send individually. More time = more response. #solopr
- 6:09 pm **akenn:** @KellyeCrane what are other "go wide" tactics? Do you use social media for that? #solopr
- 6:09 pm **karensxim:** A1: I avoid by not sending them, when I need to go wide, I use the wires, email for personalized, targeted #solopr
- 6:09 pm **TShryerPR:** I prefer individual emails to a targeted list. wire service is for hitting a large audience, client's prospects and customers. #solopr
- 6:09 pm **SoloPR:** RT @cgornpr: A1: I tailor a general pitch, put the rls in the bottom email & send indiv. It takes more time = more response. #solopr
- 6:09 pm **deegospel:** Q1: How do you avoid sending spam emails when you need to blast news/reach v large audience? #solopr
- 6:09 pm **jgombita:** @deegospel your smarts and great humour have been sorely missed on recent #solopr chats.
- 6:09 pm **PRjeff:** Greetings all. A1: I export my lists from Cision, merge list w/Word and send a personalized pitch to each contact. #solopr
- 6:10 pm **MuslimNewMedia:** @MediaCoach hi there :) #SoloPR
- 6:10 pm **karensxim:** RT @TShryerPR: I prefer indiv emails to targeted list. wire service is for hitting a large audience, clients prospects & customers. #solopr
- 6:10 pm **PRProSanDiego:** Joining #soloPR chat a bit late. Hello, trolls! Solo in San Diego 7 years, lots of politics, public affairs & professional services clients.
- 6:10 pm **karensxim:** RT @PRjeff: Greetings all. A1: I export my lists from Cision, merge list w/Word and send a personalized pitch to each contact. #solopr
- 6:10 pm **Iuannsaid:** (You just have to know that you WILL piss off a percentage of people, no matter what) #solopr
- 6:10 pm **TShryerPR:** gmta! RT @karensxim: A1: I avoid by not sending them, when I need to go wide, I use the wires, email for personalized, targeted #solopr
- 6:11 pm **mami2mommy:** RT @MediaCoach: #solopr A1 Fewer, more targeted emails is a more effective policy than a blast. More coverage, less annoyance, no spam <agreed
- 6:11 pm **fransteps:** @Iuannsaid Well put.....there is NO perfect way to pitch #solopr plus hard to develop contacts when jounos keep changing beats!
- 6:11 pm **cidokogiPR:** Q1: I try my best to never do email blasts... Wire service or putting in the time

- 6:11 pm **karenschwim**: RT @KellyeCrane: A1: I dont use email "blasts" - ever. email for customized pitching – wire services & similar "go wide" if needed #solopr
- 6:11 pm **jgombita**: @karenschwim I did that once: used a newswire service to build me a really targeted email list for a specialized group; worth the cost #solopr
- 6:11 pm **akenn**: Devil's advocate here: reporters say email is their preferred method of contact... #solopr
- 6:11 pm **MuslimNewMedia**: would do if I had Cision RT @PRjeff: I export my lists from Cision, merge list w/Word and send a personalized pitch to each contact #SoloPR
- 6:11 pm **deegospel**: a1: i have a newsletter called Dee's Goody Mail where subscribers have double opted in to receive my goodies. I'm also a blogger #solopr
- 6:11 pm **PRjeff**: Some media folks are grouchy no matter what RT @luannsaid: (You just have to know you WILL piss off a % of people, no matter what) #solopr
- 6:11 pm **PRProSanDiego**: Q1: I post old style releases to my website, which has an RSS feed. Post links on FB/Twitter. Ind. emails/tweets to beat reporters. #soloPR
- 6:11 pm **deegospel**: @jgombita awww #solopr
- 6:12 pm **MediaCoach**: #solopr That's it from the east side of the pond, folks - civic duty calls. Farewell my US fellow professionals. Enjoy the rest of the chat
- 6:12 pm **cgornpr**: @fransteps Thanks! It helps! #solopr
- 6:12 pm **KellyeCrane**: Social media is great for this RT @akenn: @KellyeCrane what are other "go wide" tactics? Do you use social media for that? #solopr
- 6:12 pm **paulardoin**: @TShryerPR: I have no clients' prospects & customers who check press releases. They prefer opt-in blasts in my exp. #solopr
- 6:12 pm **karenschwim**: @akenn It is preferred but do they prefer a general email blast to a targeted, custom pitch? #solopr
- 6:12 pm **PRProSanDiego**: Q1: Annual surveys show wires are the LEAST favorite way for journos to receive releases. They want to visit websites for info. #soloPR
- 6:13 pm **karenschwim**: @MediaCoach Your time was short but sweet :-)) Have a great evening! #solopr
- 6:13 pm **luannsaid**: @PRjeff Ain't that the truth. #solopr
- 6:13 pm **jgombita**: RT @akenn: Devil's advocate here: reporters say email is their preferred method of contact. #solopr [1 tech journo wanted Twitter pitches!]
- 6:13 pm **deegospel**: a1: I also have a search engine for my press releases on my site that is also rss fed for my media clients, who subscribe to it #solopr
- 6:13 pm **MuslimNewMedia**: a1 I've been using Pitch Engine for general surfacing & link to that in SM uses + individual targeted emails #SoloPR
- 6:13 pm **PRjeff**: I never use them RT @PRProSanDiego: Q1: Annual surveys show wires are the LEAST favorite way for journos to receive releases #solopr
- 6:14 pm **SoloPR**: RT @PRProSanDiego: Q1: I post old style releases to my website, which has an RSS feed. Post links on FB/Twitter... #solopr
- 6:14 pm **karenschwim**: RT @MuslimNewMedia: a1 I've been using Pitch Engine for general surfacing & link to that in SM uses + individual targeted emails #solopr
- 6:14 pm **akenn**: @karenschwim Seems #2: targeted, custom pitch, that's well-researched natch is preferred-is it poss to do this on wide scale? #solopr
- 6:14 pm **karenschwim**: @MuslimNewMedia Love Pitch Engine! #solopr
- 6:14 pm **PRjeff**: I feel sorry for their dogs. RT @luannsaid: Aint that the truth. #solopr
- 6:15 pm **deegospel**: a1: i send personal emails to media clients about my news. there are a lot of things I do instead of spamming #solopr
- 6:15 pm **KellyeCrane**: A1: Along these lines, if I don't have an established list for a new client, I usually bring in a subcontractor who does to help. #solopr

- 6:15 pm **cgornpr:** @PRjeff @PRProSanDiego All I ever ever seen wires get me is coverage in places where the only benefit was a bigger clip book. :) #solopr
- 6:15 pm **karensxim:** @akenn I don't think that's possible on a wide scale but I am willing to be educated if someone knows differently :-)) #solopr
- 6:15 pm **TShryerPR:** @paulardoin @TShryerPR i hear from clients that releases work when prospects are looking for solutions. i have tech clients. you? #solopr
- 6:15 pm **SoloPR:** Definitely, but when targeted RT @akenn: Devil's advocate here: reporters say email is their preferred method of contact... #solopr
- 6:15 pm **3hatscomm:** RT @MediaCoach: A1 Fewer, more targeted emails is a more effective policy than a blast. More coverage, less annoyance, no spam #solopr
- 6:15 pm **ScottHepburn:** One of my favorite Twitter chats, #solopr, is happening right now. Follow the hashtag to pick up practical PR tips.
- 6:16 pm **dcaplick:** @PRjeff #solopr The purpose of wires is no longer to reach journalists, but to be "out there" online for anyone to find through searching.
- 6:16 pm **CjShaffer1:** A1 It makes way more sense to customize each pitch. It is more effective + helps develop relationships with target media #solopr
- 6:16 pm **karensxim:** In contrast to others I've had good results with wire services, don't use all the time but it's been very positive #solopr
- 6:17 pm **PRjeff:** @cgornpr @PRProSanDiego Does the coverage ever produce results for the client and not just clipbook? Curious. #solopr
- 6:17 pm **PRProSanDiego:** @cgornpr @PRjeff Agreed. Wires are a pay for performance racket IMHO. #soloPR
- 6:17 pm **paulardoin:** @TShryerPR Releases are def good for my tech clients to get MORE prospects, but not reach those already contacted. #solopr
- 6:17 pm **TShryerPR:** RT @karensxim: In contrast to others Ive had good results with wire services, dont use all the time but its been very positive #solopr
- 6:17 pm **luannsaid:** @karensxim It totally depends on your client/purpose (re: wires) #solopr
- 6:17 pm **akenn:** @karensxim any wire service tricks to share? #solopr
- 6:17 pm **mami2mommy:** RT @SoloPR: RT @PRProSanDiego: Q1: I post old style releases to my website, which has an RSS feed. Post links on FB/Twitter... #solopr
- 6:17 pm **dcaplick:** RT @ScottHepburn: One of my favorite Twitter chats, #solopr, is happening right now. Follow the hashtag to pick up practical PR tips. Mine 2
- 6:18 pm **PRProSanDiego:** @PRjeff @cgornpr Ha, we think exactly alike on this one. Some clients insist, though. It's their money & they can ignore my advice. #soloPR
- 6:18 pm **kgombita:** @mediacoach also known as "spray and pray" (from your Canadian #solopr colleague)....
- 6:18 pm **3hatscomm:** Great question. RT @PRjeff: @cgornpr @PRProSanDiego Does coverage ever produce results for the client, not just clipbook? #solopr
- 6:18 pm **karensxim:** @akenn Part of it may be dumb luck, lol but I try to be strategic in the distribution targeting & content #solopr
- 6:19 pm **mami2mommy:** RT @karensxim: @MuslimNewMedia Love Pitch Engine! #solopr <working more with SM, pitch engine has been great!
- 6:19 pm **TShryerPR:** @PRProSanDiego @cgornpr @PRjeff i think great for SEO. They have their place so long as expectations are set. More PR than MR #solopr
- 6:19 pm **paulardoin:** @SoloPR Re: social media for wide release: 1 client asked about PressDoc. Looks like SM+PR. Any experience? #solopr
- 6:19 pm **karensxim:** Yes, I think you're right RT @luannsaid: @karensxim It totally depends on your client/purpose (re: wires) #solopr
- 6:19 pm **MuslimNewMedia:** @karensxim what are your favorite wire services? #SoloPR

- 6:19 pm **KellyeCrane:** A1: I think the only thing wires are good for is SEO - but if the story is big enough, you can get some pickup sometimes. #solopr
- 6:19 pm **janetfalk:** What about the "FREE" wires - the no-cost web distribution sites? Who uses them? Who finds them helpful? #solopr
- 6:19 pm **cgornpr:** @PRjeff @cgornpr @PRProSanDiego Not that I saw the last time I used one. I did not result in ticket sales. #solopr
- 6:20 pm **karensxim:** @MuslimNewMedia PRNewswire and I am digging Cision's SEO service #solopr
- 6:20 pm **luannsaid:** Yup RT @KellyeCrane: A1: ..only thing wires are good for is SEO-but if the story is big enough, you can get some pickup sometimes. #solopr
- 6:20 pm **cgornpr:** @PRProSanDiego @cgornpr @PRjeff But, I had a killer report at the end. I think they help with SEO, etc. Have seen no results. #solopr
- 6:20 pm **akenn:** @janetfalk I did experiment & uploaded recent press release to 3 diff free distribution sites-VERY disappointed-U get what U pay 4 #solopr
- 6:20 pm **karensxim:** @janetfalk There's a good link to a review of free sites in the solopr LinkedIn group, they're not all bad #solopr
- 6:20 pm **deegospel:** true RT @KellyeCrane: A1: I think the only thing wires are good for is SEO, but if the story is big enough, you can get some pickup #solopr
- 6:21 pm **mami2mommy:** RT @luannsaid: @karensxim It totally depends on your client/purpose (re: wires) #solopr
- 6:21 pm **cgornpr:** @TShryerPR @PRProSanDiego @cgornpr @PRjeff I totally agree. It is just tough we you need to have what I call "butts in seats press" #solopr
- 6:21 pm **cgornpr:** @TShryerPR @PRProSanDiego @cgornpr @PRjeff vs. image press. #solopr
- 6:21 pm **akenn:** Sometimes SEO is strong enough reason to do it RT @KellyeCrane A1: I think the only thing wires are good for is SEO #solopr
- 6:21 pm **jgombita:** @KellyeCrane I don't know if it's the same with AP, but if the Canadian Press (CP) picks up a newswire story it's phenomenal..... #solopr
- 6:21 pm **SoloPR:** FYI- Nice discussion on related topic took place in the #solopr LinkedIn group: <http://linkd.in/dOowTy>
- 6:22 pm **deegospel:** @karensxim agree. you have to check the wires, create content worthy release, choose correct category for distribution #solopr
- 6:22 pm **karensxim:** Agree RT @akenn: Sometimes SEO is strong enough reason RT @KellyeCrane A1: I think the only thing wires are good for is SEO #solopr
- 6:22 pm **ScottHepburn:** @akenn @KellyeCrane Agree re: SEO sometimes being a good enough reason to use newswires. #solopr
- 6:22 pm **janetfalk:** @karensxim Thanks. Will check it out. #solopr
- 6:22 pm **KellyeCrane:** Same! RT @jgombita: I don't know if it's the same with AP, but if the Canadian Press (CP) picks up a newswire story it's phenomenal. #solopr
- 6:22 pm **PRjeff:** @cgornpr @PRProSanDiego Whatever we do it has to tie into positive results for client-that's the only way we look good #solopr
- 6:23 pm **MuslimNewMedia:** @karensxim good to know. ..had a Cision demo while back, very excited by what they do #SoloPR
- 6:23 pm **SoloPR:** RT @akenn: I did experiment & uploaded recent press release to 3 diff free distribution sites-VERY disappointed-U get what U pay 4 #solopr
- 6:23 pm **ScottHepburn:** @KellyeCrane Would be cool to get perspective on this from the wires. Could we reach out directly and invite them to the chat? #solopr
- 6:24 pm **cgornpr:** @PRjeff @PRProSanDiego Totally agree. I have been really working with clients on meaningful coverage vs. coverage for coverage sake. #solopr
- 6:24 pm **TShryerPR:** I always ask about traffic to website after a release is distributed. surprising

- 6:24 pm **mami2mommy:** RT @janetfalk: What about the "FREE" wires - the no-cost web distribution sites? Who uses them? Who finds them helpful? #solopr
- 6:24 pm **cgornpr:** RT @PRjeff: @cgornpr @PRProSanDiego Whatever we do it has to tie into positive results for client-that's the only way we look good #solopr
- 6:25 pm **luannsaid:** @ScottHepburn We've dropped enough wire brand names that certain ones will join the convo in 3...2...1... #solopr
- 6:25 pm **lgombita:** @kkellerpr @kellyecrane but almost always the AP/CP pickup is via the conventional newswire service(s), eh? #solopr
- 6:25 pm **btrandolph:** do numbers confirm? @KellyeCrane A1: I think the only thing wires are good for is SEO #solopr
- 6:25 pm **karenschwim:** @MuslimNewMedia They're awesome, too expensive for my needs but I have used them for SEO distribution #solopr
- 6:25 pm **krisTK:** Sad to miss #solopr today but need to play catch-up for celebrating Mardi Gras. Yes, I did let the good times roll.
- 6:25 pm **smrus:** Hey, all. Agree wires help w/ SEO & provide some reposts, but often my Clients do it out of habit... nothing more. #solopr
- 6:26 pm **ScottHepburn:** @luannsaid Ha ha...you would hope. Wait...reputation monitoring? What the...?! #solopr
- 6:26 pm **karenschwim:** did you post results? @akenn: I did experiment & uploaded recent press release to 3 diff free distribution sites-VERY disappointed #solopr
- 6:26 pm **fransteps:** A1: I have successfully used wire svcs for new biz launch. #solopr.
- 6:26 pm **stlpr:** RT @SoloPR: RT @cgornpr: A1: I tailor a general pitch, put the rls in the bottom email & send indiv. It takes more time = more response. #solopr
- 6:26 pm **karenschwim:** Lol! RT @krisTK: Sad to miss #solopr today but need to play catch-up for celebrating Mardi Gras. Yes, I did let the good times roll. #solopr
- 6:26 pm **PRProSanDiego:** @cgornpr @PRjeff Concur on emphasizing results to clients. Amazing how many want visibility (fame) over ROI, but won't admit it. #SoloPR
- 6:27 pm **akenn:** @karenschwim no, but I think it will make a good blog post topic #solopr
- 6:27 pm **KellyeCrane:** @btrandolph Most #PR pros don't see "real" stories (other than rls postings) from the wires. Many eschew wires completely now #solopr
- 6:27 pm **3hatscomm:** @krisTK Good for you! #solopr
- 6:27 pm **karenschwim:** Honestly, some clients could care less about media coverage, they want leads and traffic #solopr
- 6:27 pm **stlpr:** #SoloPR I try to avoid mass emails. Use online wire services pitchengine, PRLog, etc... save email for direct contact w/ reporters.
- 6:27 pm **PRjeff:** @PRProSanDiego @cgornpr Yes, I have a client that WANTS me to use free news rls distribution sites. idk if it helps SEO #solopr
- 6:27 pm **karenschwim:** @akenn It would make a great topic! When you write it please share the link #solopr
- 6:28 pm **TShryerPR:** I have a great contact at BW if you want me to invite her to a future convo. I ask her these types of Qs all the time. #solopr
- 6:28 pm **cidokogiPR:** : RT @akenn: I did experiment & uploaded recent press release to 3 diff free distribution sites-VERY disappointed-U get what U pay 4 #solopr
- 6:28 pm **KellyeCrane:** @btrandolph Wire dist definitely still has a place if you're working with a big co and have big news, so you release simultaneously #solopr
- 6:28 pm **PRProSanDiego:** The only way to salvage value from wires: post links to "coverage" (release postings) on client website/FB and tweet links. #SoloPR
- 6:28 pm **dcaplick:** @akenn #solopr The trick is to take the fame they crave and use it to generate

ROI

- 6:29 pm **SoloPR:** I told ya' we were starting with a bang! Q2 up next... #solopr
- 6:29 pm **TShryerPR:** @KellyeCrane @btrandolph Im not sure about that. as a reporter i used to find contacts for stories. but not for story ideas. #solopr
- 6:29 pm **Iuannsaid:** @PRProSanDiego I like that. It really is about "salvaging" value most times #solopr
- 6:29 pm **mami2mommy:** RT @smrus Agree wires help w/ SEO & provide some reposts, but often Clients do it out of habit... nothing more #solopr<need to wean them off!
- 6:29 pm **ScottHepburn:** Would you call @PitchEngine a newswire? I wouldn't, but I hear misperceptions: Clients see it as newswire 2.0. #solopr
- 6:30 pm **akenn:** @kellyeCrane @btrandolph and then there's the trend among REALLY big co's to act as own distrib service #solopr
- 6:30 pm **3hatscomm:** The bottom line, ROI. RT @karensxim: some clients could care less about media coverage, they want leads and traffic #solopr
- 6:30 pm **TShryerPR:** RT @3hatscomm: The bottom line, ROI. RT @karensxim: some clients could care less about media coverage, they want leads and traffic #solopr
- 6:30 pm **SoloPR:** Q2: Can a crowdsourced definition of #PR have any carriage & authority? What bodies do we look to for guidance in defining our work? #solopr
- 6:30 pm **stlpr:** #SoloPR success from wires is to build client's online profile, generate traffic to client web site. Gone are the days of counting clips.
- 6:31 pm **jgombita:** @KellyeCrane (@btrandolph) do you mean that it's mainly marketing PR (for products/services), rather than organizational narrative? #solopr
- 6:31 pm **mami2mommy:** @karensxim media coverage doesn't hold the same value as it used to #solopr
- 6:31 pm **MuslimNewMedia:** both valid goals, need different apprch RT @karensxim: some clients could care less re media coverage, they want leads and traffic #SoloPR
- 6:31 pm **akenn:** @ScottHepburn the "wire" in wire services has been distorted-only 3 (Bizwire, PRnewswire & Marketwire) are true wires w/links to AP #solopr
- 6:31 pm **stlpr:** @ScottHepburn @PitchEngine #solopr We use it with great success. But how measure is how it builds client's online presence.
- 6:31 pm **jgombita:** @stlpr hurrah with no more clip counting! (Plus AVE measurement, while we are at it.) #solopr
- 6:32 pm **mami2mommy:** RT @dcaplick: @akenn #solopr The trick is to take the fame they crave and use it to generate ROI
- 6:32 pm **KellyeCrane:** @jgombita Not sure what you mean on that last Q. #solopr
- 6:32 pm **karensxim:** RT @SoloPR: Q2: Can crowdsourced def. of #PR have carriage & authority? What bodies do we look to for guidance in defining our work? #solopr
- 6:32 pm **dlipublishing:** RT @stlpr #SoloPR success from wires is to build client's online profile, generate traffic to client web site. Gone are the days of c...
- 6:32 pm **dconconi:** RT @SoloPR: Q2: Can a crowdsourced def. of #PR have carriage & authority? What bodies do we look to 4 guidance in defining our work? #solopr
- 6:32 pm **mami2mommy:** RT @ScottHepburn: Would you call @PitchEngine a newswire? I wouldn't, but I hear misperceptions: Clients see it as newswire 2.0. #solopr
- 6:32 pm **akenn:** A2. Great question - is that like asking "does PR mean different things to different people?" #solopr
- 6:33 pm **karensxim:** @mami2mommy I agree it really does not especially among many of the SMBs #solopr
- 6:33 pm **jgombita:** @KellyeCrane riffing (querying) on your "Most #PR pros don't see "real" stories (other than r/s postings) from the wires." comment #solopr
- 6:33 pm **dconconi:** RT @mami2mommy: @karensxim media coverage doesn't hold the same value

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6:33 pm

Transcript for #solopr - What the Hasht...

- dconconi:** RT @mami2mommy: @karenskim media coverage doesnt hold the same value as it used to #solopr
- janetfalk:** @akenn @kellyeCrane @brandolph Public companies have to disclose key information, e.g. quarterly results, so they use wires. #solopr
- mami2mommy:** RT @stlpr: #SoloPR success from wires is 2 build client's online profile,generate traffic 2client web site.Gone R days of counting clips.
- KellyeCrane:** A2: Ive come to believe that we need a go-to definition for #PR, but the industry is poor at doing PR for itself. #solopr
- deegospel:** RT @SoloPR: Q2: Can a crowdsourced definition of #PR have any carriage & authority? What bodies do we look to for guidance...? #solopr
- 3hatscomm:** @PRProSanDiego ITA Repurpose coverage via web, FB, Twitter, newsletters; use them to generate interest, traffic. #solopr
- dconconi:** RT @KellyeCrane: A2: Ive come to believe that we need a go-to definition for #PR, but the industry is poor at doing PR for itself. #solopr
- paulardoin:** @akenn PR \*does\* mean diff things to diff people. Each client has diff expectations. Vital to define what you offer + expctd results #solopr
- luannsaid:** A2: Don't get me started. Something's GOT to be done re: the authority-on-PR thing. Easy answer: PRSA. But, really... #solopr
- iBridgeforth:** RT @KellyeCrane: A2: Ive come to believe that we need a go-to definition for #PR, but the industry is poor at doing PR for itself. #solopr
- deegospel:** a2 @KellyeCrane: true #solopr
- PRjeff:** Depends-1 client had 50 customers off front-pg story RT @mami2mommy @karenskim media coverage doesnt hold same value as it used to #solopr
- stlpr:** #SoloPR Q2 PR for us is more about defining client message to generate \$ and looking at right tools to get message to right audience.
- KellyeCrane:** @jgombita I said "Real stories" meaning, written by a person -- versus an automated posting of the press release. #PR #solopr
- marthamuzychka:** @dconconi re: media cov. it depends on the market I think #solopr
- MuslimNewMedia:** @ScottHepburn i think PitchEngine et.al. will be a kind of newswire 2.0; more reporters scraping the net vs. relying on wires #SoloPR
- TShryerPR:** @KellyeCrane I think some forget that PR is greater than MR. I consider PR to be more about integrated marcom #solopr
- dcaplick:** RT @KellyeCrane: A2: Ive come to believe that we need a go-to definition for #PR, but the industry is poor at doing PR for itself. #solopr
- mami2mommy:** RT @akenn: A2. Great question - is that like asking "does PR mean different things to different people?"#solopr
- KellyeCrane:** RT @luannsaid: A2: Don't get me started. Something's GOT to be done re: the authority-on-PR thing. Easy answer: PRSA. But, really... #solopr
- ScottHepburn:** A2: Whatever definition we use for PR, I hope it's a verb, not a noun. PR is something you DO, not something you GET. #solopr
- dconconi:** A2: the definition/scope of our business is ever-evolving. Hard to pin down a definition but we do need to stake a claim #solopr
- karenskim:** Yes! RT @TShryerPR: @KellyeCrane I think some forget that PR is greater than MR. I consider PR to be more about integrated marcom #solopr
- stlpr:** RT @mami2mommy: RT @akenn: A2. Great question - is that like asking "does PR mean different things to different people?"#solopr
- karenskim:** RT @ScottHepburn: A2: Whatever definition we use, I hope its a verb, not a noun. PR is something you DO, not something you GET. #solopr
- SoloPR:** Yes! RT @ScottHepburn: A2: Whatever def we use for PR, I hope it's a verb, not a noun. PR is something you DO, not something you GET #solopr

- 6:36 pm **deegospel:** @ScottHepburn i like that, Scott #solopr
- 6:36 pm **stlpr:** RT @ScottHepburn: A2: Whatever definition we use for PR, I hope it's a verb, not a noun. PR is something you DO, not something you GET. #solopr
- 6:37 pm **akenn:** I once wrote a blog post called "I work in PR and my family has no idea what I do" #solopr
- 6:37 pm **KellyeCrane:** A2: As for the crowdsourcing part of the Q, it's not the most efficient, but prob the only way to get complete perspective. #solopr
- 6:37 pm **mami2mommy:** RT @KellyeCrane: A2:ive come 2 believe we need a go-to definition 4 #PR, but the industry is poor at doing PR 4 itself. #solopr <So tru!
- 6:37 pm **ksearsbooks:** RT @ScottHepburn: A2: Whatever definition we use for PR, I hope it's a verb, not a noun. PR is something you DO, not something you GET. #solopr
- 6:37 pm **dcaplick:** @ScottHepburn #solopr And #PR is NOT an adjective, reL "PR ploy" - I get so steamed when I see/hear that.
- 6:38 pm **dconconi:** on a panel yest., one said, "I don't use diff agencies 4 diff disciplines - its up to the agency I hire to learn how to help me" #solopr
- 6:38 pm **kgombita:** A2. Pointing to @cpmational #PR def. post (<http://j.mp/e1DToe>)/wiki used to develop: <http://definingpublicrelations.wikispaces.com/> #solopr
- 6:38 pm **stlpr:** @akenn #solopr funny blog title. Does your family know what you do now?
- 6:39 pm **PRjeff:** @akenn A2: My 84-yr-old mother often asks, "How's your advertising business going?" #solopr
- 6:39 pm **kgombita:** @KellyeCrane except that so-called "complete perspective" is going to be muddied by the marketers, etc. #solopr
- 6:39 pm **SoloPR:** Oh my, so true! RT @akenn: I once wrote a blog post called "I work in PR and my family has no idea what I do" #solopr
- 6:40 pm **dconconi:** If clients are starting to see what we do as "mashed-up" with everything else, no wonder marketers want one agency to service. #solopr
- 6:40 pm **mami2mommy:** @paulardoin yes the PR definition varies by client and their needs/expectations #solopr for me its meshed w/def of social media
- 6:40 pm **3hatscomm:** Heh. RT @akenn: I once wrote a blog post called "I work in PR and my family has no idea what I do" #solopr
- 6:40 pm **SoloPR:** That is the danger. RT @kgombita: except that so-called "complete perspective" is going to be muddied by the marketers, etc. #solopr
- 6:40 pm **smrus:** Agree w/ @KellyeCrane that industry is awful at own PR. But is crowdsourcing most efficient way to change perspective? #solopr
- 6:40 pm **PRProSanDiego:** However we define #PR, it's NOT synonymous or synchronous with "Media Relations." I find myself explaining this repeatedly. #soloPR
- 6:40 pm **ScottHepburn:** @PRjeff @akenn Oy. Been there. #solopr
- 6:40 pm **dcaplick:** @dconconi #solopr We don't help matters any by using marketing terminology. If it walks like a duck, and talks like a duck... #PR
- 6:41 pm **mami2mommy:** RT @pitchengine: @Mami2Mommy @scottheburn we wouldn't! we're unplugged, freestyle ;) #solopr <that's why I heart u! :)
- 6:41 pm **SoloPR:** RT @kgombita: A2 @cpmational #PR def. post (<http://j.mp/e1DToe>)/wiki used to develop: <http://definingpublicrelations.wikispaces.com> #solopr
- 6:41 pm **kgombita:** @luannsaid according to @tonimuzifalconi, only 10% of PR practitioners belong to nat'l PR associations/90% unaffiliated!/unregulated.#solopr
- 6:41 pm **jeremymeyers:** @3HatsComm @akenn i worked in PR for a year and a half and i'm still not sure that i actually did anything. #solopr
- 6:41 pm **cgornpr:** @PRProSanDiego I often say MR is part of the PR package, but not all of it. To me. PR is ads. MR. events. Community Relations & more #solopr

- 6:42 pm **garrettkuk:** hopefully all PR definitions include active ROI/metrics (awareness, engagement, loyalty, call-to-action) #soloPR
- 6:42 pm **jgombita:** RT @PRjeff: @akenn A2: My 84-yr-old mother often asks, "How's your advertising business going?" #solopr
- 6:42 pm **SoloPR:** If not crowdsourcing, who gets to decide? #solopr
- 6:42 pm **janetfalk:** @dconconi Be careful if #PR pro does integrated mktg, then integrated mktg will start doing PR. Then where will you be in the mix? #solopr
- 6:42 pm **PRProSanDiego:** @dcaplick #dconconi Bingo! I find myself explaining diff. btwn marketing & #PR all the time. Yikes, they aren't interchangeable! #soloPR
- 6:42 pm **JillComm:** I say "I tell stories" RT @akenn: I once wrote a blog post called "I work in PR and my family has no idea what I do" #solopr
- 6:43 pm **stlpr:** @jgombita @luannsaid @tonimuzifalconi #solopr that is sad. We're professionals. There is great info thru PRSA.
- 6:43 pm **KellyeCrane:** @jeremymeyers Speak for yourself! :- ) #solopr
- 6:43 pm **paulardoin:** @Mami2Mommy I consider myself 100% in marcom, but lots of lines blur with PR: SM and messaging especially #solopr
- 6:43 pm **jeremymeyers:** @KellyeCrane i thought i did :P #solopr
- 6:43 pm **TShryerPR:** ditto! RT @paulardoin: @Mami2Mommy I consider myself 100% in marcom, but lots of lines blur with PR: SM and messaging especially #solopr
- 6:44 pm **mami2mommy:** RT @dconconi: If clients R starting 2 C wht we do as "mashed-up" w/ everything else, no wonder marketers want 1 agency 2 service #solopr
- 6:44 pm **PRjeff:** A2: I tell clients, how you market & advertising yourself is part of your PR #solopr
- 6:44 pm **karensxim:** A1: We no longer pick one profession for life so def complicated by indivs with wide ranging experiences that they bring to PR #solopr
- 6:44 pm **PRProSanDiego:** @cgornpr Remember Venn diagrams? The #PR & #MR circles overlap about 15% for me. I wouldn't call "ads" #PR though. #soloPR
- 6:44 pm **fransteps:** Love PRSA, but even they can't come up with a definition of our profession that everyone agrees upon. #solopr
- 6:44 pm **jgombita:** @stlpr agreed. (As a Cdn) I'm jealous of how much info @prsa provides to its (dues-paying) members. NON-members very critical, tho! #solopr
- 6:44 pm **MuslimNewMedia:** a2 as SM and technology impact comm in general, roles between MR/PR/marketing/advertising overlap. (more) #SoloPR
- 6:44 pm **dconconi:** @janetfalk @dcaplick - definitely easy for PR to get lost in the crowd #solopr
- 6:44 pm **KellyeCrane:** A2: I think a lot of times it's like the blind men feeling the elephant: everyone thinks #PR is the part they know about. #solopr
- 6:44 pm **mami2mommy:** RT @PRjeff: @akenn A2: My 84-yr-old mother often asks, "How's your advertising business going?" #solopr <too funny!
- 6:44 pm **akenn:** It's tough to get arms around PR b/c unlike CPA firms or law firms, practice of PR manifests differently @ different times #solopr
- 6:45 pm **cgornpr:** @PRProSanDiego @cgornpr See, I work with a lot of ticket selling organizations and feel like PR should have a say on ads. #solopr
- 6:45 pm **dcaplick:** @dconconi Yes, but we shouldn't actively bury ourselves, and that's what we're doing.#solopr #pr
- 6:45 pm **dconconi:** RT @KellyeCrane: A2: a lot of times its like the blind men feeling the elephant: everyone thinks #PR is the part they know about. #solopr
- 6:45 pm **karensxim:** RT @KellyeCrane: A2: ...its like the blind men feeling the elephant: everyone thinks #PR is the part they know about. #solopr

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Transcript for #solopr - What the Hasht...

- 6:45 pm **karenschwim:** RT @akenn: Its tough to get arms around PR b/c unlike CPA firms or law firms, practice of PR manifests differently @ different times #solopr
- 6:45 pm **stlpr:** @jgombita @prsa #solopr isn't there a sister organization in Canada?
- 6:45 pm **MuslimNewMedia:** a2 (contd) Definition should B broad, as each PR practice will have a different focus and mix of services #SoloPR
- 6:45 pm **mami2mommy:** RT @akenn: I once wrote a blog post called "I work in PR and my family has no idea what I do" #solopr <have a link to it?
- 6:46 pm **cgornpr:** @PRProSanDiego @cgompr I do offer media buying for my clients, but also PR for arts & entertainment is a very different animal. #solopr
- 6:46 pm **SoloPR:** We probably aren't going to solve this issue today (though this group could, with enough time!). #solopr
- 6:46 pm **dconconi:** agreed! RT @dcaplick: @dconconi Yes, but we shouldnt actively bury ourselves, and thats what were doing.#solopr #pr #solopr
- 6:46 pm **karenschwim:** @akenn Yes! What I was getting at but your version was much more eloquent! #solopr
- 6:46 pm **deegospel:** #storyofmylife RT @KellyeCrane: A2: ... it's like blind men feeling the elephant: everyone thinks #PR is the part they know about. #solopr
- 6:46 pm **jgombita:** .@KellyeCrane agreed. "Everyone does #PR!" Just like everyone knows how to talk and write, so they're automatically "communicators." #solopr
- 6:46 pm **janetfalk:** @dconconi What I mean is the #PR work gets done by non-pros and you lose the business. #solopr
- 6:46 pm **SoloPR:** Q3 is up next... #solopr
- 6:46 pm **PRProSanDiego:** I'm a @PRSA Chapter board member & APR chair, and even I find it hard to define value. PRSA remains too agency centric. #soloPR
- 6:47 pm **jgombita:** @stlpr yep. But we don't get nearly the bang for our Canadian membership buck, trust me. #solopr
- 6:47 pm **SoloPR:** Q3: Has partnering with non-profits assisted your business development. If so, which ones? #solopr
- 6:47 pm **cgornpr:** @jgombita @KellyeCrane I always say, every one is a graphic designer and a PR/Marketing pro... #solopr
- 6:47 pm **karenschwim:** RT @SoloPR: Q3: Has partnering with non-profits assisted your business development. If so, which ones? #solopr
- 6:47 pm **dconconi:** RT @SoloPR: Q3: Has partnering with non-profits assisted your business development. If so, which ones? #solopr
- 6:48 pm **ScottHepburn:** Defining ourselves (PR) is tough. Whatever labels we use, clients care only if we meet the needs defined by THEIR labels. #solopr
- 6:48 pm **PRProSanDiego:** @jgombita @KellyeCrane Yes! My version of this answer: Everyone can walk, but not everyone is an Olympic athlete. #soloPR
- 6:49 pm **akenn:** @mami2mommy the link to my blog post: <http://bit.ly/dsZLLO> some funny comments in response too-seems like we've all been there! #solopr
- 6:49 pm **jgombita:** @cgornpr @kellyecrane. Don't forget being GREAT at customer service.... ;-)  
#solopr
- 6:49 pm **paulardoin:** Thanks for the great #solopr chat today, everyone! Heading out to a client meeting.
- 6:49 pm **dcaplick:** RT @PRProSanDiego: @jgombita @KellyeCrane Yes! My version of this answer: Everyone can walk, but not everyone is an Olympic athlete. #soloPR
- 6:49 pm **janetfalk:** @SoloPR I do pro bono work for some nonprofits and they each referred me to clients for paid project work. #solopr
- 6:49 pm **KellyeCrane:** A3: In past, I've worked on committees for non-profits that include other PR/MarCom pros. Can make good contacts that way. #solopr

- 6:49 pm **stlpr:** @jgombita #solopr there are some great PR-centered blogs I follow ...Brian Solis and PR-squared.
- 6:49 pm **diannahuff:** RT @KellyeCrane: A3: In past, I've worked on committees for non-profits that include other PR/MarCom pros. Can make good contacts that way. #solopr
- 6:50 pm **cgornpr:** A3: Hard to say when the majority of my client base is non-profit. #solopr
- 6:50 pm **stlpr:** RT @janetfalk: @SoloPR I do pro bono work for some nonprofits and they each referred me to clients for paid project work. #solopr
- 6:50 pm **PRProSanDiego:** @cgornpr #PR branding should inform advertising, but I don't ever pretend to be an advertising agency. #soloPR
- 6:50 pm **fransteps:** I started #actionsa w/ 2 other pros to help NPs. Most can't afford counsel right now. Check out our blog: <http://bit.ly/eHQgxE> #solopr
- 6:50 pm **jgombita:** Like! RT @PRProSanDiego: Yes! My version of this answer: Everyone can walk, but not everyone is an Olympic athlete. #soloPR
- 6:51 pm **KellyeCrane:** A3: I'm currently Chair of @SMCatl and Co-Chair of @prsaorgia's social media. Both nonprofit and both great experience. #solopr
- 6:51 pm **dcaplick:** @JanetLFalk A3Tried that, didn't work. Have a tough time getting them to follow through, even when they initiated request. #solopr
- 6:51 pm **dconconi:** @janetfalk that will always be the case with people who oversell their talents and services -the good ones will prevail. eventually #solopr
- 6:51 pm **SoloPR:** RT @fransteps: I started #actionsa w/ 2 other pros to help NPs. Most can't afford counsel. Check out our blog: <http://bit.ly/eHQgxE> #solopr
- 6:51 pm **jgombita:** @stlpr hope you also follow @prconversations (quite frankly, we are a LOT more "PR" focused than Solis, etc.) Cheers. #solopr
- 6:52 pm **SoloPR:** Yes, have to be careful RT @cgornpr: A3: Hard to say when the majority of my client base is non-profit. #solopr
- 6:52 pm **stlpr:** #solopr A3 We discussed non-profit work last month. good to build connections; do something else like fundraising. improve sales skills
- 6:52 pm **jgombita:** RT @janetfalk: @dconconi Be careful if #PR pro does integrated mktg, then integrated mktg will start doing PR. Then where will you be in the mix? #solopr
- 6:52 pm **mami2mommy:** RT @ScottHepburn Defining ourselves (PR) is tough. Whatever labels we use, clients care only if we meet needs defined by THEIR labels. #solopr
- 6:53 pm **3hatscomm:** @ScottHepburn Agree, it's a 2-way street. Need clear expectations on both sides of vendor/client relationship. #solopr
- 6:53 pm **SoloPR:** RT @stlpr: A3 discussed non-profit work last month. good to bld connections; do something else like fundraising. improve sales skills #solopr
- 6:53 pm **janetfalk:** @dcaplick The referrals were to another nonprofit and a government agency, not the nonprofits themselves #solopr
- 6:53 pm **SoloPR:** OK, Q4 is up next... #solopr
- 6:53 pm **SoloPR:** Q4: How is the best way to market your services as a subcontractor to larger agencies? #solopr
- 6:53 pm **cgornpr:** @PRProSanDiego I totally understand. I think in my case it is shaped a little differently. Dealing with tiny budgets and maximizing. #solopr
- 6:53 pm **dconconi:** The times I've helped nonprofits, I have tried to stay off the PR committees. Good to learn something new. #solopr
- 6:54 pm **dconconi:** RT @SoloPR: Q4: How is the best way to market your services as a subcontractor to larger agencies? #solopr
- 6:54 pm **karensxim:** RT @SoloPR: Q4: How is the best way to market your services as a subcontractor to larger agencies? #solopr
- 6:54 pm **SoloPR:** RT @dconconi: The times I've helped nonprofits, I have tried to stay off the PR

- 6:54 pm **dcaplick:** @JanetLFalk I mean the groups requesting help that I offered never followed through - couldn't even get things rolling #solopr
- 6:54 pm **akenn:** Does anyone else feel that they never STOP doing PR? Find myself adding PR "services" to volunteer jobs @ kids' schools #solopr
- 6:54 pm **dconconi:** A4: if you qualify as a minority business owner (and yes ladies, we do) - agencies might be more eager to sub to you on gov business #solopr
- 6:55 pm **kgombita:** RT @dconconi: The times I've helped nonprofits, I have tried to stay off the PR committees. Good to learn something new. #solopr
- 6:55 pm **akenn:** Q4: Price. Sounds like I'm joking, but all else being equal I think it's a major pt #solopr
- 6:55 pm **PRProSanDiego:** @cgornpr A3: Agreed. I'll work on a single one-time project, but if #PR is important, nonprofits must prioritize & find the budget. #SoloPR
- 6:55 pm **TShryerPR:** RT @SoloPR: RT @dconconi: The times I've helped nonprofits, I have tried to stay off the PR committees. Good to learn something new. #solopr
- 6:55 pm **KellyeCrane:** A4: PRSA's Indie Practitioners Alliance subcontracting brownbag is \*Fri\* Fee for PRSA members incl IPA membership <http://ow.ly/49sSS> #solopr
- 6:55 pm **karensxim:** A4: I do this! For me it's all about building relationships, your friends will get you in to high places! #solopr
- 6:55 pm **PRjeff:** @dconconi I thought men were the minority business when it came to PR? #solopr
- 6:56 pm **KellyeCrane:** A4: I'm on the PRSA IPA board this year, but that was a legitimate question for today. :- ) #solopr
- 6:56 pm **mami2mommy:** RT @SoloPR: Q4: How is the best way to market your services as a subcontractor to larger agencies? #solopr
- 6:56 pm **DeblnATX:** jumping in late from Austin! A4) I build relationships through professional organizations/associations #solopr
- 6:56 pm **SoloPR:** RT @karensxim: A4: I do this! For me it's all about building relationships, your friends will get you in to high places! #solopr
- 6:56 pm **dconconi:** In the US, WBENC certifies women-owned businesses, in Canada, it's WEConnect - grants access to diversity procurement opps #solopr
- 6:57 pm **stlpr:** #solopr A4. Network with other PR pros. Be specific with your expertise, industries, etc...show U are team playing w/out being threat.
- 6:57 pm **dconconi:** You are! Welcome to the pink collar ghetto. RT @PRjeff: @dconconi I thought men were the minority business when it came to PR? #solopr
- 6:57 pm **janetfalk:** @dcaplick It's the PR bus. Some get on board, realize cannot commit and get off. Some are never ready to get on. Some love the ride. #solopr
- 6:57 pm **cgornpr:** @PRProSanDiego Totally agree, that has been a big lesson for me over the last 2 yrs. Was in house at 3 non profits before going solo #solopr
- 6:57 pm **smrus:** @akenn: Yes. Can't stop myself -- kids school, family, etc. My family talks re: stuff at jobs & I'm piping in w/ #PR advice. Ugh. #solopr
- 6:57 pm **MuslimNewMedia:** lol, it does seem true :) RT @PRjeff: @dconconi I thought men were the minority business when it came to PR? #SoloPR
- 6:57 pm **KellyeCrane:** A4: If you're just getting started, you can approach subcontracting opps as if you're job searching. Send info, follow up, etc. #solopr
- 6:57 pm **stlpr:** RT @PRjeff: @dconconi I thought men were the minority business when it came to PR? #solopr
- 6:58 pm **SoloPR:** @MuslimNewMedia @PRjeff An important minority here at #solopr! :-)
- 6:58 pm **dconconi:** Here! Here! RT @SoloPR: @MuslimNewMedia @PRjeff An important minority

- 6:59 pm **KellyeCrane:** @akenn My father was a psychologist, and people always told him their problems at parties. I think PR is the new shrink. :- ) #solopr
- 6:59 pm **akenn:** @smrus and then of course we weigh in on celebrity melt-downs and the PR missteps they make (no shortage of talk there) #solopr
- 7:00 pm **SoloPR:** Oh my, our time is up! Thanks for another terrific chat everyone. Remember, we use the hashtag all week! #solopr
- 7:00 pm **dcaplick:** Would that be #PR is the new PshRink? Sounds like a great blog title to me! #solopr
- 7:00 pm **fransteps:** A4: Harder to market as sub than the principal sometimes. #solopr.
- 7:00 pm **stlpr:** #solopr many agencies burned by 1099s. Build trust that you will make sure contractor knows all communications U have w/ their client.
- 7:00 pm **akenn:** Absolutely. Love your Twitter Chat couch! RT @KellyeCrane I think PR is the new shrink. :- ) #solopr
- 7:00 pm **PRProSanDiego:** @cgornpr Yep, me too. When nonprofits use pro bono PR, they're often disappointed with the results bec. it's not a priority. #SoloPR
- 7:00 pm **DeblnATX:** RT @KellyeCrane: A4: If youre just getting started, approach subcontracting opps as if youre job searching Send info, follow up, etc #solopr
- 7:01 pm **karensxim:** Wow, that was fast! #solopr
- 7:01 pm **jgombita:** @KellyeCrane (@akenn) too funny! High school BF married dentist; people at parties always coming up to him & opening their mouths! #solopr
- 7:01 pm **DeblnATX:** thanks Kellye! See you @sxsw! Take care everyone! #solopr
- 7:01 pm **stlpr:** Have a great week, all #solopr! It's been fun. AMM
- 7:01 pm **jgombita:** RT @akenn: Absolutely. Love your Twitter Chat couch! RT @KellyeCrane I think PR is the new shrink. :- ) #solopr
- 7:01 pm **SoloPR:** So it could be worse RT @jgombita: High school BF married dentist; people at parties always coming up to him & opening their mouths! #solopr
- 7:01 pm **dconconi:** That was fast and furious! Great questions! Lively chat - as always. Til next week! Thanks! #solopr
- 7:01 pm **cgornpr:** @KellyeCrane @akenn It totally is! I have too many recent situations that fit that scenario!!! #solopr
- 7:02 pm **cgornpr:** RT @jgombita: RT @akenn: Absolutely. Love your Twitter Chat couch! RT @KellyeCrane I think PR is the new shrink. :- ) #solopr
- 7:02 pm **MuslimNewMedia:** @PRProSanDiego nonprofits wanting probono biggest obstacle for my practice #SoloPR
- 7:02 pm **KellyeCrane:** Love it. RT @akenn: Absolutely. Love your Twitter Chat couch! RT @KellyeCrane I think PR is the new shrink. :- ) #solopr
- 7:02 pm **karensxim:** Thank you @SoloPR and fab community, my keyboard is smoking from all the great activity! #solopr
- 7:02 pm **deegospel:** Enjoyed y'all today. #solopr
- 7:02 pm **SoloPR:** @dcaplick That would be a good title. :- ) #solopr
- 7:03 pm **janetfalk:** Another great exchange. Thanks @KellyeCrane and team. Here's to a productive day. #solopr
- 7:03 pm **SoloPR:** @karensxim I always end up favoriting at least one of your kind tweets each week. They are so descriptive! #solopr
- 7:03 pm **PRProSanDiego:** A4: I show agencies my work & contacts I can leverage as a sub. Network through @PRSA, specialty orgs. Gets me lots of offers. #soloPR
- 7:03 pm **MuslimNewMedia:** prt session as always everyone! be well and safe :- ) #SoloPR

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- 7:03 pm **muslimnewmedia:** get session as always everyone! be well and safe :) #solopr
- 7:03 pm **karenschwim:** @SoloPR @jgombita Well good thing we're not podiatrists, would hate people showing me their feet all the time! #solopr
- 7:04 pm **karenschwim:** @SoloPR Awww you are so sweet xx #solopr
- 7:04 pm **SoloPR:** Thanks again everyone - the transcript of today's chat will be on <http://soloprpro.com/> tomorrow. #solopr
- 7:04 pm **3hatscomm:** Always. RT @karenschwim: Wow, that was fast! #solopr
- 7:04 pm **jgombita:** @karenschwim @SoloPR agreed. Although "PR on solid footing" wouldn't be half bad... #solopr
- 7:05 pm **karenschwim:** @3hatscomm This group keeps me on my toes! #solopr
- 7:05 pm **karenschwim:** ROFL! @jgombita @SoloPR #solopr
- 7:05 pm **PRProSanDiego:** @MuslimNewMedia I understand. As a profession we need to draw the line at being "expected" to routinely cough up talent for free. #solopr
- 7:06 pm **LScribner:** Sorry to miss #solopr chat today, Tweetdeck seems to be a bit testy today.....
- 7:07 pm **PRProSanDiego:** @karenschwim @SoloPR @jgombita Tell people you work in politics or host a radio talk show. Get ready for heated cocktail chatter. #solopr
- 7:08 pm **3hatscomm:** @karenschwim ITA. Makes me think, learn something. #solopr
- 7:09 pm **karenschwim:** Oy, no wonder some of them are so testy! @PRProSanDiego: @karenschwim @SoloPR @jgombita #solopr
- 7:10 pm **karenschwim:** @3hatscomm Agree I always walk away with a healthy bit of self-examination and improvement #solopr
- 7:14 pm **TonyaSLFreeman:** RT @MarketingMel: If PR Is A Woman?s World, Why Do We Earn Less? « Crenshaw Communications <http://ow.ly/4aXXu> #solopr
- 7:15 pm **smrus:** @akenn: Seriously, I have a problem. I'm a PR junkie. There, admitting it is the first step. LOL. #solopr
- 7:18 pm **3hatscomm:** @karenschwim Always. Today's chat may be part of a blog post, drafting now. ;-) #solopr cc @KellyeCrane
- 7:42 pm **kamichat:** You are on MY list :- ) RT @kellyecrane: Make a plan: 6 Ways to Make the Most of a Conference Experience <http://ow.ly/48SS1> #sxsw #solopr
- 8:01 pm **ThePRCoach:** Not just agencies, #solopr too; useful advice: Winning pitches is fun! #PR #marketing #advertising <http://bit.ly/gat10>
- 8:05 pm **KellyeCrane:** @kamichat Oh yes! #sxsw #solopr
- 8:10 pm **ThePRCoach:** Thoughtful new biz post: Before Your Next Sales Meeting #PR #solopr #marketing <http://bit.ly/fvd21a>
- 8:38 pm **ThePRCoach:** For #solopr too: Maximizing the Value from a #PR Agency (Or Any Professional Services Firm) <http://bit.ly/eqfRXN>
- 8:42 pm **dconconi:** Thanks for the RTs and fun chat on #solopr: @TShryerPR @PRjeff @jgombita @SoloPR @JanetLFalk @dcaplick @marthamuzychka @Mami2Mommy
- 8:43 pm **williamevents:** RT @MediaCoach: #solopr A1 Fewer, more targeted emails is a more effective policy than a blast. More coverage, less annoyance, no spam
- 8:53 pm **rajean:** Missed it, but will relive it the less spunky way. MT @SoloPR - Transcript of today's chat will be on <http://soloprpro.com/> Thurs. #solopr
- 8:55 pm **rajean:** !Be still my heart! MT @ScottHepburn However we define PR, it's a verb, not a noun. PR is something you DO, not something you GET. #solopr
- 9:20 pm **Pareja7:** RT @rajean: Missed it, but will relive it the less spunky way. MT @SoloPR - Transcript of today's chat will be on <http://soloprpro.com/> Thurs. #solopr
- 9:30 pm **deegospel:** #tweetoftheday RT @ScottHepburn: However we define PR, it's a verb, not a noun. PR is something you DO, not something you GET. #solopr

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9:39 pm **socialitestatus:** RT @deegospel: RT @ScottHepburn: However we define PR, it's a verb, not a noun. PR is something you DO, not something you GET. #solopr

9:50 pm **MarketingMel:** @suzannetate Thanks for the RT about PR women earning less. So much for the pink collar, eh?<http://ow.ly/4aXXu> #soloPR

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