

#SoloPR Transcript – 8/10/2011



SoloPR 2:04pm via [TweetGrid.com](#)

Hope to see you all next week - same day/time. Transcript will be on the SoloPRpro.com blog tomorrow. [#solopr](#)



SoloPR 2:03pm via [TweetGrid.com](#)

Cool! RT @CarouseIPR: A5: Great conference in my line of work is coming up in Oct- Amsterdam Dance Event @ADE_NL <http://bit.ly/HRIv> [#solopr](#)



[jgombita](#) 2:03pm via [web](#)

@KellyeCrane for most part I agree with you, but have to say that an economist who sits on edge of table, talks w/ no notes is sexy! [#solopr](#)



[CarouseIPR](#) 2:03pm via [web](#)

A5: am interested to hear if anyone has ever attended a @CMU music industry workshop & what they thought? <http://t.co/8d6qHGA> [#solopr](#)



[mdbarber](#) 2:03pm via [TweetChat](#)

Great chat today everyone. Have a good week. [#solopr](#)



[SocialDani](#) 2:02pm via [TweetDeck](#)

I have to get back to work, but it was great talking to everyone! Enjoy the rest of your day. [#SoloPR](#) :)



[SoloPR 2:02pm via TweetGrid.com](#)

Uh oh, we're overtime! Thanks everyone, as always, for taking the time to participate. Great stuff! [#solopr](#)



[KellyeCrane 2:01pm via TweetDeck](#)

[@jgombita](#) Yes! Those sit on the couch and chit-chat "keynotes" are on my last nerves! [#solopr](#)



[mbarber 2:01pm via TweetChat](#)

RT [@KristK](#): A5: [@PRSA](#) call Aug 19 on benefits of teaching PT for consultants. Free for [#IPAPRSA](#) members; \$60 for other PRSA members [#solopr](#)



[SoloPR 2:01pm via TweetGrid.com](#)

RT [@jgombita](#): A5. Topic relevance and timeliness. Location. Price. (Looking forward to several [@jsource](#) events this fall.) [#solopr](#)



[SoloPR 2:01pm via TweetGrid.com](#)

RT [@dconconi](#): A5: mostly client industry events, great opp to think/learn like the client. Nothing just for me...yet. [#solopr](#)



[gomezdm 2:01pm via TweetDeck](#)

RT [@KristK](#): RT [@KeithTrivitt](#): intern guide from [@PRSA](#): <http://ow.ly/5ZYHS> Commentary here: <http://ow.ly/5ZYJq> [#solopr](#)



[SoloPR 2:00pm via TweetGrid.com](#)

RT @KristK: A5: @PRSA call Aug 19 on benefits of teaching PT for consultants. Free for #IPAPRSA members; \$60 for other PRSA members #solopr



[dconconi](#) 2:00pm via TweetChat

@SocialDani - definitely valuable to the client to know you understand their business and industry as well as they do. #solopr



[sophie180](#) 2:00pm via Twitter for Mac

RT @mdbarber: Networking, leadership & prof development are just 3 reasons to enter for a free pass to #PRSAIcon! <http://t.co/Ag2PTN5> #solopr



[KellyeCrane](#) 2:00pm via TweetDeck

BTW, #SMIATL sponsorships start at just \$250 & incl free pass(es). If you have rel client, DM me for info! #solopr (momentary pimping) :-)



[KristK](#) 2:00pm via TweetGrid.com

A5: @PRSA call Aug 19 on benefits of teaching part-time for consultants. Free for #IPAPRSA members; \$60 for other PRSA members #solopr



[mdbarber](#) 1:59pm via Twitter for Mac

Networking, leadership & prof development are just 3 reasons to enter for a free pass to #PRSAIcon! <http://t.co/Ag2PTN5> #solopr



[SocialDani](#) 1:59pm via web

@dconconi I'm happy you confirmed that idea. I have a client going 2 their "IT" industry event this fall. I've considered attending. #SoloPR



[jgombita](#) 1:59pm via TweetChat

[@KellyeCrane](#) agreed. Or too many "panels" of so-called experts who come unprepared and talk off the top of their heads. Blather. [#solopr](#)



[CarouselPR](#) 1:58pm via TweetDeck

RT [@balcomagency](#): So glad! RT [@amynolanapr](#): Thanks! www.tweetdoc.org worked great & created a nice looking pdf file that I can share with my client. [#solopr](#)



[SoloPR](#) 1:57pm via TweetGrid.com

Sounds cool! RT [@BlueprintCG_PR](#): A5: I'm attendign Hispana Leadership Summit in Sept in Miami [#solopr](#)



[KellyeCrane](#) 1:57pm via TweetDeck

A5: One thing I'm doing, is making sure events don't feature exec talking heads. Titles impressive, presos often not. [#solopr](#)



[BlueprintCG_PR](#) 1:56pm via TweetDeck

A5: I'm attendign Hispana Leadership Summit in Sept in Miami [@mdbarber](#) [@KellyeCrane](#) [#solopr](#)



[CarouselPR](#) 1:56pm via web

A5: Great conference in my line of work is coming up in October - The Amsterdam Dance Event [@ADE_NL](#) <http://t.co/h8A4CFr> [@SoloPR](#) [#solopr](#)



[dconconi](#) 1:56pm via [TweetChat](#)

A5: mostly client industry events, great opp to think/learn like the client. Nothing just for me...yet. [#solopr](#)



[MarketingMel](#) 1:56pm via [TweetDeck](#)

@[SoloPR](#) Thanks for the RT. Would love to have a [#soloPR](#) meetup in [#Boston](#) at [#Hubspot](#) in Sept.



[KristK](#) 1:56pm via [TweetGrid.com](#)

RT @[mdbarber](#): A5 [#PRSAicon](#): Great networking and professional development opp'y. Orlando this year. <http://www.prsa.org/Conferences> [#solopr](#)



[SoloPR](#) 1:55pm via [TweetGrid.com](#)

RT @[mdbarber](#): A5 -- [#PRSAicon](#)-- Great networking and professional development opp'y. Orlando this yr <http://www.prsa.org/Conferences> [#solopr](#)



[balcomagency](#) 1:55pm via [TweetDeck](#)

So glad! RT @[amynolanapr](#): Thanks! www.tweetdoc.org worked great & created a nice looking pdf file that I can share with my client. [#solopr](#)



[jgombita](#) 1:55pm via [TweetChat](#)

A5. Topic relevance and timeliness. Location. Price. (Looking forward to several @[jsource](#) events this fall.) [#solopr](#)



[dconconi](#) 1:55pm via [TweetChat](#)

does anyone still go?RT @KellyeCrane: A5: I just dont understand conferences that cost thousands of dollars these days. Too pricey! [#solopr](#)



[SoloPR](#) 1:55pm via [TweetGrid.com](#)

RT @MarketingMel: A. 5 I'm going to [#Hubspot's #Inbound](#) Marketing conf. in [#Boston](#) in Sept. Hope to see some of you there! [#solopr](#)



[KristK](#) 1:55pm via [TweetGrid.com](#)

A5: [#PR](#) conferences include @[SPRF2011](#) on Alabama beach and [#PRSAIcon](#) in Orlando. For networking mostly, but sessions are good too [#solopr](#)



[KellyeCrane](#) 1:54pm via [TweetDeck](#)

A5: I just don't understand conferences that cost thousands of dollars these days. Too pricey! [#solopr](#)



[mdbarber](#) 1:54pm via [TweetChat](#)

A5 -- [#PRSAIcon](#)-- Great networking and professional development opp'y. Orlando this year. <http://www.prsa.org/Conferences> [#solopr](#)



[CarouseIPR](#) 1:54pm via [TweetGrid.com](#)

RT @SoloPR: Q5: What events are you doing to this fall? How do you choose? [#solopr](#)



[KellyeCrane](#) 1:53pm via [TweetDeck](#)

A5: I'm actually working w/a great social media event in ATL area, 9/6-17: smiatl.com. SMISpeak code makes it \$128, which is key! [#solopr](#)



[stlpr](#) 1:53pm via web

A1. [#solopr](#) By speaking negatively of others -- u or your clients -- you encourage unethical behavior. Translates to client's sales process



[MarketingMel](#) 1:53pm via TweetDeck

A. 5 I'm going to [#Hubspot's #Inbound](#) Marketing conf. in [#Boston](#) in Sept. Hope to see some of you there! [#soloPR](#)



[TShryerPR](#) 1:53pm via TweetGrid.com

@[karensxim](#) I called them yesterday to set up a demo. [#solopr](#)



[3HatsComm](#) 1:53pm via TweetChat

A5 T-minus 8 weeks until my vacation this October. :-)
[#solopr](#)



[TShryerPR](#) 1:53pm via TweetGrid.com

@[karensxim](#) I called them yesterday to set up a demo [#solopr](#)



[maguzzy](#) 1:52pm via HootSuite

RT @[mdbarber](#): RT @[SoloPR](#): Q5: What events are you doing to this fall? How do you choose? [#solopr](#)



[karenswim](#) 1:52pm via [TweetChat](#)

@[TShryerPR](#) I did a demo with them last year & liked their sales people better than other svcs [#solopr](#)



[KristK](#) 1:52pm via [TweetGrid.com](#)

RT @[SoloPR](#): Q5: What events are you going to this fall? How do you choose? [#solopr](#)



[SocialDani](#) 1:52pm via [web](#)

@[BlueprintCG_PR](#) I second that. I've actually never stumbled across @[MyMediaInfo](#) [#solopr](#)



[mdbarber](#) 1:52pm via [TweetChat](#)

RT @[SoloPR](#): Q5: What events are you doing to this fall? How do you choose? [#solopr](#)



[CarouselPR](#) 1:52pm via [TweetDeck](#)

RT @[BlueprintCG_PR](#): I'm clueless about @[MyMediaInfo](#). How is it used? What's its value compared to the others? [#solopr](#)



[dconconi](#) 1:52pm via [TweetChat](#)

RT @[SoloPR](#): Q5: What events are you doing to this fall? How do you choose? [#solopr](#)



[MarketingMel](#) 1:52pm via [TweetDeck](#)

@[jgombita](#) Thanks. My intern is here! She was a [#PR](#) award winner in Jr. college. Look for stars! A rising tide lifts all boats [#soloPR](#)



[karenswim](#) 1:52pm via TweetChat

RT @SoloPR: Q5: What events are you going to this fall? How do you choose? [#solopr](#)



[TShryerPR](#) 1:51pm via TweetGrid.com

shoe leather: thumbs up. a client wants to use mymediainfo. Im not familiar with it. [#solopr](#)



[SoloPR](#) 1:51pm via TweetGrid.com

Q5: What events are you doing to this fall? How do you choose? [#solopr](#)



[KristK](#) 1:51pm via TweetGrid.com

RT @jgombita: Ask "What is the most up-to-date thing they taught you in school in regards to PR--can you implement it?" [#solopr](#)



[SoloPR](#) 1:51pm via TweetGrid.com

LI Group link: bit.ly/Nf4sw RT @karenswim: A4: There was a discussion & offer to partner on the SoloPR LI Group about @MyMediaInfo [#solopr](#)



[jgombita](#) 1:50pm via TweetChat

@MarketingMel I'm jealous that your rock star intern Sarah & you are meeting F2F, when I have yet to! xo <http://t.co/3ZI3BHW> [#solopr](#)



[SocialDani](#) 1:50pm via TweetDeck

The non-profit event is one of the annual pro-bono projects from the agency. Everyone wins. [#SoloPR](#)



[KristK](#) 1:50pm via [TweetGrid.com](#)

RT @[KeithTrivitt](#): intern guide from @[PRSA](#): <http://ow.ly/5ZYHS> Commentary here: <http://ow.ly/5ZYJq> [#solopr](#)



[dconconi](#) 1:49pm via [TweetChat](#)

RT @[KristK](#): A4: Each service is different and has pros/cons. Sharing is better than making choice based solely on cost. [#solopr](#)



[BlueprintCG_PR](#) 1:49pm via [TweetDeck](#)

I'm clueless about @[MyMediaInfo](#). How is it used? What's its value compared to the others? [#solopr](#)



[3HatsComm](#) 1:49pm via [TweetChat](#)

RT @[KellyeCrane](#): A4: I don't use a media information service currently. Have my own lists built w/shoe leather. :-)<And Google. :) [#solopr](#)



[SoloPR](#) 1:49pm via [TweetGrid.com](#)

RT @[KristK](#): A4: Each service is different and has pros/cons. Sharing is better than making choice based solely on cost. [#solopr](#)



[SoloPR](#) 1:49pm via [TweetGrid.com](#)

Pics please :-)< RT @[KristK](#): A3: I carried a tripod for a TV crew for free most of one summer, but the experience was worth it. [#solopr](#)



[KristK](#) 1:49pm via [TweetGrid.com](#)

A4: Each service is different and has pros/cons. Sharing is better than making choice based solely on cost. [#solopr](#)



[SocialDani](#) 1:49pm via [TweetDeck](#)

From a larger agency: Intern headed a local non-profit's PR 4 an event. Full project experience, while offering admin help. [#SoloPR](#)



[mbarber](#) 1:48pm via [TweetChat](#)

Not what I was referring to but good start RT [@KeithTrivitt](#): [@jgombita](#) <http://ow.ly/5ZYHS> Commentary here: <http://ow.ly/5ZYJq> [#solopr](#)



[jgombita](#) 1:47pm via [web](#)

[@KeithTrivitt](#) thanks, pal. Hope you didn't have to "run" to get it! (inside joke). [#solopr](#)



[KellyeCrane](#) 1:47pm via [TweetDeck](#)

A4: I don't use a media information service currently. Have my own lists built w/shoe leather. :-) [#solopr](#)



[mbarber](#) 1:47pm via [TweetChat](#)

[@KeithTrivitt](#) That's actually newer & not as thorough. There was one done in 2007...when I was on the Board. But this does help. [#solopr](#)



[karensim](#) 1:47pm via [TweetChat](#)

A4: There was a discussion thread & offer to partner on the SoloPR LinkedIn Group about @[MyMediaInfo](#) [#solopr](#)



[jgombita](#) 1:47pm via TweetChat

A star! RT @[KeithTrivitt](#): is this the @[PRSA](#) intern guide you're talking about? <http://ow.ly/5ZYHS>
Commentary here: <http://ow.ly/5ZYJq> [#solopr](#)



[CarouselPR](#) 1:46pm via web

@[SoloPR](#) @[KellyeCrane](#) I'm not familiar with Virtual Assistant but it sounds nice! I could use one for sure as a 1 woman operation [#solopr](#)



[MarketingMel](#) 1:46pm via web

A. 3 [#soloPR](#) Here we are the @[MarketingMel](#) team. My rock star intern Sarah & I have planning mtg 2mrw! <http://t.co/3ZI3BHW>



[TShryerPR](#) 1:46pm via TweetGrid.com

RT @[SoloPR](#): Q4 is from @[Tshryerpr](#) - feel free to DM her if you'd prefer to share feedback confidentially [#solopr](#)



[SoloPR](#) 1:46pm via TweetGrid.com

Q4 is from @[Tshryerpr](#) - feel free to DM her if you'd prefer to share feedback confidentially [#solopr](#)



[KeithTrivitt](#) 1:46pm via HootSuite

@[jgombita](#) @[mdbarber](#) is this the @[PRSA](#) intern guide you're talking about? <http://ow.ly/5ZYHS>
Commentary here: <http://ow.ly/5ZYJq> [#solopr](#)



[SocialDani](#) 1:46pm via web

@[jenzings](#) Yes. I admire schools/departments that take the extra steps to consider the value of the internship to the student. [#SoloPR](#)



[jgombita](#) 1:45pm via TweetChat

@[KristK](#) you could also ask them: What is the most up-to-date thing they taught you in school in regards to PR--can you implement it? [#solopr](#)



[KristK](#) 1:45pm via TweetGrid.com

A3: I carried a tripod for a TV crew for free most of one summer, but the experience was worth it. [#solopr](#)



[3HatsComm](#) 1:45pm via TweetChat

RT @[SocialDani](#): A3. Take time to put together a plan for intern. Things they'll learn, experience. Should be mutually beneficial. [#solopr](#)



[TShryerPR](#) 1:45pm via TweetGrid.com

RT @[karensxim](#): RT @[SoloPR](#): Q4: Has anyone used MyMediaInfo? Thoughts? Any other similar svc youd recommend? [#solopr](#)



[mndbarber](#) 1:45pm via TweetChat

RT @[SoloPR](#): Q4: Has anyone used MyMediaInfo? Thoughts? Any other similar svc youd recommend? [#solopr](#)



[dconconi](#) 1:45pm via TweetChat

RT @SoloPR: Q4: Has anyone used MyMediaInfo? Thoughts? Any other similar svc youd recommend? [#solopr](#)



[karenskim](#) 1:45pm via TweetChat

RT @SoloPR: Q4: Has anyone used MyMediaInfo? Thoughts? Any other similar svc youd recommend? [#solopr](#)



[dconconi](#) 1:45pm via TweetChat

still have to be very careful with how you word it RT @jgombita: @MikeLesczinski [#solopr](#)



[SoloPR](#) 1:44pm via TweetGrid.com

Q4: Has anyone used MyMediaInfo? Thoughts? Any other similar svc you'd recommend? [#solopr](#)



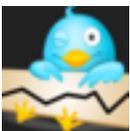
[KristK](#) 1:44pm via TweetGrid.com

A3: Have specific tasks that you can train them to do with minimal supervision. Projects for their portfolio, interview, resume [#solopr](#)



[jgombita](#) 1:44pm via TweetChat

Get them to "sell" their value/worth 2 RT @KristK: A3: Have a hiring process to assess their skills. Look for more than a warm body. [#solopr](#)



[statweestics](#) 1:44pm via Statweestics

[#solopr](#) is getting popular, +800% the last hour : <http://statweestics.com/105190/>



[jenzings](#) 1:44pm via [TweetDeck](#)

Adding to [@SocialDani](#) point: sometimes you will be required to pull together a plan b4 the school will match an intern. [#soloPR](#)



[jgombita](#) 1:43pm via [TweetChat](#)

[@MikeLesczinski](#) interesting, you are the only one who dared put forth this view: Yes. Negative is fine if it is truth. [#solopr](#)



[BlueprintCG_PR](#) 1:43pm via [TweetDeck](#)

Great IRS tip about interns. I would get the same rules about 1099 employees would apply to interns [@sophie180](#) [@KristK](#): [#solopr](#)



[sophie180](#) 1:43pm via [TweetGrid.com](#)

RT [@KristK](#): A3: Think of former interns as future colleagues -- some of mine were student rock stars then and pro rock stars now. [#solopr](#)



[SoloPR](#) 1:43pm via [TweetGrid.com](#)

Very sage advice on Q3. Q4 is coming up... [#solopr](#)



[CarouselPR](#) 1:43pm via [TweetDeck](#)

RT [@SocialDani](#): A3. Take time to put together a plan for your intern. Things they'll learn, experience, etc. This should be mutually beneficial. [#SoloPR](#)



[mdbarber](#) 1:43pm via [TweetChat](#)

RT @[SocialDani](#): A3. Take time to put together a plan for your intern. Things they'll learn, experience, etc; s/b mutually beneficial. [#solopr](#)



[KristK](#) 1:43pm via [TweetGrid.com](#)

A3: Have a hiring process to assess their skills. Look for more than a warm body. [#solopr](#)



[jgombita](#) 1:42pm via [TweetChat](#)

@[smartyants](#) interns! MT @[MarketingMel](#): I have a great intern who was w/ me last year too. Look for a star! I only want [#smarties](#). [#solopr](#)



[SoloPR](#) 1:42pm via [TweetGrid.com](#)

Yes! RT @[KristK](#): A3: Think of former interns as future colleagues- some of mine were student rock stars then and pro rock stars now. [#solopr](#)



[dconconi](#) 1:42pm via [TweetChat](#)

RT @[KristK](#): A3: Think of former interns as future colleagues -- some of mine were student rock stars then and pro rock stars now. [#solopr](#)



[SocialDani](#) 1:42pm via [TweetDeck](#)

A3. Take time to put together a plan for your intern. Things they'll learn, experience, etc. This should be mutually beneficial. [#SoloPR](#)



[CherriPRBuzz](#) 1:42pm via [TweetChat](#)

RT [@karensxim](#): A2: Take some time away, even a day to recharge & assess if you need to change direction [#solopr](#)



[KristK](#) 1:42pm via [TweetGrid.com](#)

A3: Think of former interns as future colleagues -- some of mine were student rock stars then and pro rock stars now. [#solopr](#)



[SoloPR](#) 1:41pm via [TweetGrid.com](#)

RT [@SocialDani](#): A3. Contact the school's career services dept. Usually there is a biz-friendly site to post internship positions [#solopr](#)



[sophie180](#) 1:41pm via [TweetGrid.com](#)

RT [@KristK](#): A3: Know the IRS rules for paying interns -- if you bill their time, etc., it's illegal not to pay them. [#solopr](#)



[MikeLesczinski](#) 1:41pm via [TweetChat](#)

Yes. Negative is fine if it is truth. [@SoloPR](#) Q1: Would you ever advise a client to blog negatively about a person or competitor? [#solopr](#)



[MarketingMel](#) 1:41pm via [TweetDeck](#)

[@SoloPR](#) A. 1 I have a great intern who was w/ me last year too. Look for a star! I only want the [#smarties](#). [#soloPR](#)



[mdbarber](#) 1:41pm via TweetChat

@[jgombita](#) Good point. I just emailed a board colleague who worked on it. Hoping she can find. [#solopr](#)



[sophie180](#) 1:40pm via web

Make sure they're reliable, not flaky on deadlines. RT @[mdbarber](#) @[KellyeCrane](#): A3: For admin help, look into Virtual Assistant (VA). [#solopr](#)



[SocialDani](#) 1:40pm via TweetDeck

A3. Also contact the department head. Discuss the type of student you're seeking. They probably have a great student on their radar. [#SoloPR](#)



[MikeLesczinski](#) 1:40pm via TweetChat

RT @[KellyeCrane](#): A3: I will say that many students today are quite sophisticated, and you may be surprised by the value of an intern [#solopr](#)



[RockPolishPR](#) 1:40pm via TwitBird

Never. It's not ethical. RT @[SoloPR](#) Q1: Would you ever advise a client to blog negatively about a person or competitor? [#solopr](#)



[KristK](#) 1:40pm via TweetGrid.com

A3: Contact college dept and find out about intern requirements, class credit. Some schools are strict. [#solopr](#)



[mdbarber](#) 1:40pm via TweetChat

Good point! RT @KristK: A3: Know the IRS rules for paying interns -- if you bill their time, etc., its illegal not to pay them. [#solopr](#)



[jgombita](#) 1:40pm via TweetChat

@mdbarber maybe @keithtrivitt is around and can locate the @prsa internship guide. [#solopr](#)



[KellyeCrane](#) 1:40pm via TweetDeck

A3: I will say that many students today are quite sophisticated, and you may be surprised by the value of an intern! [#solopr](#)



[dconconi](#) 1:40pm via TweetChat

RT @jgombita: A3: @mdbarber has grt post on [#solopr](#) blog: PR Interns or Assistants – Which is Right for You? <http://bit.ly/a8LcOd> [#solopr](#)



[socialitestatus](#) 1:40pm via web

RT @CarouselPR: A3: Remember an intern's priority is to gain experience. Timing is less important than creating a productive learning environment [#solopr](#)



[CarouselPR](#) 1:39pm via web

A3: Remember an intern's priority is to gain experience. Timing is less important than creating a productive learning environment [#solopr](#)



[KristK 1:39pm via TweetGrid.com](#)

A3: Know the IRS rules for paying interns -- if you bill their time, etc., it's illegal not to pay them. [#solopr](#)



[jenzings 1:39pm via TweetDeck](#)

Yes. This. RT @[KellyeCrane](#): A3: Know how much time u have to mentor. If u just want admin help, look into a Virtual Assistant (VA). [#solopr](#)



[SocialDani 1:39pm via TweetDeck](#)

A3. Contact the school's career services dept. Usually there is a biz-friendly site to post internship positions 4 students' review. [#soloPR](#)



[jgombita 1:39pm via TweetChat](#)

A3: @[mdbarber](#) did a great post on this on the [#solopr](#) blog: PR Interns or Assistants – Which is Right for You? <http://bit.ly/a8LcOd> [#solopr](#)



[KristK 1:38pm via TweetGrid.com](#)

RT @[KellyeCrane](#): A3: Know how much time you have to mentor. If you want admin help, look into a Virtual Assistant (VA) [#solopr](#)



[dconconi 1:38pm via TweetChat](#)

RT @[KellyeCrane](#): A3: Know how much time you have to mentor. If you just want admin help, look into a Virtual Assistant (VA). [#solopr](#)



[mdbarber](#) 1:38pm via TweetChat

AMEN! RT @[KellyeCrane](#): A3: Know how much time you have to mentor. If you just want admin help, look into a Virtual Assistant (VA). [#solopr](#)



[karens swim](#) 1:38pm via TweetChat

RT @[sophie180](#): Find an intern you WANT to mentor. If competent & inspired will be value-added. [#solopr](#)



[KellyeCrane](#) 1:38pm via TweetDeck

A3: Know how much time you have to mentor. If you just want admin help, look into a Virtual Assistant (VA). [#solopr](#)



[mdbarber](#) 1:38pm via TweetChat

A3 -- I believe PRSA has an internship guide as well. Trying to locate it online. Will tweet later if I need to do so. [#solopr](#)



[KristK](#) 1:38pm via TweetGrid.com

RT @[SoloPR](#): Q3: Im interested in working with an intern. Is it too late to get one for the fall? Things I should know? [#solopr](#)



[jgombita](#) 1:37pm via TweetChat

@[KellyeCrane](#) @[mdbarber](#) permission to pimp a direct link.... [#solopr](#)



[mdbarber](#) 1:37pm via [TweetChat](#)

@[KellyeCrane](#) Thanks. You found it before I could. [#solopr](#)



[sophie180](#) 1:37pm via [TweetDeck](#)

RT @[KellyeCrane](#): A3: .@[mdbarber](#) did a great post on this on the [#solopr](#) blog: <http://bit.ly/a8LcOd>



[SoloPR](#) 1:37pm via [TweetGrid.com](#)

RT @[ManuelaDC](#): @[karensxim](#) It's not too late to get an intern for the fall. Students (like me) are ALWAYS looking for opportunities [#solopr](#)



[mdbarber](#) 1:37pm via [TweetChat](#)

Good point! RT @[sophie180](#): Find an intern you WANT to mentor. If competent & inspired will be value-added. [#solopr](#)



[BlueprintCG_PR](#) 1:37pm via [TweetDeck](#)

@[sophie180](#) Great advice. Interns should not be looked at as the 'help.' Find one u can mentor & nurture [#solopr](#)



[KristK](#) 1:37pm via [TweetGrid.com](#)

@[3HatsComm](#) @[jgombita](#) @[commAMMO](#) Thanks for the lunch ideas. LOL. [#solopr](#)



[dconconi](#) 1:36pm via [TweetChat](#)

RT @KristK: A2: I advise new [#solopr](#) pros, build a business w clients youd want to work 4. If youre the boss, you better like ur job [#solopr](#)



[BlueprintCG_PR 1:36pm via TweetDeck](#)

@[SocialDani](#) I do it all the time...knowing what I know now, what would I do if I had to start from scratch & that's how u plan [#solopr](#)



[ManuelaDC 1:36pm via web](#)

@[karensuim](#) @[SoloPR](#) It's not too late to get an intern for the fall. Students (like me)are ALWAYS looking for opportunities like this [#solopr](#)



[KellyeCrane 1:36pm via TweetDeck](#)

A3: .@[mdbarber](#) did a great post on this on the [#solopr](#) blog: <http://bit.ly/a8LcOd>



[sophie180 1:36pm via web](#)

Find an intern you WANT to mentor. If competent & inspired will be value-added. Q3: Working with an intern. Things I should know? [#solopr](#)



[KristK 1:36pm via TweetGrid.com](#)

A2: I advise new [#solopr](#) pros -- build a business with clients you'd want to work for. If you're the boss, you better like your job



[BlueprintCG_PR 1:35pm via TweetDeck](#)

@[SocialDani](#) U should start the yr off w/ a strategic biz plan, check & balance w/ a quarterly review, & refine with mid-yr plan [#solopr](#)



[jgombita](#) 1:35pm via web

@[CommAMMO](#) you flirt with us for 30 minutes, then you jet off! Good to see you, if only for a bit, pal.
[#solopr](#)



[dariasteigman](#) 1:35pm via [TweetGrid.com](#)

RT @[SoloPR](#): Q3: I'm interested in working with an intern. Is it too late to get one for the fall? Things I should know? [#solopr](#)



[SocialDani](#) 1:35pm via [TweetDeck](#)

@[BlueprintCG_PR](#) I love that name. That's essentially what it was. lol [#SoloPR](#)



[mdbarber](#) 1:35pm via [TweetChat](#)

RT @[SoloPR](#): Q3: Im interested in working with an intern. Is it too late to get one for the fall? Things I should know? [#solopr](#)



[jgombita](#) 1:34pm via [TweetChat](#)

@[MarketingMel](#) good point. And not just [#solopr](#)...there's a TON of Twitter chats where person can engage with smart & interesting ppl [#solopr](#)



[TShryerPR](#) 1:34pm via [TweetGrid.com](#)

@[BlueprintCG_PR](#) moves to the top of my list! [#solopr](#)



[3HatsComm](#) 1:34pm via [TweetChat](#)

Wine, margarita or @commAMMO's martini all work for me. RT @jgombita: @KristK I vote for the patio. With a cold beverage. :-) #solopr



[SocialDani](#) 1:34pm via [TweetDeck](#)

RT @BlueprintCG_PR: I call that a mid-yr 'If I started from scratch' plan RT @SocialDani: Last month, I was unhappy w/ the direction of @diPRagency. #SoloPR



[BlueprintCG_PR](#) 1:34pm via [TweetDeck](#)

I call that a mid-yr 'If I started from scratch' plan RT @SocialDani: Last month, I was unhappy w/ the direction of @diPRagency. #SoloPR



[TShryerPR](#) 1:34pm via [TweetGrid.com](#)

thanks! RT @jgombita: @BlueprintCG_PR @TShryerPR not really biz book, but I was extremely taken w @elipariser's The Filter Bubble #solopr



[SoloPR](#) 1:33pm via [TweetGrid.com](#)

@ZeljanaALH So glad you could join us! #solopr



[socialitestatus](#) 1:33pm via [TweetDeck](#)

RT @KellyeCrane: A2: Also, is it time to raise your rates? Sometimes we feel defeated when not being paid our worth. #solopr



[MarketingMel](#) 1:33pm via [TweetDeck](#)

A. 2 Wonder if this person who needs his/her mojo back is #soloPR? Maybe they need to be. No shortness of #entrepreneur mojo!



[SoloPR](#) 1:33pm via [TweetGrid.com](#)

@[SocialDani](#) Good for you! Seeing the need for re-adjustment is half the battle. [#solopr](#)



[CarouseIPR](#) 1:33pm via [TweetGrid.com](#)

RT @[SoloPR](#): Q3: I'm interested in working with an intern. Is it too late to get one for the fall? Things I should know? [#solopr](#)



[dconconi](#) 1:33pm via [TweetChat](#)

RT @[SoloPR](#): Q3: Im interested in working with an intern. Is it too late to get one for the fall? Things I should know? [#solopr](#)



[tronise](#) 1:33pm via [TweetDeck](#)

RT @[KellyeCrane](#): A2: Also, is it time to raise your rates? Sometimes we feel defeated when not being paid our worth. [#solopr](#)



[jgombita](#) 1:33pm via [TweetChat](#)

@[KristK](#) I vote for the patio. With a cold beverage. :-) [#solopr](#)



[karens swim](#) 1:33pm via [TweetChat](#)

RT @[SoloPR](#): Q3: Im interested in working with an intern. Is it too late to get one for the fall? Things I should know? [#solopr](#)



[BlueprintCG PR](#) 1:33pm via [TweetDeck](#)

@TShryerPR A solo practitioner should not operate/appear as solo if you're building a breakthrough company #solopr



ZeljanaALH 1:33pm via Twitter for BlackBerry®

Need to run, its been great to chat with you, see you soon from #dubrovnik #solopr #travel enjoy rest of day/evening



SoloPR 1:33pm via TweetGrid.com

Q3: I'm interested in working with an intern. Is it too late to get one for the fall? Things I should know? #solopr



CarouseIPR 1:32pm via web

love this! agreed @CommAMMO A2: Learn something new, talk to someone new, go to a new conference or meeting, have new martini #solopr



BlueprintCG_PR 1:32pm via TweetDeck

@TShryerPR that Million Dollar Consulting book is a complete paradigm shift #solopr



jgombita 1:32pm via TweetChat

@BlueprintCG_PR @TShryerPR not really biz book, but I was extremely taken w @elipariser's The Filter Bubble re personalization in SM #solopr



SocialDani 1:32pm via TweetDeck

Last month, I was unhappy w/ the direction of @diPRagency. I reviewed my biz plan & changed a few things 2 get back 2 MY vision. #SoloPR



[BlueprintCG_PR 1:32pm via TweetDeck](#)

@[KellyeCrane](#) I read a powerful book that speaks specifically on raising rates. It should be a part of ur growth strategy [#solopr](#)



[SoloPR 1:32pm via TweetGrid.com](#)

Loving these ideas! Q3 is coming up... [#solopr](#)



[karensxim 1:31pm via TweetChat](#)

Good point! RT @[KellyeCrane](#): A2: Also, is it time to raise your rates? Sometimes we feel defeated when not being paid our worth. [#solopr](#)



[BlueprintCG_PR 1:31pm via TweetDeck](#)

We lose our mojo b/c of too much mental clutter...trying to do all, be all. Get in a routine to declutter. For me it's working out [#solopr](#)



[TShryerPR 1:31pm via TweetGrid.com](#)

@[BlueprintCG_PR](#) writing these down as fast as I can. [#solopr](#)



[dconconi 1:31pm via TweetChat](#)

hmm...RT @[KellyeCrane](#): A2: Also, is it time to raise your rates? Sometimes we feel defeated when not being paid our worth. [#solopr](#)



[sophie180 1:31pm via web](#)

Love these answers: professional development through conferences, networking, reading. Q2: Bored? How to get back that [#PR](#) mojo [#solopr](#)



[karensim](#) 1:31pm via [TweetChat](#)

@[CommAMMO](#) Great to see you! Cheers for now! [#solopr](#)



[TShryerPR](#) 1:31pm via [TweetGrid.com](#)

@[dconconi](#) wishing i had a cottage! [#solopr](#)



[KristK](#) 1:31pm via [TweetGrid.com](#)

A2: For change of scenery, I used to sit on other side of desk or move to conference room. Now it's dining room or patio. [#solopr](#)



[jgombita](#) 1:31pm via [TweetChat](#)

@[CommAMMO](#) @[akenn](#) Sean is like an elixir himself--very positive energy and up-beat. Appreciative of people around him. [#solopr](#)



[mdbarber](#) 1:30pm via [TweetChat](#)

Important distinction. RT @[KristK](#): A2: Is the problem business-related or is it you? [#solopr](#)



[KellyeCrane](#) 1:30pm via [TweetDeck](#)

A2: Also, is it time to raise your rates? Sometimes we feel defeated when not being paid our worth. [#solopr](#)



[SocialDani](#) 1:30pm via [TweetDeck](#)

I just wrote a blog post on tips for if it's a short-term problem. Seven Ways to Escape a Stressful Work Day
<http://dipr.us/fMKVS> [#SoloPR](#)



[CommAMMO](#) 1:30pm via [TweetChat](#)

Gotta jet folks - nice to see you all. Cheers for now! [#solopr](#)



[mbarber](#) 1:30pm via [TweetChat](#)

Coffee shops are good for jump starts. RT [@KellyeCrane](#): A2: Sometimes working from a different location can jump start the mojo. [#solopr](#)



[dconconi](#) 1:30pm via [TweetChat](#)

YES! Like the cottage? RT [@KellyeCrane](#): A2: Sometimes working from a different location can jump start the mojo. [#solopr](#)



[BlueprintCG_PR](#) 1:30pm via [TweetDeck](#)

Currently reading Selling to Big Companies RT [@TShryerPR](#): [@BlueprintCG_PR](#) what's the last great biz book you read? [#solopr](#)



[CommAMMO](#) 1:29pm via [TweetChat](#)

RT [@jgombita](#): A2. Is it really the work you are bored with? Or is it other aspects of your life you are unhappy about? [#solopr](#)



[dariasteigman](#) 1:29pm via TweetDeck

Great point! Need to assess this too. RT @[KristK](#): A2: Is the problem business-related or is it you? [#solopr](#)



[BlueprintCG_PR](#) 1:29pm via TweetDeck

Million Dollar Consulting by Alan Weiss was powerful RT @[TShryerPR](#): @[BlueprintCG_PR](#) what's the last great biz book you read? [#solopr](#)



[KellyeCrane](#) 1:29pm via TweetDeck

A2: Sometimes working from a different location can jump start the mojo. [#solopr](#)



[karensxim](#) 1:29pm via TweetChat

@[BlueprintCG_PR](#) Ha, that is my daily drug of choice :-)
[#solopr](#)



[KristK](#) 1:29pm via TweetGrid.com

A2: Is the problem business-related or is it you? [#solopr](#)



[dariasteigman](#) 1:29pm via TweetDeck

Me too, and a good poin about breaking up the day. RT @[BlueprintCG_PR](#) A good workout helps me clear my lungs & recharge my mind [#solopr](#)



[karensxim](#) 1:29pm via TweetChat

RT @jgombita: Is it really the work you are bored with? Or other aspects of your life u are unhappy about? (Transferring emotions.) #solopr



[amynolanapr](#) 1:28pm via TweetDeck

@balcomagency Thanks! www.tweetdoc.org worked great and created a nice looking pdf file that I can share with my client. #solopr



[mdbarber](#) 1:28pm via TweetChat

A2 - Meet with another pro and exchange ideas about each other's job, or another business problem. #solopr



[CommAMMO](#) 1:28pm via TweetChat

@akenn I'm an ENFP (Myers-Briggs) - people are restorative 4 me. #solopr



[jenzings](#) 1:28pm via TweetDeck

Imp. distinction! RT @jgombita: A2. Is it really the work you are bored w/? Or other aspects of your life you are unhappy about? #solopr



[BlueprintCG_PR](#) 1:28pm via TweetDeck

@karenskim A good workout helps me clear my lungs & recharge my mind #solopr



[ZeljanaALH](#) 1:28pm via Twitter for BlackBerry®

Getting really busy busy, not time to think much :) hoping the crisis will end soon :) #solopr and of course, add some shopping to it :)



[3HatsComm](#) 1:28pm via [TweetChat](#)

RT @[dariasteigman](#): Q2 Assess the problem: is it burn out, boring work, uninspired projects, etc.? [#solopr](#)



[SoloPR](#) 1:28pm via [TweetGrid.com](#)

That's what I'm talkin' about! :-) RT @[elmayuga](#): A2 - How can one be bored on a Wednesday when the [#solopr](#) chat is live?



[TShryerPR](#) 1:28pm via [TweetGrid.com](#)

@[BlueprintCG_PR](#) what's the last great biz book you read? [#solopr](#)



[karensxim](#) 1:28pm via [TweetChat](#)

RT @[KristKvia](#) @[jenzings](#): 1st step away and identify whats boring? The client, the approach, etc. Cant fix until examine critically [#solopr](#)



[dariasteigman](#) 1:28pm via [TweetDeck](#)

@[jgombita](#) Great point. Reading (fiction, offline) was a total change of pace. [#soloPR](#)



[elmayuga](#) 1:27pm via [HootSuite](#)

RT @[kellycrane](#): A2: When in a funk, I start thinking about what it is I *want* to be doing. Then figure out how to do it! [#solopr](#) AGREED!



[jgombita](#) 1:27pm via [TweetChat](#)

A2. Is it really the work you are bored with? Or is it other aspects of your life you are unhappy about? (Transferring emotions.) [#solopr](#)



[CarouselPR](#) 1:27pm via [TweetGrid.com](#)

RT [@SoloPR](#): Q2: I'm bored with my current work and feeling burned out. How do I get the mojo back? [#solopr](#)



[channelmpr](#) 1:27pm via [HootSuite](#)

Take a break->RT [@commammo](#): RT [@SoloPR](#): Q2: Im bored with my current work and feeling burned out. How do I get the mojo back? [#solopr](#)



[sophie180](#) 1:27pm via [web](#)

Brainstorm! New biz opps or that new BIG idea. RT [@SoloPR](#): Q2: Bored w/ current work, feeling burned out. How to get the mojo back? [#solopr](#)



[CommAMMO](#) 1:27pm via [TweetChat](#)

RT [@jenzings](#): A2: first, step away, identify the problem--whats boring? The client, the approach, etc. Cant fix w/o exam critically. [#solopr](#)



[karensim](#) 1:27pm via [TweetChat](#)

[@BlueprintCG_PR](#) Sometimes that helps me but when I have been really lost, disconnecting completely allowed me to get my groove back [#solopr](#)



[SoloPR](#) 1:27pm via [TweetGrid.com](#)

Like it! RT [@CommAMMO](#): A2: Learn something new, talk to someone new, go to a new conference or meeting, have a new martini... ;-) [#solopr](#)



[akenn](#) 1:27pm via [TweetChat](#)

Agree with [@CommAMMO](#) about talking to someone new - always a good way to gain new perspective
[#solopr](#)



[BlueprintCG_PR](#) 1:27pm via [TweetDeck](#)

[@karensxim](#) A2. Always keep reading...it feeds the brain, gives insight, & points u to new directions
[#solopr](#)



[SoloPR](#) 1:27pm via [TweetGrid.com](#)

RT [@karensxim](#): A2: Take some time away,even a day to recharge & assess if you need to change direction
[#solopr](#)



[elmayuga](#) 1:26pm via [HootSuite](#)

A2 - How can one be bored on a Wednesday when the [#solopr](#) chat is live? If a consultant is bored, then they need 2 network with you fine ppl



[jgombita](#) 1:26pm via [TweetChat](#)

[@dariasteigman](#) where you read some "thrilling" books, as I recall (took you to a different world). :-)
[#solopr](#)



[KristK](#) 1:26pm via [TweetGrid.com](#)

RT [@jenzings](#): A2: first, step away and identify what's boring? The client, the approach, etc. Can't fix until examine critically [#solopr](#)



[dconconi](#) 1:26pm via TweetChat

A2. learn a new skill (eg. sm), take a mini break (or a long one), bring in a sub who you can teach (and learn from) [#solopr](#)



[REDMEDIAPR](#) 1:26pm via Echofon

A2 find what your passionate about and start dabbling ex I love wine but have no wine pr exp so cut my rate to get feet wet [#solopr](#)



[dariasteigman](#) 1:26pm via TweetDeck

+1 RT [@jenzings](#): A2: Step away and ID the problem--what's boring? Client, approach, etc. Can't fix until examine critically. [#soloPR](#)



[KellyeCrane](#) 1:26pm via TweetDeck

A2: When in a funk, I start thinking about what it is I *want* to be doing. Then figure out how to do it! [#solopr](#)



[akenn](#) 1:26pm via TweetChat

A2: sometimes "starting over" helps get juices flowing again. Look at your daily work with a fresh eye to see what else you could do [#solopr](#)



[CommAMMO](#) 1:26pm via TweetChat

[@jgombita](#) I like that too - having a kind heart is important. [#solopr](#)



[BlueprintCG_PR](#) 1:25pm via TweetDeck

@[karensxim](#) I get my mojo back by picking up a good business book on what I need insight on [#solopr](#)



[dariasteigman](#) 1:25pm via TweetDeck

Q2 Assess the problem: is it burn out, boring work, uninspired projects, etc.? [#solopr](#)



[jenzings](#) 1:25pm via TweetDeck

A2: first, step away and identify the problem--what's boring? The client, the approach, etc. Can't fix until examine critically. [#soloPR](#)



[CommAMMO](#) 1:25pm via TweetChat

A2: Learn something new, talk to someone new, go to a new conference or meeting, have a new martini...;-) [#solopr](#)



[jgombita](#) 1:25pm via web

@[CommAMMO](#) I so much prefer the term "mean-spirited" to the ugly ones that get bandied about, like "trolls" and "bullies." [#solopr](#)



[karensxim](#) 1:25pm via TweetChat

A2: Take some time away, even a day to recharge & assess if you need to change direction [#solopr](#)



[KristK](#) 1:25pm via TweetGrid.com

RT @SoloPR: Q2: I'm bored with my current work and feeling burned out. How do I get the mojo back?
[#solopr](#)



[dconconi](#) 1:25pm via [TweetChat](#)

RT @SoloPR: Q2: Im bored with my current work and feeling burned out. How do I get the mojo back?
[#solopr](#)



[dariasteigman](#) 1:25pm via [TweetDeck](#)

Q2. When was your last vacation? Just a few days off did wonders for me. [#solopr](#)



[CommAMMO](#) 1:24pm via [TweetChat](#)

RT @SoloPR: Q2: Im bored with my current work and feeling burned out. How do I get the mojo back?
[#solopr](#)



[socialitestatus](#) 1:24pm via [TweetDeck](#)

RT @SoloPR: Q2: I'm bored with my current work and feeling burned out. How do I get the mojo back?
[#solopr](#)<< great question!



[KristK](#) 1:24pm via [TweetGrid.com](#)

A1: I'd be tempted to steer 'em to Mom. "If you don't have anything nice to say..." [#solopr](#)



[mdbarber](#) 1:24pm via [TweetChat](#)

Great question: RT @SoloPR: Q2: Im bored with my current work and feeling burned out. How do I get the mojo back? [#solopr](#)



[karenswim](#) 1:24pm via [TweetChat](#)

RT @SoloPR: Q2: Im bored with my current work and feeling burned out. How do I get the mojo back? [#solopr](#)



[dariasteigman](#) 1:24pm via [TweetDeck](#)

Great Q. RT @SoloPR: Q2: I'm bored with my current work and feeling burned out. How do I get the mojo back? [#solopr](#)



[SoloPR](#) 1:24pm via [TweetGrid.com](#)

Q2: I'm bored with my current work and feeling burned out. How do I get the mojo back? [#solopr](#)



[BlueprintCG_PR](#) 1:23pm via [TweetDeck](#)

@[elmayuga](#) That is true but if ur competitor is one w/ high SEO I can see where negative post would generate traffic [#solopr](#)



[SoloPR](#) 1:23pm via [TweetGrid.com](#)

'Tis true RT @ZeljanaALH: @[jgombita](#) @[KristK](#) - would add- not even in life in general [#whatgoesaroundcomesaround](#) [#solopr](#)



[jgombita](#) 1:23pm via [web](#)

Brandida amiga! MT @[BlueprintCG_PR](#): U also be aware of high SEO of blog. -ve posts towards competitor will surely be seen by SEO [#solopr](#)



[karenswim](#) 1:23pm via TweetChat

Yes! RT @ZeljanaALH: @jgombita @KristK - would add- not even in life in general
[#whatgoesaroundcomesaround](#) [#solopr](#)



[dconconi](#) 1:22pm via TweetChat

RT @SoloPR: Q2 is coming up... [#solopr](#)



[mdbarber](#) 1:22pm via TweetChat

Good idea! RT @SoloPR: A1: Maybe clients who get hot under collar can be shown this chat transcript as
u help them cool down. :-) [#solopr](#)



[SoloPR](#) 1:22pm via TweetGrid.com

Q2 is coming up... [#solopr](#)



[ZeljanaALH](#) 1:22pm via Twitter for BlackBerry®

@jgombita @KristK - would add- not even in life in general [#whatgoesaroundcomesaround](#) [#solopr](#)



[SoloPR](#) 1:21pm via TweetGrid.com

A1: Maybe clients who get hot under the collar can be shown this chat transcript as you help them cool
down. :-) [#solopr](#)



[DiscoveringPR](#) 1:21pm via TweetDeck

Missing out on [#soloPR](#). Will have to catch up on tweets later. Hope everyone is enjoying the chat!



[forfeng](#) 1:21pm via [TweetDeck](#)

RT [@jenzings](#): A1: and remember that things can get taken out of context v. easily online-be very careful in wording. [#soloPR](#) (so true)



[elmayuga](#) 1:21pm via [HootSuite](#)

[@blueprintcg_pr](#) You would need a lot of negative blog posts to affect the your website's SEO in favor of the competitor's site [#soloPR](#)



[jgombita](#) 1:21pm via [web](#)

Esp. in PR RT [@KristK](#): Bad-mouthing competitors is no-win game. Negativity, name-calling, etc. doesn't even belong on playground. [#soloPR](#)



[CarouselPR](#) 1:20pm via [web](#)

[@SoloPR](#) thanks! in regards to Q1: I'd have to agree with most and say no. Professionalism goes a long way [#soloPR](#)



[mdbarber](#) 1:20pm via [TweetChat](#)

RT [@jenzings](#): A1: and remember that things can get taken out of context v. easily online-be very careful in wording. [#soloPR](#)



[jgombita](#) 1:20pm via [TweetChat](#)

Highlight good! RT [@ZeljianaALH](#): Agree with mostly everyone, absolutely no, bad karma and makes one look kind a pathetic [#soloPR](#) [#A1](#) [#soloPR](#)



[REDMEDIAPR 1:20pm via TweetGrid.com](#)

RT @[KristK](#): A1: Bad-mouthing competitors is a no-win game. Negativity, name-calling, etc. doesn't even belong on the playground. [#solopr](#)



[jenzings 1:19pm via TweetDeck](#)

A1: and remember that things can get taken out of context v. easily online-be very careful in wording. [#soloPR](#)



[SoloPR 1:19pm via TweetGrid.com](#)

Yes! RT @[BlueprintCG_PR](#): U also have to be aware of high SEO of blog. Negative posts towards competitor will surely be seen by SEO [#solopr](#)



[dconconi 1:19pm via TweetChat](#)

RT @[KellyeCrane](#): Of course, critical thinking can be an asset. Important to know the difference between critique and negativity. [#solopr](#)



[SocialDani 1:19pm via TweetGrid.com](#)

RT @[KristK](#): A1: Bad-mouthing competitors is a no-win game. Negativity, name-calling, etc. doesn't even belong on the playground. [#solopr](#)



[bikespoke 1:19pm via TweetChat](#)

RT @[jgombita](#): :-) RT @[KellyeCrane](#): Of course, critical thinking can be an asset. Important to know the difference between critique and negativity. [#solopr](#)



[karenskim](#) 1:19pm via TweetChat

@[TShryerPR](#) waving hello back :-) [#solopr](#)



[sophie180](#) 1:19pm via TweetDeck

RT @[KellyeCrane](#): A1: Of course, critical thinking can be an asset. Important to know the difference between critique and negativity. [#solopr](#)



[jgombita](#) 1:19pm via TweetChat

:-) RT @[KellyeCrane](#): Of course, critical thinking can be an asset. Important to know the difference between critique and negativity. [#solopr](#)



[BlueprintCG_PR](#) 1:19pm via TweetDeck

U also have to be aware of high SEO of blog. Negative posts towards competitor will surely be seen by SEO [#solopr](#)



[sophie180](#) 1:19pm via TweetChat

RT @[CommAMMO](#): RT @[KellyeCrane](#): A1: Of course, critical thinking can be an asset. Important to know the difference between critique and negativity. [#solopr](#)



[TShryerPR](#) 1:19pm via TweetGrid.com

@[karenskim](#) waving hello :) [#solopr](#)



[MarketingMel](#) 1:19pm via TweetDeck

@[mdbarber](#) Thanks and well said. The high road always wins out! [#soloPR](#)



[mdbarber](#) 1:18pm via [TweetChat](#)

RT @[KellyeCrane](#): A1: Of course, critical thinking can be an asset. Important to know the difference between critique and negativity. [#solopr](#)



[CommAMMO](#) 1:18pm via [TweetChat](#)

@[jgombita](#) agreed. [#solopr](#)



[MissRedgal](#) 1:18pm via [ÜberSocial for BlackBerry](#)

RT @[CherriPRBuzz](#): A1: never trash a competitor. It attracts negativity to you. [#solopr](#)



[elmayuga](#) 1:18pm via [TweetDeck](#)

RT @[KellyeCrane](#): A1: Of course, critical thinking can be an asset. Important to know the difference between critique and negativity. [#solopr](#)



[SoloPR](#) 1:18pm via [TweetGrid.com](#)

@[CarouselPR](#) Hello, and welcome to [#solopr](#)!



[CarouselPR](#) 1:18pm via [TweetGrid.com](#)

RT @[SoloPR](#): Q1: Would you ever advise a client to blog negatively about a person or competitor? [#solopr](#)



[karenswim](#) 1:18pm via [TweetChat](#)

Absolutely! RT @TShryerPR: Great to take a different point of view but no reason to attack, I say. [#solopr](#)



[dconconi](#) 1:18pm via TweetChat

RT @jgombita: @CommAMMO @SoloPR my (current) favourite term is being "mean-spirited." No professionalism in that. [#solopr](#)



[CommAMMO](#) 1:18pm via TweetChat

RT @KellyeCrane: A1: Of course, critical thinking can be an asset. Important to know the difference between critique and negativity. [#solopr](#)



[nonprofitjason](#) 1:18pm via TweetChat

RT @mdbarber: Good rule of thumb. RT @dariasteigman: My rule: Never put anything in writing you don't want everyone to see. [#solopr](#)



[KristK](#) 1:18pm via TweetGrid.com

A1: Bad-mouthing competitors is a no-win game. Negativity, name-calling, etc. doesn't even belong on the playground. [#solopr](#)



[jgombita](#) 1:18pm via TweetDeck

RT @dariasteigman: @jgombita (Q1b) Absolutely. My rule: Never put anything in writing you don't want everyone to see. [#solopr](#)



[KellyeCrane](#) 1:18pm via TweetDeck

A1: Of course, critical thinking can be an asset. Important to know the difference between critique and negativity. [#solopr](#)



[3HatsComm](#) 1:17pm via TweetChat

Agreed. Be a resource for customers, give them helpful examples instead. RT @[mdbarber](#): A1 highlight what your client does well. [#solopr](#)



[jgombita](#) 1:17pm via web

@[CommAMMO](#) @[SoloPR](#) my (current) favourite term is being "mean-spirited." No professionalism in that. [#solopr](#)



[mdbarber](#) 1:17pm via TweetChat

Good rule of thumb. RT @[dariasteigman](#): My rule: Never put anything in writing you don't want everyone to see. [#solopr](#)



[TShryerPR](#) 1:17pm via TweetGrid.com

Great to take a different point of view but no reason to attack, I say. [#solopr](#)



[ZeljanaALH](#) 1:17pm via Twitter for BlackBerry®

Agree with mostly everyone, absolutely no, bad karma and makes one look kind a pathetic [#solopr](#) [#A1](#)



[dariasteigman](#) 1:17pm via TweetDeck

@[dconconi](#) Less concerned about libel (that's a higher burden of proof), more about reputation. Lose that, you're screwed. [#solopr](#)



[mdbarber](#) 1:17pm via TweetChat

RT @BlueprintCG_PR: A1: Savvy consumers wont be too fond of company showing negativity towards competitor [#solopr](#)



[jgombita](#) 1:16pm via web

True re: commenters 2 RT @karensxim: Being negative about a competitor or person is not only bad form but makes you look petty too. [#solopr](#)



[CommAMMO](#) 1:16pm via TweetChat

@[jgombita](#) @[SoloPR](#) I'm also differentiating between being critical and being negative. [#solopr](#)



[mdbarber](#) 1:16pm via TweetChat

RT @KellyeCrane: A1: Lots of negativity out there, but what value is it actually providing? Easy to see why clients get confused. [#solopr](#)



[dariasteigman](#) 1:16pm via TweetDeck

@[jgombita](#) (Q1b) Absolutely. My rule: Never put anything in writing you don't want everyone to see. [#solopr](#)



[BlueprintCG_PR](#) 1:16pm via TweetDeck

A1: Saavy consumers wont be too fond of company showing negativity towards competitor [#solopr](#)



[dconconi](#) 1:16pm via TweetChat

Also have to be so careful about liable suits... [#solopr](#)



[KellyeCrane](#) 1:16pm via TweetDeck

A1: There is a lot of negativity out there, but what value is it actually providing? Easy to see why clients get confused. [#solopr](#)



[CarouselPR](#) 1:16pm via web

Carousel PR from Berlin Germany joining in on the [#solopr](#) discussion on [@twitter](#)



[mbarber](#) 1:15pm via TweetChat

Agree. High road gets you further. RT [@MarketingMel](#): [@SoloPR](#) A. 1 Never, never talk negatively about a person or competitor on [#sm](#) [#solopr](#)



[BlueprintCG_PR](#) 1:15pm via TweetDeck

A1: Dont give shine to competitors...ur value proposition should be such to where there's no comparison [#solopr](#)



[CommAMMO](#) 1:15pm via TweetChat

[@jgombita](#) [@SoloPR](#) it's an "it depends" thing - I am sharply critical of several firms on my blog, but not "trashing" them. [#solopr](#)



[jgombita](#) 1:15pm via TweetChat

Q1b. If you, on your personal blog, you are posting negative things, could that also reflect on your clients' perceptions of you? [#solopr](#)



[sophie180](#) 1:15pm via [TweetGrid.com](#)

RT @[SoloPR](#): RT @[SocialDani](#): A1. I can't think of a single reason to do so. Highlight things you do better. Leave negative language out. [#solopr](#)



[mndbarber](#) 1:15pm via [TweetChat](#)

RT @[KellyeCrane](#): A1: I think blogging is so easy, and in our voice, that its tempting to share opinions that are better left unsaid. [#solopr](#)



[dariasteigman](#) 1:14pm via [TweetDeck](#)

@[REDMEDIAPR](#) I usually have 1 fall per season. Then I remember to keep my focus on my feet. :)
[#solopr](#)



[SocialDani](#) 1:14pm via [TweetDeck](#)

Exactly. RT @[dariasteigman](#): Agree with @[SocialDani](#). Pointing fingers always backfires on you. Esp. when its in writing. [#solopr](#)



[jenzings](#) 1:14pm via [TweetDeck](#)

RT @[KellyeCrane](#): A1: I think blogging is so easy, and in our voice, that it's tempting to share opinions that are better left unsaid. [#solopr](#)



[jenzings](#) 1:14pm via [TweetDeck](#)

@[dariasteigman](#) Bingo, that's what I was trying to get at! [#soloPR](#)



[MarketingMel](#) 1:14pm via TweetDeck

@SoloPR A. 1 Never, never talk negatively about a person or competitor on [#sm](#) [#soloPR](#)



[KellyeCrane](#) 1:14pm via TweetDeck

A1: I think blogging is so easy, and in our voice, that it's tempting to share opinions that are better left unsaid. [#solopr](#)



[BlueprintCG_PR](#) 1:14pm via TweetDeck

Had great exchange & dialogue on [#brandchat](#) today; looking forward to the same from [#solopr](#)



[jenzings](#) 1:14pm via TweetChat

RT @jgombita: More productive RT @3HatsComm: A1 No. Critique practice, product or service.. not people. Show best practices, better alt. instead. [#solopr](#)



[dariasteigman](#) 1:14pm via TweetDeck

@jenzings I agree. Lessons learned/what not to do & ho to fix. I point to examples of cos doing it right/wrong all the time. [#soloPR](#)



[karensim](#) 1:14pm via TweetChat

RT @SocialDani: Ill have to say no. Cant think of single reason to do so. Highlight things u do better. Leave negative language out. [#solopr](#)



[mdbarber](#) 1:13pm via TweetChat

Exactly! RT @SocialDani: A1. I cant think of a single reason to do so. Highlight things you do better. Leave negative language out. #solopr



[dconconi](#) 1:13pm via [TweetChat](#)

A1.b - client wants 2 post a release to industry abt settling law suit - keep on the hi road, feature options for sml biz (no digs) #solopr



[jgombita](#) 1:13pm via [TweetChat](#)

@SoloPR @CommAMMO but if that company/client is the one INITIATING the negativity, Sean, how is that factual disagreement? #solopr



[SoloPR](#) 1:13pm via [TweetGrid.com](#)

RT @SocialDani: A1. I can't think of a single reason to do so. Highlight things you do better. Leave negative language out. #solopr



[sophie180](#) 1:13pm via [web](#)

@SoloPR @mdbarber Thanks for the introduction and welcome! #solopr



[MarketingMel](#) 1:13pm via [TweetDeck](#)

Hello #soloPR friends. Tuning in late and sipping iced tea from beautiful Tenn.



[CommAMMO](#) 1:13pm via [TweetChat](#)

@SoloPR the contrasting style can seem negative, but one can be classy.. #solopr



[mdbarber](#) 1:13pm via [TweetChat](#)

A1 -- Why not just highlight what your client company does well. Why give the competition more attention. [#solopr](#)



[REDMEDIAPR](#) 1:13pm via [Echofon](#)

@[karensxim](#) just fine. TY Lots of scrapes and swelling and one very bruised pride :) [#solopr](#)



[TShryerPR](#) 1:12pm via [TweetGrid.com](#)

RT @[SoloPR](#): Good point: RT @[CommAMMO](#): Factual disagreement only, not malice. [#solopr](#)



[SoloPR](#) 1:12pm via [TweetGrid.com](#)

RT @[TylerHWilliams](#): @[SoloPR](#) this actually came up the other day! I advise to always keep it classy, positivity speaks volumes [#solopr](#)



[SoloPR](#) 1:12pm via [TweetGrid.com](#)

Good point: RT @[CommAMMO](#): Factual disagreement only, not malice. [#solopr](#)



[dariasteigman](#) 1:12pm via [TweetDeck](#)

Agree with @[SocialDani](#). Pointing fingers always backfires on you. Esp. when its in writing. [#solopr](#)



[jgombita](#) 1:12pm via [TweetChat](#)

More productive RT @3HatsComm: A1 No. Critique practice, product or service.. not people. Show best practices, better alt. instead. [#solopr](#)



[socialitestatus](#) 1:12pm via [TweetDeck](#)

RT @karensxim: A1: No! Being negative about a competitor or person is not only bad form but makes you look petty too. [#solopr](#)<< very petty.



[CherriPRBuzz](#) 1:12pm via [TweetChat](#)

A1: never trash a competitor. It attracts negativity to you. [#solopr](#)



[SoloPR](#) 1:12pm via [TweetGrid.com](#)

@[sophie180](#) Welcome, fellow Georgian! [#solopr](#)



[jenzings](#) 1:11pm via [TweetDeck](#)

@[dariasteigman](#) Yeah, not a lot of room 4 specifics in 140 characters. I meant in a very generic sense. [#soloPR](#)



[SoloPR](#) 1:11pm via [TweetGrid.com](#)

RT @jenzings: @SoloPR A1: blog negatively about a person or competitor--> No. Compare/contrast, Yes. [#solopr](#)



[karensxim](#) 1:11pm via [TweetChat](#)

A1: No! Being negative about a competitor or person is not only bad form but makes you look petty too. [#solopr](#)



[SocialDani](#) 1:11pm via [TweetDeck](#)

A1. I'll have to say no. I can't think of a single reason to do so. Highlight things you do better. Leave negative language out. [#SoloPR](#)



[CommAMMO](#) 1:11pm via [TweetChat](#)

Hi all - Sean here in sunny, 75 Cleveland. multitasking... [#solopr](#)



[sophie180](#) 1:11pm via [web](#)

Straight and simple. RT [@mdbarber](#) No RT [@SoloPR](#): Q1: Would you ever advise a client to blog negatively about a person or competitor? [#solopr](#)



[mdbarber](#) 1:11pm via [TweetChat](#)

[@sophie180](#) Hey Sophie! Glad you could make it. My friends on chat: Sophie's a really savvy young pro recently relocated to GA. [#solopr](#)



[elmayuga](#) 1:11pm via [HootSuite](#)

A1: No, trashing a competitor is bad karma. You reap what you sow, so take the high road [#solopr](#)



[TylerHWilliams](#) 1:11pm via [web](#)

[@SoloPR](#) this actually came up the other day! I advise to always keep it classy, positivity speaks volumes [#solopr](#)



[dariasteigman](#) 1:10pm via [TweetDeck](#)

@jenzings I still think it's better to let someone else do that vis-a-vis competitors. [#soloPR](#)



[jenzings](#) 1:10pm via [TweetDeck](#)

@mdbarber @dconconi yes, do tell! [#soloPR](#)



[3HatsComm](#) 1:10pm via [TweetChat](#)

A1 No. Critique a practice, product or service.. not people. Show best practices, better alternatives instead. [#solopr](#)



[socialitestatus](#) 1:10pm via [TweetDeck](#)

A1. No. That gives the competition too much credit. [#solopr](#)



[LScribner](#) 1:10pm via [TweetDeck](#)

Have to miss [#solopr](#) today, sounds like an interesting convo, will look for transcript later.



[karenskim](#) 1:10pm via [TweetChat](#)

@REDMEDIAPR Oh no, are you okay? [#solopr](#)



[SoloPR](#) 1:10pm via [TweetGrid.com](#)

RT @TShryerPR: a1: NO! always turn a negative into a positive. [#solopr](#)



[CommAMMO](#) 1:10pm via [TweetChat](#)

Factual disagreement only, not malice. RT @SoloPR: Q1: Would U ever advise a client 2 blog ngtvly abt a person or competitor? #solopr



[TShryerPR](#) 1:10pm via [TweetGrid.com](#)

@[dconconi](#) looking forward to the caveat #solopr



[sophie180](#) 1:10pm via web

Cheers! Sophie from Columbus, #Georgia. Just joining and new to #solopr



[dariasteigman](#) 1:10pm via [TweetDeck](#)

@[REDMEDIAPR](#) That sucks. Hope you're ok. #solopr



[jenzings](#) 1:10pm via [TweetDeck](#)

@[SoloPR](#) A1: blog negatively about a person or competitor--> No. Compare/contrast, Yes. #soloPR



[mdbarber](#) 1:09pm via [TweetChat](#)

@[REDMEDIAPR](#) Hope you're okay! #solopr



[dariasteigman](#) 1:09pm via [TweetDeck](#)

A1. No. BUT we often use "negatives" (poor web design, customer service, etc) as way to teach. #solopr



[KellyeCrane](#) 1:09pm via [TweetDeck](#)

A1: Similar to traditional media, I think giving "air time" to competitors is a waste of opportunity. [#solopr](#)



[mdbarber](#) 1:09pm via TweetChat

@[dconconi](#) What's your caveat? [#solopr](#)



[REDMEDIAPR](#) 1:09pm via Echofon

Crashed on trail run. Waiting for ride. Upside I can give full attention to [#solopr](#) chat



[KristK](#) 1:09pm via TweetGrid.com

RT @[SoloPR](#): Q1: Would you ever advise a client to blog negatively about a person or competitor? [#solopr](#)



[dconconi](#) 1:09pm via TweetChat

A1. Absolutely not. (however I have a caveat on this) [#solopr](#)



[mdbarber](#) 1:09pm via TweetChat

No. RT @[SoloPR](#): Q1: Would you ever advise a client to blog negatively about a person or competitor?
[#solopr](#)



[TShryerPR](#) 1:08pm via TweetGrid.com

a1: NO! always turn a negative into a positive. [#solopr](#)



[dconconi](#) 1:08pm via TweetChat

RT @SoloPR: Q1: Would you ever advise a client to blog negatively about a person or competitor? [#solopr](#)



[CommAMMO](#) 1:08pm via [TweetChat](#)

RT @SoloPR: Its time for this weeks [#soloPR](#) chat for independent pros in PR and related fields (&those who want 2 lrn more abt it). [#solopr](#)



[tronise](#) 1:08pm via [TweetDeck](#)

RT @SoloPR: Q1: Would you ever advise a client to blog negatively about a person or competitor? [#solopr](#)<<I'm gonna go with no.



[karenswim](#) 1:08pm via [TweetChat](#)

RT @SoloPR: Q1: Would you ever advise a client to blog negatively about a person or competitor? [#solopr](#)



[SoloPR](#) 1:08pm via [TweetGrid.com](#)

Q1: Would you ever advise a client to blog negatively about a person or competitor? [#solopr](#)



[TShryerPR](#) 1:07pm via [TweetGrid.com](#)

Hello from Chicago! Beautiful day here. Planning to make time for [#solopr](#) and a dog walk!



[karenswim](#) 1:07pm via [TweetChat](#)

@SoloPR So nice to know there are other life forms here :-)
[#solopr](#)



[SoloPR](#) 1:06pm via [TweetGrid.com](#)

Q1 is coming up... [#solopr](#)



[mdbarber](#) 1:06pm via TweetChat

@[KristK](#) True. Maybe later today. It's supposed to be nice for the next four days. Come help me weed and dead head. [#solopr](#)



[SoloPR](#) 1:06pm via TweetGrid.com

If you have [#solopr](#) questions you'd like us to discuss, please [@me](#) without the hashtag (or DM), and we'll add them to the list



[MarianneWorley](#) 1:06pm via TweetChat

Hello from San Diego! I'm an independent marketing pro. [#solopr](#)



[KristK](#) 1:05pm via TweetGrid.com

@[mdbarber](#) sounds like a good day to be in the garden! [#solopr](#)



[socialitestatus](#) 1:05pm via TweetDeck

Solo PR time! Good Afternoon! I'm Tche from Houston! [#solopr](#)



[dconconi](#) 1:05pm via TweetChat

Hello from Toronto! Nearly 2 years [#solopr](#) THIS time - 11 before in DC. It's definitely better the 2nd time around! [#solopr](#)



[3HatsComm](#) 1:05pm via [TweetChat](#)

RT [@karensxim](#): Karen Swim checking in from the alternate universe of "whered my morning go" << LOL [#solopr](#)



[SoloPR](#) 1:05pm via [TweetGrid.com](#)

[@karensxim](#) I think I live in that alternate universe. :-) [#solopr](#)



[karensxim](#) 1:04pm via [TweetChat](#)

Karen Swim checking in from the alternate universe of "where'd my morning go" 7 years solo, still standing, still smiling [#solopr](#)



[KristK](#) 1:04pm via [TweetGrid.com](#)

Big wave to my [#solopr](#) pals. Kristie here from south MS (20 years exp, 7 as indy, APR, PR prof)



[SoloPR](#) 1:04pm via [TweetGrid.com](#)

Great crowd -- good to see everyone! [#solopr](#)



[elmayuga](#) 1:04pm via [HootSuite](#)

[#solopr](#) Hello! This is Ed Mayuga, AMM Communications, Public Relations Consultants of St. Louis, MO <http://ammcommunications.com> [@stl_pr](#)



[dariasteigman](#) 1:04pm via [TweetDeck](#)

It's [#solopr](#) time! I'm Daria: business owner (20+ yrs), mar/comms pro, blogger, and marathoner. Well, mostly halves, but it's a long way. :)



[mdbarber](#) 1:04pm via [TweetChat](#)

Good morning all. Mary Barber from Anchorage where the sun is shining after what seem like DAYS of rain. [#solopr](#)



[dconconi](#) 1:04pm via [TweetChat](#)

[@jenzings](#) [@SoloPR](#) welcome! [#solopr](#)



[KristK](#) 1:03pm via [TweetGrid.com](#)

RT [@SoloPR](#): It's time for this week's [#soloPR](#) chat for indie pros in PR and related fields (and those who want to learn more) [#solopr](#)



[dconconi](#) 1:03pm via [TweetChat](#)

Lots of tweets from me in the next hour while I join [#solopr](#) - sorry, but its really good stuff - you should join us! [#solopr](#)



[jenzings](#) 1:03pm via [TweetDeck](#)

[@SoloPR](#) Jen Zingsheim from CustomScoop joining in to listen & learn. [#soloPR](#)



[KellyeCrane](#) 1:03pm via [TweetDeck](#)

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)



[SoloPR 1:02pm via TweetGrid.com](#)

If you have [#solopr](#) Qs you'd like us to discuss, please @[KellyeCrane](#) without the hashtag (or DM), and we'll add them to the list!



[SoloPR 1:02pm via TweetGrid.com](#)

If you're joining, please introduce yourself. This is @[KellyeCrane](#) moderating, Atlanta-based blogger at <http://soloprpro.com/> [#solopr](#)



[dconconi 1:02pm via TweetChat](#)

RT @[SoloPR](#): Its time for this weeks [#soloPR](#) chat for indie pros in PR and related fields (and those who want 2 learn more about it). [#solopr](#)



[karens swim 1:02pm via TweetChat](#)

RT @[SoloPR](#): Its time for [#soloPR](#) chat for independent pros in PR and related fields (and those who want to learn more about it). [#solopr](#)



[jenzings 1:02pm via TweetGrid.com](#)

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). [#solopr](#)



[karens swim 1:02pm via HootSuite](#)

Forgive my stream of tweets for the next hour, will be participating in [#solopr](#), pls mute/filter, listen & learn or join us!



[diPRagency](#) 1:02pm via TweetDeck

It's time for today's [#SoloPR](#) chat :)



[SoloPR](#) 1:01pm via TweetGrid.com

It's time for this week's [#soloPR](#) chat for independent pros in PR and related fields (and those who want to learn more about it). [#solopr](#)