

#SoloPR Chat November 3, 2011

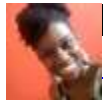
- Q1: How do you pass expenses/subscriptions to your clients – in your rate, separate administration fee, direct expense line, other?
 - Q2: Do you make use of your personal social network for business purposes?
 - Q3: When does crossing the personal/professional line go too far? Can you alienate your non-PR friends?
 - Q4: Do you have a method for building an email list from web site visitors?
-



[dconconi](#) Much smartness this hour. Thanks all. As [@mediacoach](#): would say: Toodle-pip (or is that pop?) until next week. [#solopr](#) - 1:01 PM Nov 2nd, 2011



[SoloPR @stlpr](#) Glad you could say hello! [#solopr](#) - 1:01 PM Nov 2nd, 2011



[SocialDani](#) Bye everyone! It's been fun chatting with you! [#SoloPR](#) - 1:01 PM Nov 2nd, 2011



[MuslimNewMedia](#) OK, here's mine: newsletter for [#Muslim](#) [#PR](#) and [#media](#) strategies: <http://t.co/HIpEqTk5> [#SoloPR](#) - 1:01 PM Nov 2nd, 2011



[dariasteigman @PRjeff](#) Me too. Never figured out why anyone would eat faux fruit when you could go straight for the sugar. [#solopr](#) - 1:01 PM Nov 2nd, 2011



[JanetLFalk](#) Interesting. Will read and apply RT [@dariasteigman](#): 6 great Qs your biz has to be able to answer: <http://t.co/w5pxjA37> | [#solopr](#) - 1:01 PM Nov 2nd, 2011



[SoloPR](#) Thanks- I've been looking for that myself! RT [@karensxim](#):[@dariasteigman](#) Found it! WP-Generic

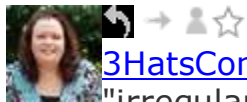
Footer [#solopr](#) - 1:00 PM Nov 2nd, 2011



[dariasteigman](#) Enjoyed a another great hour of [#solopr](#) smarts.
Thanks everyone! - 1:00 PM Nov 2nd, 2011



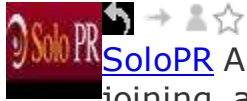
[joeldon](#) Thanks for the chat. [#solopr](#) - 1:00 PM Nov 2nd, 2011



[3HatsComm](#) Yes. :) RT [@dconconi](#): So were
"irregular"? [@karensxim](#) [@dariasteigman](#) [#SoloPR](#) - 1:00 PM Nov 2nd, 2011



[PRjeff](#) [@dariasteigman](#) yep, brown sugar cinnamon Pop-Tarts® were the
only ones I ate as a kid. [#solopr](#) - 1:00 PM Nov 2nd, 2011



[SoloPR](#) Another [#solopr](#) hour has just flown by! Thanks to you all for
joining, and remember we keep chatting on the hashtag all week. -
12:59 PM Nov 2nd, 2011



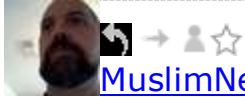
[dariasteigman](#) [@karensxim](#) Thank you. I'll check it out. [#solopr](#) - 12:59
PM Nov 2nd, 2011



[fransteps](#) Have a great week, everyone! Going to start a newsletter right
now! [#solopr](#) - 12:59 PM Nov 2nd, 2011



[kathybackus](#) [@SoloPR](#) ~ gr8 discussion indeed, marking calendar 4
nxt week [#solopr](#). Thx 4 letting me chime in. - 12:59 PM Nov 2nd, 2011



MuslimNewMedia RT @PRjeff: RT @SoloPR: If you have an email newsletter, pls share the signup link here! Mine is <http://t.co/HLKEGJtr> #SoloPR - 12:59 PM Nov 2nd, 2011



karenswim @dariasteigman Found it! WP-Generic Footer #solopr - 12:59 PM Nov 2nd, 2011



dariasteigman @PRjeff Ooh... cinnamon PopTarts. Used to be my pre-long-run fave. Hey, it was 4:00 a.m. #solopr - 12:58 PM Nov 2nd, 2011



REDMEDIAPR @SoloPR I like how your news letter sends conf. AFTER you conf your email that it actually worked. So many times w other I wonder. #solopr - 12:58 PM Nov 2nd, 2011



SoloPR BTW, I promise Q4 did not come from me. :-) Great discussion everyone! #solopr - 12:58 PM Nov 2nd, 2011



MelyssaTweeting RT @prweb: If you're interested in a good #PRchat, join up on #solopr, happening right now! - 12:58 PM Nov 2nd, 2011



PRjeff RT @SoloPR: If you have an email newsletter, pls share the signup link here! Mine is <http://t.co/ctCA89wb> #solopr - 12:57 PM Nov 2nd, 2011



SoloPR @fransteps I wish I had a witty pop-tastic retort. But can't think of any. :-| #solopr - 12:57 PM Nov 2nd, 2011



[dariasteigman](#) Off topic, but here are 6 great Qs your biz has to be able to answer: <http://t.co/Tr6wUkq0> | Came out of a recent webinar. [#solopr](#) - 12:57 PM Nov 2nd, 2011



[PRjeff](#) And Pop-Tarts. RT [@fransteps](#): Im getting hungry forpopcorn! [#solopr](#) - 12:57 PM Nov 2nd, 2011



[dconconi](#) fun! RT [@dariasteigman](#): [@karens swim](#) Thx. I have to play w/ WWSGD -- heard you can customize 1st time visitors vs. returning ones. [#solopr](#) - 12:57 PM Nov 2nd, 2011



[dconconi](#) RT [@SoloPR](#): If you have an email newsletter, pls share the signup link here! Mine is <http://t.co/cCdQNCnR> [#solopr](#) - 12:56 PM Nov 2nd, 2011



[dariasteigman](#) [@karens swim](#) Thx. I have to play w/ WWSGD -- heard you can customize 1st time visitors vs. returning ones. [#solopr](#) - 12:56 PM Nov 2nd, 2011



[SoloPR](#) If you have an email newsletter, pls share the signup link here! Mine is <http://t.co/4ExVZQB1> [#solopr](#) - 12:56 PM Nov 2nd, 2011



[jgombita](#) Glad you popped up to this chat to add this.... RT [@PRjeff](#): How about a popup opt-in for the popup? jk [#solopr](#) - 12:56 PM Nov 2nd, 2011



[karens swim](#) [@dariasteigman](#) I have that on one of my sites cannot remember which plug-in but will check! I also use WWSethGodinDo plug-in [#solopr](#) - 12:55 PM Nov 2nd, 2011



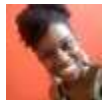
[fransteps](#) I'm getting hungry forpopcorn! [#solopr](#) - 12:55 PM Nov 2nd, 2011



[@dariasteigman](#) [@karensxim](#) I think you're right. We're in comms biz, so we "see" all of it. If I'm just going to my 1 fave site, may be different. [#solopr](#) -12:55 PM Nov 2nd, 2011



[SoloPR](#) Um, was that a pop-in re: popups? LOL RT [@PRjeff](#): How about a popup opt-in for the popup? jk [#solopr](#) -12:54 PM Nov 2nd, 2011



[SocialDani](#) lol.. that's a great way to see your bounce rate soar! RT [@PRjeff](#): How about a popup opt-in for the popup? jk [#solopr](#) -12:54 PM Nov 2nd, 2011



[@jgombita](#) [@dariasteigman](#) sorry, I'm blessed w/ having a Techster [[@pirchner](#)] who handles all that stuff for [@prconversations](#). You need one! [#solopr](#) -12:54 PM Nov 2nd, 2011



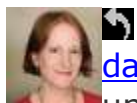
[PRjeff](#) How about a popup opt-in for the popup? jk [#solopr](#) -12:54 PM Nov 2nd, 2011



[@dariasteigman](#) [@heatherrast](#) I've looked before too w/out finding what I really want. [#SoloPR](#) -12:53 PM Nov 2nd, 2011

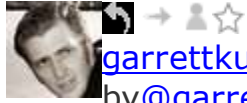


[KellyeCrane](#) [@jgombita](#) Yes, I think that's an excellent way to go (bottom-of-post reminders). [#solopr](#) -12:53 PM Nov 2nd, 2011

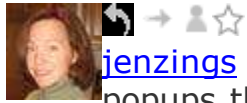


[@dariasteigman](#) [@karensxim](#) Something that would let me put a "sign up for newsletter" footer message at end of posts -- but not on home

page. [#solopr](#) - 12:53 PM Nov 2nd, 2011



[garrettkuk](#) RT [@REDMEDIAPR](#): Adding Google+ to your SM diet by [@garrettkuk](#) 11/9 @ 3pm see <http://t.co/oTKUbRXb> to register & see all free sessions [#smcatl](#) [#solopr](#) - 12:53 PM Nov 2nd, 2011



[jenzings](#) LOL! RT [@dariasteigman](#): [@3HatsComm](#) I guess better popups than blowups. :) [#SoloPR](#) - 12:53 PM Nov 2nd, 2011



[dconconi](#) So we're "irregular"? RT [@karensxim](#): [@dariasteigman@3HatsComm](#) "regular people" have a diff reaction so could be why theyre effective. [#solopr](#) - 12:53 PM Nov 2nd, 2011



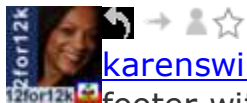
[3HatsComm](#) [@dariasteigman](#) Heeee :-)) [#SoloPR](#) - 12:53 PM Nov 2nd, 2011



[KellyeCrane](#) A4: If searching for product info, a popup to receive a white paper could be well-received. [#solopr](#) - 12:53 PM Nov 2nd, 2011



[igombita](#) A4. [@KellyeCrane](#) meant more like: WP: Notify me of followup comments via e-mail [] ADD Register me for your weekly enewsletter [] [#solopr](#) - 12:53 PM Nov 2nd, 2011



[karensxim](#) [@dariasteigman](#) Are you looking for WP plug-in that adds footer with opt-in? [#solopr](#) - 12:52 PM Nov 2nd, 2011



[mediacoach](#) [#solopr](#) Alas, my PR chums, I must away and do a radio interview, It's been jolly fun, as always. Toodle-pip until next week. -12:52 PM Nov 2nd, 2011



[3HatsComm](#) Maybe? RT [@karensxim](#): [@dariasteigman](#) I have a theory that "regular people" have a different reaction could be why they're effective. [#SoloPR](#) -12:52 PM Nov 2nd, 2011



[farida_h](#) RT [@karensxim](#): A4: you can also have an opt-in on your Facebook page for newsletter sign-ups [#solopr](#) -12:52 PM Nov 2nd, 2011



[KristK](#) [@karensxim](#) trying to find my voice there. Should be an interesting journey. [#solopr](#) -12:52 PM Nov 2nd, 2011



[dariasteigman](#) [@3HatsComm](#) I guess better popups than blowups. :) [#SoloPR](#) -12:52 PM Nov 2nd, 2011



[karensxim](#) A4: you can also have an opt-in on your Facebook page for newsletter sign-ups [#solopr](#) -12:52 PM Nov 2nd, 2011



[kathybackus](#) [@mediacoach](#) ~ regular, relevant, interesting & a bit of humor works for me on FB, & i weave in posts w/tips on pr/social media ~ [#solopr](#) -12:52 PM Nov 2nd, 2011



[KellyeCrane](#) A4: RE: popups, I think it depends on what the visitor expects. A personal, human interaction (e.g., your blog), or product info? [#solopr](#) -12:52 PM Nov 2nd, 2011



[3HatsComm](#) [@dariasteigman](#) I almost always click away, not sure who opts in for popups, except other popup-using bloggers? [#SoloPR](#) -

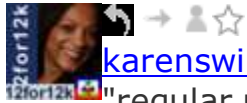
12:51 PM Nov 2nd, 2011



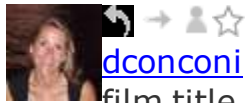
[dariasteigman](#) [@jgombita](#) That's what I probably should do. Anyone know what WordPress plugin adds that in? [#solopr](#) -12:51 PM Nov 2nd, 2011



[stlpr](#) [#solopr](#) [@solopr](#) Been multitasking b/n client project and following gr8 discussion. Thx you all for sharing your experience & knowledge. -12:51 PM Nov 2nd, 2011



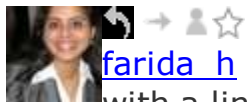
[karenswim](#) [@dariasteigman](#) [@3HatsComm](#) I have a theory that "regular people" have a different reaction so could be why they're effective. [#solopr](#) -12:51 PM Nov 2nd, 2011



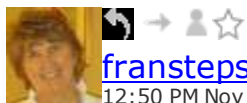
[dconconi](#) See you at next year's TIFF! RT [@jgombita](#): It could be a film title [@dconconi](#): Interstitial. The Horror! [#solopr](#) -12:51 PM Nov 2nd, 2011



[MuslimNewMedia](#) a4 also for ezine/newsletter: consistency/reg. schedule (Im not good with that aspect, myself). [#SoloPR](#) -12:51 PM Nov 2nd, 2011



[farida_h](#) RT [@jgombita](#): A4. You could end every single blog post with a line: Like what youve read? Sign up for the X enewsletter here. [#solopr](#) -12:51 PM Nov 2nd, 2011



[fransteps](#) [@soloPR](#) I do READ them before I DELETE them! [#solopr](#)-12:50 PM Nov 2nd, 2011



[REDMEDIAPR](#) Adding Google+ to your SM diet by [@garrettkuk](#) 11/9 @ 3pm see <http://t.co/oTKUbRXb> to register & see all free sessions [#smcatl](#) [#solopr](#) -12:50 PM Nov 2nd, 2011



[PRjeff](#) Thought I'd pop in during this convo about pop ups. Been on conf. calls this morning. Yes, pop up = annoying [#solopr](#) - 12:50 PM Nov 2nd, 2011



[dariasteigman](#) For the record, I'm NOT using a pop-up. Don't want anyone walking out thinking I'm spamming y'all. [#solopr](#) - 12:50 PM Nov 2nd, 2011



[SoloPR](#) [@kkellerpr](#) You are kinder than most. :-)) [#solopr](#) - 12:50 PM Nov 2nd, 2011



[jgombita](#) It could be a film title [@dconconi](#): Interstitial. The Horror! [#solopr](#) - 12:50 PM Nov 2nd, 2011



[dariasteigman](#) [@3HatsComm](#) And, yet, they are effective. Maybe it's how the ask is framed? [#SoloPR](#) - 12:50 PM Nov 2nd, 2011



[SoloPR](#) RT [@3HatsComm](#): [@dariasteigman](#) can't stand popups, asking for sale on 1st date is tacky, = unfollow, block [#solopr](#) - 12:50 PM Nov 2nd, 2011



[karenswim](#) [@KellyeCrane](#) I don't love them but am accustomed to seeing them & on occasion have responded to call to action. [#solopr](#) - 12:50 PM Nov 2nd, 2011



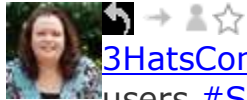
[jopuczkowski](#) RT [@mediacoach](#): [#solopr](#) Ezine tips - be patient, be regular, be helpful, don't try to sell anything. People will come. - 12:50 PM Nov 2nd, 2011



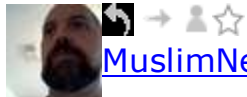
[mediacoach](#) [@kathybackus](#) Good call for FB [#solopr](#) - 12:49 PM Nov 2nd, 2011



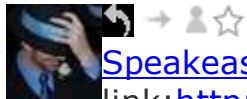
[SoloPR](#) LOL RT [@dconconi](#): The Horror. The Horror. RT [@KellyeCrane](#): [@dariasteigman](#) I think my [#solopr](#) peeps would revolt if there was a popup - 12:49 PM Nov 2nd, 2011



[3HatsComm](#) [@kathybackus](#) True, early adopters, power users. [#SoloPR](#) - 12:49 PM Nov 2nd, 2011



[MuslimNewMedia](#) a4: please, NO Popups! [#SoloPR](#) - 12:49 PM Nov 2nd, 2011



[Speakeasy Media](#) [@janetfalk](#) 11/9, 3pm signup link: <http://t.co/mM800LAm> [#solopr](#) [#digatl](#) - 12:49 PM Nov 2nd, 2011



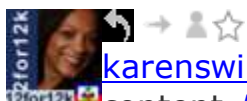
[KellyeCrane](#) [@jgombita](#) Interesting pt re: newsletter vs. RSS email signup. On some blogs, I have been confused about what the "email" box is for. [#solopr](#) - 12:49 PM Nov 2nd, 2011



[kathybackus](#) [@mediacoach](#) ~ agree w/all tips - for ezine & works for FB, too - I've found! [#solopr](#) - 12:49 PM Nov 2nd, 2011



[dconconi](#) The Horror. The Horror. RT [@KellyeCrane](#): [@dariasteigman](#) I think my [#solopr](#) peeps would revolt if there was a popup (even once). [#solopr](#) - 12:48 PM Nov 2nd, 2011



[karensxim](#) [@KristK](#) you can always use your FB page for dynamic content [#solopr](#) - 12:48 PM Nov 2nd, 2011



[jgombita](#) A4. You could end every single blog post with a line: Like what you've read? Sign up for the X newsletter here. [#solopr](#) -12:48 PM Nov 2nd, 2011



[farida_h](#) Pop ups are annoying. I just pop em out.
RT [@KellyeCrane](#): [@dariasteigman](#) I think my [#solopr](#) peeps would revolt if there was a popup. [#solopr](#) -12:48 PM Nov 2nd, 2011



[kathybackus](#) [@KellyeCrane](#) [@dariasteigman](#) ~ agree, HATE pop-ups! [#SoloPR](#) -12:48 PM Nov 2nd, 2011



[Speakeasy Media](#) [@redmediapr](#) *someone* handsome & witty is leading that presentation...what G+ questions do you want answered? [#solopr](#) [#digatl](#) -12:48 PM Nov 2nd, 2011



[3HatsComm](#) [@dariasteigman](#) can't stand popups, asking for sale on 1st date is tacky, = unfollow, block. cc [@KellyeCrane](#) [#SoloPR](#) -12:48 PM Nov 2nd, 2011



[jgombita](#) Off with her head RT [@KellyeCrane](#) [@dariasteigman](#) I think my [#solopr](#) peeps would revolt if there was a popup (even once). Am I right? [#solopr](#) -12:47 PM Nov 2nd, 2011



[SoloPR](#) RT [@KristK](#): A4: no newsletter or blog. Current site is old school, static. But it's MY home on the web & serves its purpose (for now) [#solopr](#) -12:47 PM Nov 2nd, 2011



[dconconi](#) RT [@karensxim](#): [@KellyeCrane](#) Aweber did a "killer list building webinar" last week that had great metrics on tactics inc. pop-ups [#solopr](#) -12:47 PM Nov 2nd, 2011



[jgombita](#) [@KellyeCrane](#) you know how you can sign-up for comments thread on blog. Does anyone have a sign-up for enewsletter in the

same spot? [#solopr](#) - 12:47 PM Nov 2nd, 2011



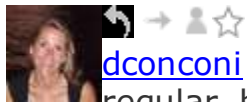
[dariasteigman](#) [@KellyeCrane](#) Probably, yes. As I said, I'm not going there either. At least not for now. [#solopr](#) - 12:47 PM Nov 2nd, 2011



[JanetLFalk](#) [@REDMEDIAPR](#) Pls indicate date and time for G+ chat [#solopr](#) - 12:47 PM Nov 2nd, 2011



[Speakeasy Media](#) RT [@REDMEDIAPR](#): If you want to learn more on G+ be sure to come to the [#smcatl](#) session next week [@digitalatl](#)'s FREE [#solopr](#) - 12:47 PM Nov 2nd, 2011



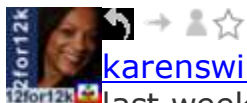
[dconconi](#) RT [@mediacoach](#): [#solopr](#) Ezine tips - be patient, be regular, be helpful, dont try to sell anything. People will come. [#solopr](#) - 12:47 PM Nov 2nd, 2011



[KellyeCrane](#) [@dariasteigman](#) I think my [#solopr](#) peeps would revolt if there was a popup (even once). Am I right?? - 12:46 PM Nov 2nd, 2011



[dariasteigman](#) [@KellyeCrane](#) Great point. Maybe a footer onto the blog posts? What's the right WordPress widget for that? [#solopr](#) - 12:46 PM Nov 2nd, 2011



[karenswim](#) [@KellyeCrane](#) Aweber did a "killer list building webinar" last week that had great metrics on tactics inc. pop-ups [#solopr](#) - 12:46 PM Nov 2nd, 2011



[mediacoach](#) [#solopr](#) Ezine tips - be patient, be regular, be helpful, don't try to sell anything. People will come. - 12:46 PM Nov 2nd, 2011



[kathybackus](#) [@3HatsComm](#) - G+ def seems 2 be filled w/lots pr postings/articles, true. [#SoloPR](#) - 12:46 PM Nov 2nd, 2011



[dconconi](#) RT [@KellyeCrane](#): [@dariasteigman](#) I think after a while, people tune out anything in the sidebar of your blog. Have to keep promo-ing [#solopr](#) - 12:46 PM Nov 2nd, 2011



[REDMEDIAPR](#) While we are on "liking" pls like us here: <http://t.co/S9DfBR0H> [#solopr](#) - 12:46 PM Nov 2nd, 2011



[fransteps](#) TweetChat is really glitchy today! [#solopr](#) - 12:46 PM Nov 2nd, 2011



[joeldon](#) Ah, u can tell FB isn't my main portal. [@farida_h](#): FB changed all that after G+....name it what you want, without people knowing [#solopr](#) - 12:46 PM Nov 2nd, 2011



[dariasteigman](#) [@KellyeCrane](#) I've been contemplating a pop-up... but I'm afraid it will irritate too much. (They irritate ME.) [#solopr](#) - 12:46 PM Nov 2nd, 2011



[jgombita](#) [@joeldon](#) [@farida_h](#) pretty sure you are correct JOEL. But sometimes I tell my peeps which G+ Circle I put them in, to make them smile [#solopr](#) - 12:46 PM Nov 2nd, 2011



[KellyeCrane](#) [@dariasteigman](#) [@dconconi](#) I think after a while, people tune out anything in the sidebar of your blog. Have to keep promo-ing [#solopr](#) - 12:45 PM Nov 2nd, 2011



[SocialDani](#) [@REDMEDIAPR](#) [@fransteps](#) [@karens swim](#) I've adopted the 50/50 rule. Slowly getting there. Right now, I'm at abt 65% Client

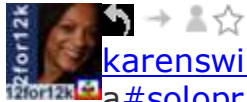
Work 35% diPR [#SoloPR](#) - 12:45 PM Nov 2nd, 2011



[dconconi](#) good idea. Thanks. RT [@dariasteigman](#): [#solopr](#) - 12:45 PM Nov 2nd, 2011



[REDMEDIAPR](#) If you want to learn more on G+ be sure to come to the [#smcatl](#) session next week [@digitalatl](#) it's FREE [#solopr](#) - 12:45 PM Nov 2nd, 2011



[karenswim](#) [@redmediapr](#) [@fransteps](#) [@muslimnewmedia](#) is there a [#solopr](#) app for that (CKS)? :-) - 12:45 PM Nov 2nd, 2011



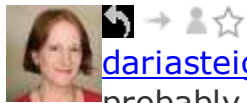
[JanetLFalk](#) [@KristK](#) AGree. My website is how I approach the PR business. Peridoc updates to those I've met [#solopr](#) - 12:45 PM Nov 2nd, 2011



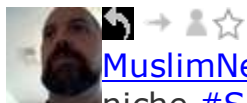
[3HatsComm](#) [@kathybackus](#) I think my PR FB updates would bore old h.s. friends to tears, though I do have a few biz friends. Use LI, G+ for that. [#SoloPR](#) - 12:45 PM Nov 2nd, 2011



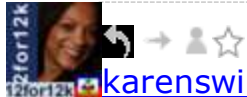
[KellyeCrane](#) A4: Hate to say, but pop-ups have proven effective. I never want to be "that guy" on [#solopr](#) pro, but maybe for certain clients... - 12:45 PM Nov 2nd, 2011



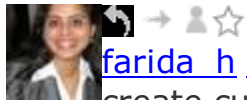
[dariasteigman](#) [@dconconi](#) Yes. It has to be opt-it. But my form's probably too subtle. (Tension b/w the brand look-- & biz dev need.) [#solopr](#) - 12:44 PM Nov 2nd, 2011



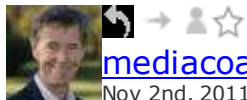
[MuslimNewMedia](#) A4 newsletter sign up as well, but its extremely niche [#SoloPR](#) - 12:44 PM Nov 2nd, 2011



[karens swim](#) Amen it does! RT [@KellyeCrane](#): A4: Its not a "build it and they will come" kind of thing, though. Takes steady effort. [#solopr](#) -12:44 PM Nov 2nd, 2011



[farida_h](#) [@joeldon](#) FB changed all that after G+. It is now possible to create customized group, name it what you want, without people knowing [#solopr](#) -12:44 PM Nov 2nd, 2011



[mediacoach](#) [@kkellerpr](#) Thanks - I won't let you down. [#solopr](#) -12:44 PM Nov 2nd, 2011



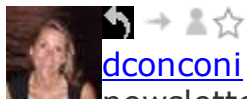
[Kristk](#) A4: no newsletter or blog. Current site is old school, static. But it's MY home on the web and serves its purpose (for now), [#solopr](#) -12:44 PM Nov 2nd, 2011



[joeldon](#) Correct me, but G+ does not reveal the names you give to your circles. [@farida_h](#): FB allows u to build group lists like G+ [#solopr](#) -12:44 PM Nov 2nd, 2011



[REDMEDIAPR](#) Don't we all. Need more hrs in the day RT [@fransteps](#): [@karens swim](#) I need to make time to market my biz. Build web traffic, too. [#solopr](#) -12:43 PM Nov 2nd, 2011

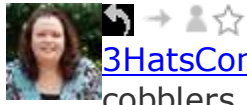


[dconconi](#) [@dariasteigman](#) so folks self-enroll when they get your newsletter? [#solopr](#) -12:43 PM Nov 2nd, 2011



[MuslimNewMedia](#) i hear this! RT [@karens swim](#): [@3HatsComm](#) Striving to

beat cobblers kids syndrome! [#SoloPR](#) - 12:43 PM Nov 2nd, 2011



→ ☆
[3HatsComm](#) Never ends, does it?! RT [@karensxim](#): Striving to beat cobblers kids syndrome! [#SoloPR](#) - 12:43 PM Nov 2nd, 2011



→ ☆
[joeldon](#) My concern was peeps may not like names of groups u put them in [@farida_h](#): FB now allows u to build customized group list like G+ [#solopr](#) - 12:43 PM Nov 2nd, 2011



→ ☆
[TMariePR](#) WWork hit real hard.. no [#SoloPR](#) for me today :(Miss you guys! - 12:43 PM Nov 2nd, 2011



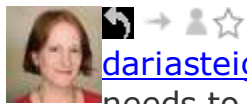
→ ☆
[KellyeCrane](#) A4: It's not a "build it and they will come" kind of thing, though. Takes steady effort. [#solopr](#) - 12:42 PM Nov 2nd, 2011



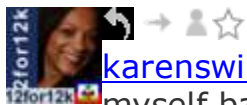
[fransteps](#) [@dariasteigman](#) Great idea! Scheduling time right now for next week! [#solopr](#) - 12:42 PM Nov 2nd, 2011



→ ☆
[kathybackus](#) [@3HatsComm](#) ~ 75/25= good. 1 thing i try 2 do w/my FB, establish myself as expert in field. Postings often reflect PR/social media [#SoloPR](#) - 12:42 PM Nov 2nd, 2011



→ ☆
[dariasteigman](#) [@dconconi](#) It syncs w/ my e-newsletter provider. Box needs to be more insistent, but I've been resisting for design reasons. [#solopr](#) - 12:42 PM Nov 2nd, 2011



→ ☆
[karensxim](#) [@fransteps](#) We'll encourage each other, last month, I put myself back on my weekly calendar, small steps... [#solopr](#) - 12:42 PM Nov 2nd, 2011



[@jenzings](#) [@KristK](#) I personally think it's great! [#soloPR](#) No prompting, etc., yet people are "liking." Nice. -12:42 PM Nov 2nd, 2011



[KristK](#) RT [@SoloPR](#): Q4: Do you have a method for building an email list from web site visitors? [#solopr](#) -12:42 PM Nov 2nd, 2011



[igombita](#) RT [@kathybackus](#): perhaps 80/20 rule should apply to postings? 80% NOT abt u, but valuable, interesting info. 20% abt u, ur biz, etc? [#solopr](#) -12:41 PM Nov 2nd, 2011



[mediacoach](#) [@karensxim](#) You're too kind [#solopr](#) -12:41 PM Nov 2nd, 2011



[faridah](#) [@joeldon](#) For certain networks (school, employers) it does. But not for all. FB now allows u to build customized group list like G+ [#solopr](#) -12:41 PM Nov 2nd, 2011



[KristK](#) [@jenzings](#) I was shocked when I clicked on the community page from my profile and found activity there. [#solopr](#) -12:41 PM Nov 2nd, 2011

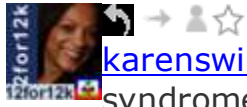


[mediacoach](#) [@kkellerpr](#) [#solopr](#) My ezine link is at <http://t.co/hVLEHkGn> -12:41 PM Nov 2nd, 2011



[KellyeCrane](#) A4: I have a newsletter signup box in the right sidebar of SoloPRpro.com - as others have said, you must offer something

w/value. [#solopr](#) -12:41 PM Nov 2nd, 2011



[karens swim @3HatsComm](#) Striving to beat cobblers kids syndrome! [#solopr](#) -12:41 PM Nov 2nd, 2011



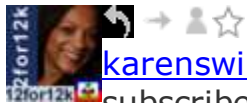
[fransteps @karens swim](#) I need to make time to market my biz. Build web traffic, too. [#solopr](#) -12:41 PM Nov 2nd, 2011



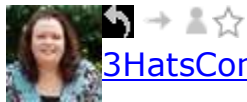
[SocialDani](#) A4 I'm a bit more proactive w/ my clients' sites. I create filters based on when and why people sign up. I try 2 maintain relevancy. [#SoloPR](#) -12:41 PM Nov 2nd, 2011



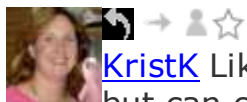
[joeldon](#) No that's easy. Has happened & will happen. It's business. Sad, but business. [@jgombita](#): hoping neither needs to fire t'other one. [#solopr](#) -12:41 PM Nov 2nd, 2011



[karens swim @mediacoach](#) Nice job and it's a great ezine (I subscribe)! [#solopr](#) -12:40 PM Nov 2nd, 2011



[3HatsComm @mediacoach](#) Hat tip! :) [#SoloPR](#) -12:40 PM Nov 2nd, 2011



[KristK](#) Likes make me smile. I'm not using FB as a marketing tool yet but can connect w folks there vs personal page. [@jgombita@jenzings](#) [#solopr](#) -12:40 PM Nov 2nd, 2011



[jgombita @jenzings](#) possibly. Or maybe it was a compliment to the look and feel (writing and photos) of [@KristK](#)'s business FB page! [#solopr](#) -12:40 PM Nov 2nd, 2011



[3HatsComm](#) ditto [@karensxim](#) need to do more of this for myself. [#SoloPR](#) - 12:40 PM Nov 2nd, 2011



[karensxim](#) [@fransteps](#) Aweber is an email marketing tool - I use and highly recommend! [#solopr](#) - 12:39 PM Nov 2nd, 2011



[dconconi](#) what does that look like? RT [@dariasteigman](#): A4 Yes. E-newsletter sign-up box. [#solopr](#) - 12:39 PM Nov 2nd, 2011



[jgombita](#) [@Speakeasy Media](#) [@3hatscomm](#) hey so I am the pragmatist glass person: Great. One more glass to wash! :-)
[#solopr](#) - 12:39 PM Nov 2nd, 2011



[dariasteigman](#) [@mediacoach](#) It's worth the wait. :) [#solopr](#) - 12:39 PM Nov 2nd, 2011



[SoloPR](#) [@mediacoach](#) Wow, that's huge! I've heard some "internet marketing" types brag about lists much smaller. Congrats! [#solopr](#) - 12:39 PM Nov 2nd, 2011



[jenzings](#) [@jgombita](#) [@KristK](#) good point, but still, interesting that people were "liking" her biz on their own; shows support, yes? [#soloPR](#) - 12:39 PM Nov 2nd, 2011



[fransteps](#) [@karensxim](#) What is Aweber? Unfamiliar! [#solopr](#) - 12:39 PM Nov 2nd, 2011



[3HatsComm](#) [@kathybackus](#) I balance it something like that, maybe more 75/25. Try to share value, even stuff about me then the personality too. [#SoloPR](#) - 12:39 PM Nov 2nd, 2011



[karenswim](#) [@MuslimNewMedia](#) Lol, no kidding! :-)) [#solopr](#) - 12:39 PM Nov 2nd, 2011



[SocialDani](#) RT [@SoloPR](#): Q4: Do you have a method for building an email list from web site visitors? [#solopr](#) - 12:39 PM Nov 2nd, 2011



[JanetLFalk](#) [@mediacoach](#) Round of applause [#solopr](#) - 12:39 PM Nov 2nd, 2011



[dariasteigman](#) A4 Yes. E-newsletter sign-up box. [#solopr](#) - 12:39 PM Nov 2nd, 2011



[dconconi](#) first to go. RT [@Speakeasy Media](#): [@3hatscomm](#) [@jgombita](#) those who see half-empty glass & continually discuss religion/politics/farmville [#solopr](#) - 12:39 PM Nov 2nd, 2011



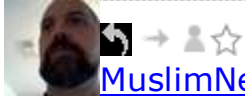
[MarketingMel](#) [@karenswim](#) Sorry! Dog hit keyboard (seriously) I'll let you know how it goes. Talk to you soon [#soloPR](#) friends! - 12:38 PM Nov 2nd, 2011



[jgombita](#) [@joeldon](#) here's hoping neither of you ever needs to fire t'other one. That's when it gets sticky. [#solopr](#) - 12:38 PM Nov 2nd, 2011



[karenswim](#) [@dconconi](#) Glad I'm not the only one :-)) [#solopr](#) - 12:38 PM Nov 2nd, 2011



[MuslimNewMedia @karenskim](#) you need to get out more :) A3: Geez, maybe I should add some PG to rated G life, [#SoloPR](#) -12:38 PM Nov 2nd, 2011



[mediacoach #solopr](#) A4 Yep. Sign-up box for my weekly tips ezine on home page. Been running 9 years, now have list of over 20,000.-12:38 PM Nov 2nd, 2011



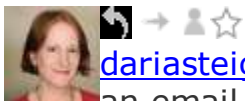
[SocialDani @MoneyGraphics](#) Yes, according to many of my [#SoloPR](#)tweeps. I have mixed feelings about it... u never know who may become a client. -12:38 PM Nov 2nd, 2011



[SoloPR RT @kathybackus](#): perhaps 80/20 rule should apply to postings? 80% NOT abt u, but valuable, interesting info. 20% abt u, ur biz,etc ? [#solopr](#) -12:38 PM Nov 2nd, 2011



[jgombita @jenzings @KristK](#) but how much stock do you put in a Facebook Like? (Not to mention a GooglePlus +1 or share.) [#solopr](#) -12:38 PM Nov 2nd, 2011



[dariasteigman RT @SoloPR](#): Q4: Do you have a method for building an email list from web site visitors? [#solopr](#) -12:38 PM Nov 2nd, 2011



[karenskim](#) A4: I use Aweber but have done better job with client lists than my own, working on spending more time on my stuff too. [#solopr](#) -12:38 PM Nov 2nd, 2011



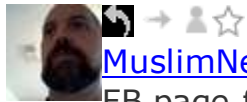
[kathybackus @SoloDovePR](#) ~ i have 1 acct, but been thinking abt a biz/pr acct... hmmm? [#SoloPR](#) -12:37 PM Nov 2nd, 2011



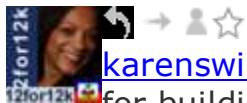
[dconconi](#) Me too. RT [@karenschwim](#): A3: ...anything I say to friends can be shared with clients, my FB is me-work, life, the whole shebang [#solopr](#) -12:37 PM Nov 2nd, 2011



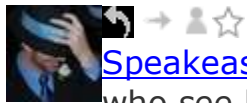
[joeldon](#) But doesn't that group thing show up so people feel boxed? [@farida_h](#): [@KellyeCrane](#) [@JanetLFalk](#) Facebook allows selective sharing. [#solopr](#) -12:37 PM Nov 2nd, 2011



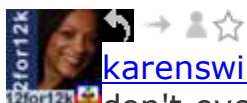
[MuslimNewMedia](#) A# I overlap a little but not much. Have separate FB page for the PR biz, but will post to main FB if topic has enough broad appeal. [#SoloPR](#) -12:37 PM Nov 2nd, 2011



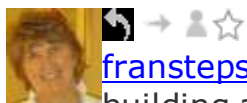
[karenschwim](#) RT [@dconconi](#): RT [@SoloPR](#): Q4: Do you have a method for building an email list from web site visitors? [#solopr](#) -12:37 PM Nov 2nd, 2011



[Speakeasy Media](#) [@3hatscomm](#) [@jgombita](#) true; i had in mind those who see half-empty glass & continually discuss religion/politics/farmville ;) [#solopr](#) -12:37 PM Nov 2nd, 2011



[karenschwim](#) A3: Geez, maybe I should add some PG to rated G life, I don't even know what I would say on a "friends only" account. [#solopr](#) -12:37 PM Nov 2nd, 2011



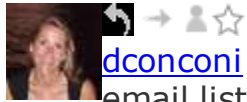
[fransteps](#) Great q! RT [@SoloPR](#): Q4: Do you have a method for building an email list from web site visitors? [#solopr](#) -12:37 PM Nov 2nd, 2011



[kathybackus](#) [@3HatsComm](#) ~ perhaps 80/20 rule should apply to postings? 80% NOT abt u, but valuable, interesting info. 20% abt u, ur biz, etc ? [#SoloPR](#) -12:37 PM Nov 2nd, 2011



[SoloDovePR](#) a3 I limit PR talk on Facebook though, I dont feel like creating two acct there [#solopr](#) -12:37 PM Nov 2nd, 2011



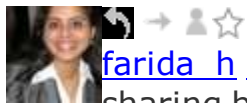
[dconconi](#) RT [@SoloPR](#): Q4: Do you have a method for building an email list from web site visitors? [#solopr](#) -12:37 PM Nov 2nd, 2011



[SoloPR](#) Q4: Do you have a method for building an email list from web site visitors? [#solopr](#) -12:36 PM Nov 2nd, 2011



[SoloDovePR](#) A3 it pays not to come off to spammy, try not to always post about PR related things. I have two acct to get an even balance [#solopr](#) -12:36 PM Nov 2nd, 2011



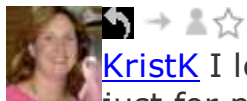
[farida h](#) [@KellyeCrane](#) [@JanetLFalk](#) Facebook now allows selective sharing by organizing in groups. So could always use that feature. [#solopr](#) -12:36 PM Nov 2nd, 2011



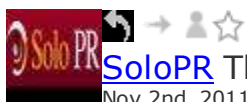
[joeldon](#) I have found a balance w a client where a business relationship & friendship co-exist. Time builds trust & presents the possibility. [#solopr](#) -12:35 PM Nov 2nd, 2011



[tchisholmcomm](#) RT [@SocialDani](#): A3 Its fine to speak about your day-to-day life (everyone does it), but you shouldnt be SELLING your services. [#solopr](#) -12:35 PM Nov 2nd, 2011



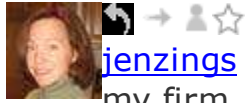
[KristK](#) I lean that direction too. RT [@tchisholmcomm](#): A3: I keep FB just for personal and Linkedin for biz. [#solopr](#) -12:35 PM Nov 2nd, 2011



[SoloPR](#) Thanks for the discussion - Q4 is coming up... [#solopr](#) -12:35 PM Nov 2nd, 2011



→ ☆
[kathybackus @farida_h](#) ~ hi & agree, ppl do biz w/u because they know & like u. showing ur personality via social networks helps ppl get 2 know u [#SoloPR](#) -12:35 PM Nov 2nd, 2011



→ ☆
[jenzings](#) Interesting. RT [@KristK](#): A3:just made leap 2 FB page for my firm. Noticed ple were "liking" generic community page from my profile [#solopr](#) -12:35 PM Nov 2nd, 2011



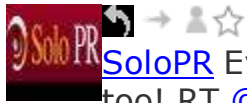
→ ☆
[jgombita @joeldon](#) there's that Jungle Cruise analogy, again! (Psstt...column 2 should be up tomorrow. Will look for my FRIEND to comment.) [#solopr](#) -12:34 PM Nov 2nd, 2011



→ ☆
[REDMEDIAPR @KristK](#) I have sep FB page too - gr8 place to share content some friends wouldn't care to see <http://t.co/S9DfBR0H#solopr> -12:34 PM Nov 2nd, 2011



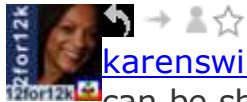
→ ☆
[dconconi](#) Share your page! [@RT @jgombita](#): [#solopr](#) -12:34 PM Nov 2nd, 2011



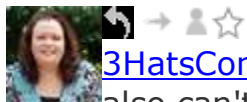
→ ☆
[SoloPR](#) Everyone, don't forget to tell us on the Solo PR Pros FB pg, too! RT [@karens swim](#): [@KristK](#) Share your page so I can "like" you :-) [#solopr](#) -12:34 PM Nov 2nd, 2011



→ ☆
[JanetLFalk @KellyeCrane](#) 2Farida_h A client somehow moade me an employee on FB. So I had to make that visible only to myself. [#soloPR](#) -12:34 PM Nov 2nd, 2011

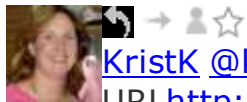


→ ☆
[karens swim](#) A3: My life is not that exciting so anything I say to friends can be shared with clients, my FB is me-work, life, the whole shebang [#solopr](#) -12:34 PM Nov 2nd, 2011



→ ☆
[3HatsComm @Speakeasy Media](#) Humor always, human sides but also can't be happy all the time. Keep it genuine, balanced

like [@jgombita](#) said. [#SoloPR](#) - 12:33 PM Nov 2nd, 2011



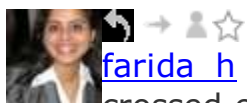
[KristK @karens swim](#) You so sweet -- here's the URL <http://t.co/yvqgrb4C> [#solopr](#) - 12:33 PM Nov 2nd, 2011



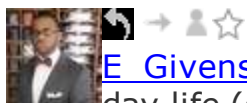
[dariasteigman @jgombita](#) I talk about my day, but I don't business w/ my friends. Unless it's my brain trust, & we're strategizing. [#solopr](#) - 12:33 PM Nov 2nd, 2011



[SocialDani #SoloPR](#) I guess it depends on the friends. I've been on FB since my sr year of hs. When friends start businesses, I want 2 b on their radars - 12:33 PM Nov 2nd, 2011



[farida_h](#) Not even sure where the lines are. How do we know we've crossed em? RT [@KellyeCrane](#) impossible to keep anything online "private" [#solopr](#) - 12:33 PM Nov 2nd, 2011



[E Givens Jr](#) RT [@SocialDani](#): A3 It's fine to speak about your day-to-day life (everyone does it), but you shouldn't be SELLING your services. [#SoloPR](#) - 12:33 PM Nov 2nd, 2011



[JanetLFalk](#) RT [@tchisholmcomm](#): A3: I keep FB just for personal and LinkedIn for biz. There can be a grey area between the two but ppl expect biz on LinkedIn [#solopr](#) - 12:33 PM Nov 2nd, 2011



[jgombita](#) Kind of sad if you only bring your clients existing friends.... RT [@dariasteigman](#): A3 Why are you pitching to your friends anyway? [#solopr](#) - 12:33 PM Nov 2nd, 2011



[KellyeCrane @farida_h @JanetLFalk](#) I used to try to keep FB close friends/personal only, but slowly other stuff crept in (too many work friends!) [#solopr](#) - 12:33 PM Nov 2nd, 2011



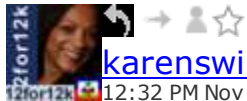
[SoloDovePR](#) RT [@redmediapr](#): so sad, but so true RT [@joeldon](#): Dont know how u can b "all PR," since most people dont know what we do [#solopr](#) -12:33 PM Nov 2nd, 2011



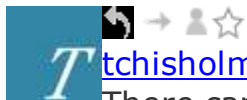
[mediacoach](#) [@dariasteigman](#) You got it. But you'll have to wait 10 minutes for it to settle. [#solopr](#) -12:32 PM Nov 2nd, 2011



[fransteps](#) [@KristK](#) You are NOT generic! [#solopr](#) -12:32 PM Nov 2nd, 2011



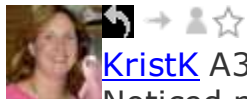
[karenswim](#) [@KristK](#) Share your page so I can "like" you :-)) [#solopr](#) -12:32 PM Nov 2nd, 2011



[tchisholmcomm](#) A3: I keep FB just for personal and LinkedIn for biz. There can be a grey area between the two but ppl expect biz on LinkedIn [#solopr](#) -12:32 PM Nov 2nd, 2011



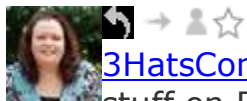
[jgombita](#) No Like from you I guess! RT [@dconconi](#): "friends" on Facebook should expect that. Worse when someones FB page is only biz pitches [#solopr](#) -12:32 PM Nov 2nd, 2011



[KristK](#) A3: i just made leap to start Facebook page for my firm. Noticed people were "liking" the generic community page from my profile [#solopr](#) -12:32 PM Nov 2nd, 2011



[joeldon](#) Just tell them PR is like running the Jungle Cruise ride at Disneyland...everyone gets it then. [@REDMEDIAPR](#): so sad, but so true [#solopr](#) -12:32 PM Nov 2nd, 2011



[3HatsComm](#) Exactly. RT [@farida_h](#): A3: I dont share much work/PR stuff on FB. I think it could be off-putting & boring for a lot of people. [#SoloPR](#) -12:32 PM Nov 2nd, 2011



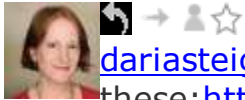
[pattijlarsen](#) Lots of great info, tips and discussion - thanks! [#solopr](#) - 12:31 PM Nov 2nd, 2011



[jgombita](#) RT [@JanetLFalk](#) A3 Revised website. for cousins husbands accounting firm. Paid me but never implemented edits. We dont talk about it. [#solopr](#) - 12:31 PM Nov 2nd, 2011



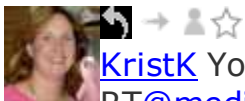
[KellyeCrane](#) A3: Of course, it's impossible to keep anything online "private"- always good to keep in mind [#solopr](#) - 12:31 PM Nov 2nd, 2011



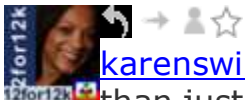
[dariasteigman](#) [@mediacoach](#) I'll take one of these: <http://t.co/XyS0SdsZ> [#solopr](#) - 12:31 PM Nov 2nd, 2011



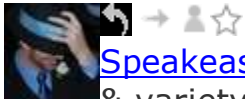
[farida_h](#) A3: I don't share too much work/PR related stuff on FB. I think it could be off-putting & boring for a lot of people. [#solopr](#) - 12:30 PM Nov 2nd, 2011



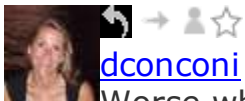
[KristK](#) You don't have to ask this group twice. Cheers!
RT [@mediacoach](#): just posted my 15,000th tweet right here. Drinks all round! [#solopr](#) - 12:30 PM Nov 2nd, 2011



[karenswim](#) Lol, so true! RT [@3HatsComm](#): [@KristK](#) Exactly, more than just work. Or play, or family, or your cat. [#solopr](#) - 12:30 PM Nov 2nd, 2011



[Speakeasy Media](#) A3 corollary: dont be perpetually negative. humor & variety increase my interest/engagement [#solopr](#) - 12:30 PM Nov 2nd, 2011



[dconconi](#) [@KellyeCrane](#) "friends" on Facebook should expect that. Worse when someone's FB page is only biz pitches [#solopr](#) - 12:30 PM Nov

2nd, 2011



[REDMEDIAPR](#) so sad, but so true RT [@joeldon](#): Dont know how u can b "all PR," since most people dont know what we do [#solopr](#) -12:30 PM Nov 2nd, 2011



[JanetLFalk](#) [@KellyeCrane](#) Try to keep FB personal, not busienss [#solopr](#) -12:30 PM Nov 2nd, 2011



[jgombita](#) A3. It's a tricky balance [@dconconi](#). Using your company accounts to be too personal, using personal accounts too much for business. [#solopr](#) -12:30 PM Nov 2nd, 2011



[karenswim](#) [@mediacoach](#) Popping the cork (on water) cheers! [#solopr](#) -12:30 PM Nov 2nd, 2011

[3HatsComm](#) [@KristK](#) Exactly, more than just work. Or play, or family, or your cat. [#SoloPR](#) -12:30 PM Nov 2nd, 2011



[fransteps](#) A3: My son says "chillax, mom!". Good for biz relationships too. [#solopr](#) -12:29 PM Nov 2nd, 2011



[mediacoach](#) [#solopr](#) Well, well - just posted my 15,000th tweet right here. Drinks all round! -12:29 PM Nov 2nd, 2011



[joeldon](#) Dont know how u can b "all PR," since most people don't know what we do [@KristK](#) A3 Have more in your life than work [#solopr](#) -12:29 PM Nov

2nd, 2011



[SoloPR](#) This cracked me up! RT [@dariasteigman](#): A3 Yes. Start selling Tupperware. Goes back to asking vs. selling. [#solopr](#) - 12:29 PM Nov 2nd, 2011



[dariasteigman](#) A3 Why are you pitching to your friends anyway? Need to know how to separate personal from biz rel'ships. [#solopr](#) - 12:29 PM

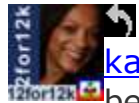
Nov 2nd, 2011



[JanetLFalk](#) A3 Revised website. for cousin's husband's accounting firm. Paid me but never implemented edits. We don't talk about it. [#soloPR](#) - 12:29 PM Nov 2nd, 2011



[REDMEDIAPR](#) I have 2 twitters. One is for our co. the other is just me. Personal one is just that - like it separate [#solopr](#) - 12:29 PM Nov 2nd, 2011



[karens swim](#) RT [@3HatsComm](#): when EVERY like, status update, email becomes about u, your biz or client/job search, it can be off putting, spammy. [#solopr](#) - 12:29 PM Nov 2nd, 2011



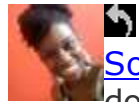
[dconconi](#) sad but true. sigh. RT [@3HatsComm](#): [@dconconi](#) Heh, if wishing made it so. Sometimes you get those "cant say no" situations, sigh. [#solopr](#) - 12:29 PM Nov 2nd, 2011



[KellyeCrane](#) A3: One place I worry about this is FB. Ppl from many phases of life- but, if they don't want to know what I'm up to, can unfriend! [#solopr](#) - 12:29 PM Nov 2nd, 2011



[dconconi](#) !!!!! RT [@karens swim](#): A3: Dont be a bore, no one wants to talk business 24/7, and dont be pushy, no one likes that! [#solopr](#) - 12:29 PM Nov 2nd, 2011

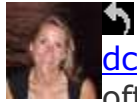


[SocialDani](#) A3 It's fine to speak about your day-to-day life (everyone does it), but you shouldn't be SELLING your services. [#SoloPR](#) - 12:29 PM

Nov 2nd, 2011



[karensuim](#) [@MarketingMel](#) Miss you Mel! Have a great meeting! [#solopr](#) - 12:28 PM Nov 2nd, 2011



[dconconi](#) A3: [@jgombita](#) hit the nail on the head - be mindful of how often you approach [#solopr](#) - 12:28 PM Nov 2nd, 2011



[3HatsComm](#) [@dconconi](#) Heh, if wishing made it so. Sometimes you get those "can't say no" situations, sigh. [#SoloPR](#) - 12:28 PM Nov 2nd, 2011



[karensuim](#) A3: Don't be a bore, no one wants to talk business 24/7, and don't be pushy, no one likes that! [#solopr](#) - 12:28 PM Nov 2nd, 2011



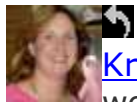
[farida_h](#) So true. RT [@KristK](#): A3: dont be "all PR, all the time." Have more in your life than work -- isnt that why many go solo anyway? [#solopr](#) - 12:28 PM Nov 2nd, 2011



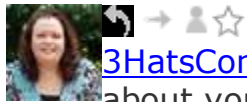
[MarketingMel](#) Hey [#SoloPR](#) friends! Sorry I can't join your chat today. Preparing for a big meeting in a half hour! Enjoy! - 12:28 PM Nov 2nd, 2011



[jgombita](#) RT [@3HatsComm](#): when EVERY like, status update, email becomes about you, your biz or client/job search, it can be off putting, spammy [#solopr](#) - 12:28 PM Nov 2nd, 2011



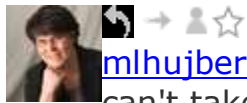
[KristK](#) A3: don't be "all PR, all the time." Have more in your life than work -- isn't that why many go solo anyway? [#solopr](#) - 12:27 PM Nov 2nd, 2011



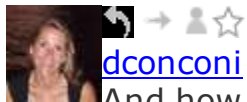
[3HatsComm](#) A3 when EVERY like, status update, email becomes about you, your biz or client/job search, it can be off putting, spammy. [#SoloPR](#) - 12:27 PM Nov 2nd, 2011



[mediacoach](#) [#solopr](#) A3 I take care never to abuse a friendship. All my pals know me well enough to tell me to **** off If I ever went too far. ****=back - 12:27 PM Nov 2nd, 2011



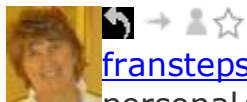
[mlhujber](#) A3 Only if I'm only talking to them about my business. It can't take over the relationship. [#solopr](#) - 12:27 PM Nov 2nd, 2011



[dconconi](#) yes - respect the number of visits to the well. RT [@jgombita](#): And how often.... [#solopr](#) - 12:27 PM Nov 2nd, 2011



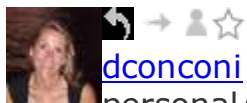
[dariasteigman](#) A3 Yes. Start selling Tupperware. Goes back to asking vs. selling. [#solopr](#) - 12:26 PM Nov 2nd, 2011



[fransteps](#) RT [@SoloPR](#): Q3 is a follow-up: When does crossing the personal/professional line go too far? Can you alienate your non-PR buds? [#solopr](#) - 12:26 PM Nov 2nd, 2011



[jgombita](#) A2. Depends on what's being asked. For ex., my Twitterstream being loaded with appeals for charitable donations (e.g., Movember) [#solopr](#) - 12:26 PM Nov 2nd, 2011



[dconconi](#) RT [@SoloPR](#): Q3 is a follow-up: When does crossing the personal/professional line go too far? Can you alienate your non-PR buds? [#solopr](#) - 12:26 PM Nov 2nd, 2011



[fransteps](#) Bec. of my personal network, I helped media coach a young athlete on what to expect during her world championships. Awesome opp! [#solopr](#) -12:26 PM Nov 2nd, 2011



[karenswim](#) RT [@SoloPR](#): Q3 is a follow-up: When does crossing the personal/professional line go too far? Can you alienate your non-PR buds? [#solopr](#) -12:26 PM Nov 2nd, 2011



[dconconi](#) I prefer referrals from F&F than actually working with them... ;-) RT [@3HatsComm](#): [#solopr](#) -12:26 PM Nov 2nd, 2011



[JanetLFalk](#) Recruiter told me PR pros on sidelines do little "marketing" for consulting work on interim basis while in job hunt. [#solopr](#) -12:25 PM Nov 2nd, 2011



[3HatsComm](#) This. RT [@dconconi](#): A2: networks are networks. But be smart and strategic about why, when, who and how to approach. [#SoloPR](#) -12:25 PM Nov 2nd, 2011



[farida_h](#) RT [@mlhujber](#): Q2 Yes, but keep it very low key. Let friends know what Im doing, but dont push for business. [#solopr](#) -12:25 PM Nov 2nd, 2011



[SoloPR](#) Q3 is a follow-up: When does crossing the personal/professional line go too far? Can you alienate your non-PR buds? [#solopr](#) -12:25 PM Nov 2nd, 2011

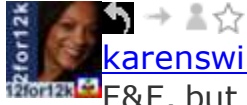


[jgombita](#) RT [@3HatsComm](#): A2 not really. I have done work for F&F, but theres not much crossover in my networks, I like the healthy separation. [#solopr](#) -12:25 PM Nov 2nd, 2011



[KristK](#) RT [@farida_h](#): A2: People do biz with u because they like you. Personal social networks help show ur personality besides ur

expertise [#solopr](#) -12:25 PM Nov 2nd, 2011



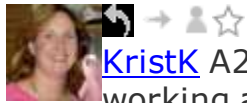
→ ☆
[karenswim](#) RT [@3HatsComm](#): A2 not really. I have done work for F&F, but theres not much crossover in my networks, I like the healthy separation. [#solopr](#) -12:25 PM Nov 2nd, 2011



→ ☆
[TWestfield](#) RT [@prweb](#): If you're interested in a good [#PR](#) chat, join up on [#solopr](#), happening right now! -12:25 PM Nov 2nd, 2011



→ ☆
[jgombita](#) And how often.... RT [@dconconi](#): A2: networks are networks. But be smart and strategic about why, when, who and how to approach. [#solopr](#) -12:24 PM Nov 2nd, 2011



→ ☆
[KristK](#) A2: First job (still in college) resulted from referral from friend working at a law firm. [#solopr](#) -12:24 PM Nov 2nd, 2011



→ ☆
[SocialDani](#) RT [@farida_h](#): A2: People do biz with u because they like you. Personal social networks help show ur personality besides ur expertise, always helps [#solopr](#) -12:24 PM Nov 2nd, 2011



→ ☆
[KellyeCrane](#) [@SocialDani](#) [@wbreaux](#) Oh yes, [#SoloPR](#) brings people together from 'round the world! :-)

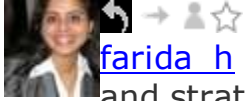


→ ☆
[fransteps](#) [@jgombita](#) I am far better at talking about accounting than doing

accounting. <wink>. [#solopr](#) -12:24 PM Nov 2nd, 2011



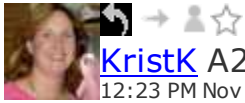
[MuslimNewMedia](#) hopping in late, hi all [#SoloPR](#) -12:24 PM Nov 2nd, 2011



[farida_h](#) RT [@dconconi](#): A2: networks are networks. But be smart and strategic about why, when, who and how to approach. [#solopr](#)-12:24 PM Nov 2nd, 2011



[jgombita](#) So true RT [@dariasteigman](#): A2 Of course. Stupid not to tap your network. Key is asking for help, contacts, advice -- not selling. [#solopr](#) -12:24 PM Nov 2nd, 2011



[KristK](#) A2: I like PR ppl so my personal network is full of 'em. [#solopr](#) -12:23 PM Nov 2nd, 2011



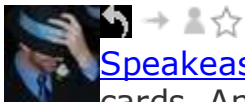
[SoloPR](#) Wow! Some amazing case studies being shared on the power of the personal network... [#solopr](#) -12:23 PM Nov 2nd, 2011



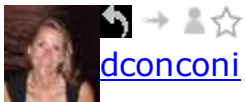
[3HatsComm](#) A2 not really. I have done work for F&F, but there's not much crossover in my networks, I like the healthy separation. [#SoloPR](#) -12:23 PM Nov 2nd, 2011



[tchisholmcomm](#) [@dconconi](#) completely agree! [#solopr](#) -12:23 PM Nov 2nd, 2011

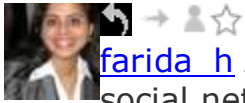


[Speakeasy Media](#) RT [@dariasteigman](#): I arm my parents w/ biz cards. And one of my best biz partners was a referral from my mom. [#solopr](#) -12:23 PM Nov 2nd, 2011



[dconconi](#) glutton for punishment? RT [@jgombita](#): [@fransteps](#) I did PR

for accountants for years.... Do you think you'd like that? [#solopr](#) - 12:23 PM Nov 2nd, 2011



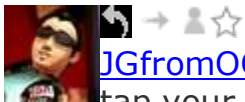
[farida_h](#) A2: People do biz with u because they like you. Personal social networks help show ur personality besides ur expertise, always helps [#solopr](#) - 12:23 PM Nov 2nd, 2011



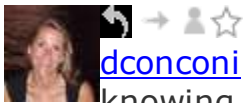
[joeldon](#) No problem, Jud. [@jgombita](#): Ack! I meant JoeL.... Sorry (typing too fast). [#solopr](#) - 12:23 PM Nov 2nd, 2011



[karenswim](#) A2: Friends and family offline social network, not really, online is a different story [#solopr](#) - 12:23 PM Nov 2nd, 2011



[JGfromOC](#) Agree! RT [@dariasteigman](#): A2 Of course. Stupid not to tap your network. Key is asking for help, contacts, advice -- not selling. [#solopr](#) - 12:23 PM Nov 2nd, 2011



[dconconi](#) True. RT [@JanetLFalk](#): A2 Everyone knows someone worth knowing. You don't know who stands in their circle of contacts until you ask. [#solopr](#) - 12:23 PM Nov 2nd, 2011



[jgombita](#) [@fransteps](#) I did PR for accountants for years.... Do you think you'd like that? [#solopr](#) - 12:23 PM Nov 2nd, 2011



[dariasteigman](#) I arm my parents w/ biz cards. And one of my best biz partners was a referral from my mom. [#solopr](#) - 12:23 PM Nov 2nd, 2011



[KellyeCrane](#) A2: I'm always surprised how many new [#solopr](#) pros haven't "announced" their biz to their friends/family. They're your biggest fans! [#solopr](#) -12:22 PM Nov 2nd, 2011



[ManDee4](#) [#solopr](#) A2 Yes, absolutely. Especially since I'm just starting. -12:22 PM Nov 2nd, 2011



[fransteps](#) A2: I am a merger....there are few lines bet. my biz and my social network, so I use the appropo tool for project/client. [#solopr](#) -12:22 PM Nov 2nd, 2011



[KristK](#) That's the ticket --> MT [@dariasteigman](#): A2 Key is asking for help, contacts, advice -- not selling [#solopr](#) -12:22 PM Nov 2nd, 2011



[dconconi](#) A2: networks are networks. But be smart and strategic about why, when, who and how to approach. [#solopr](#) -12:22 PM Nov 2nd, 2011



[AerialEllis](#) There is a lead in every network. [#soloPR](#) -12:22 PM Nov 2nd, 2011



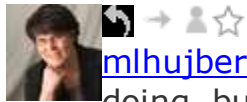
[jgombita](#) Ack! I meant JoeL.... Sorry [@joeldon](#) (typing too fast). [#solopr](#) -12:21 PM Nov 2nd, 2011



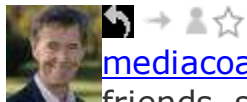
[JanetLFalk](#) A2 Everyone knows someone worth knowing. You don't know who stands in their circle of contacts until you ask. [#solopr](#) -12:21 PM Nov 2nd, 2011



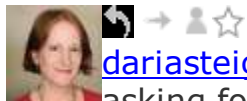
[joeldon](#) Nope just reminding our business is PR, not Quickbooks wonkery [@jgombita](#): were you traumatized by an accountant :-)[#solopr](#) - 12:21 PM Nov 2nd, 2011



[mlhujber](#) Q2 Yes, but keep it very low key. Let friends know what I'm doing, but don't push for business. They offer to help if they can help. [#solopr](#) - 12:21 PM Nov 2nd, 2011



[mediacoach](#) [#solopr](#) A2 My personal friends include many business friends, so I guess that's a yes. - 12:21 PM Nov 2nd, 2011



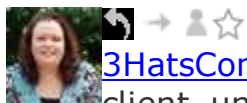
[dariasteigman](#) A2 Of course. Stupid not to tap your network. Key is asking for help, contacts, advice -- not selling. [#solopr](#) - 12:21 PM Nov 2nd, 2011



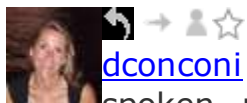
[REDMEDIAPR](#) A2 ABSOLUTELY. Every network is just that. Hell, I make use of my family network for biz leads. =) [#solopr](#) - 12:21 PM Nov 2nd, 2011



[wbreaux](#) hey Kristie! How have you been? Wish I could hop on for the chat buttim boarding a flight! Enjoy "[@KristK](#): [@wbreaux](#) Hey Whitney! [#solopr](#)" - 12:21 PM Nov 2nd, 2011



[3HatsComm](#) RT [@joeldon](#): Key is to offload ALL expenses direct to client, unless you like being an accountant <<which I don't [@dconconi](#) [#SoloPR](#) - 12:21 PM Nov 2nd, 2011

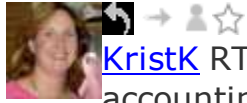


[dconconi](#) anyday. anytime. RT [@SoloPR](#): Truer words were never spoken. :-) RT [@fransteps](#): Would always rather do PR than accounting! [#solopr](#) - 12:21 PM Nov 2nd, 2011



[SoloDovePR](#) RT [@mediacoach](#): A1 I pass expenses on as a clear line item on the invoice, after pre-agreeing in a contract [#solopr](#) - 12:21 PM

Nov 2nd, 2011



[KristK](#) RT [@fransteps](#): Would always rather do PR than accounting! [#solopr](#) -12:21 PM Nov 2nd, 2011



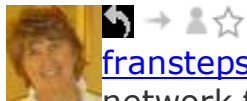
[JanetLFalk](#) A2 Absolutely. Husband's college roomie intro'd me to a client. [#soloPR](#) -12:20 PM Nov 2nd, 2011



[SoloPR](#) Truer words were never spoken. :-) RT [@fransteps](#): Would always rather do PR than accounting! [#solopr](#) -12:20 PM Nov 2nd, 2011



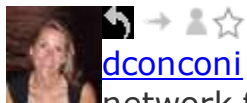
[SocialDani](#) [@wbreaux](#) [@KellyeCrane](#) that's my [#SoloPR](#) girl. lol ;-)
It's neat that you know one another. -12:20 PM Nov 2nd, 2011



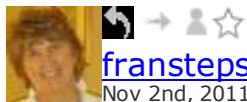
[fransteps](#) RT [@SoloPR](#): Q2: Do you make use of your personal social network for business purposes? [#solopr](#) -12:20 PM Nov 2nd, 2011



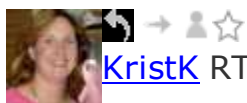
[igombita](#) [@joeldon](#) were you traumatized by an accountant or financial experience in the past, Joe? :-) [#solopr](#) -12:20 PM Nov 2nd, 2011



[dconconi](#) RT [@SoloPR](#): Q2: Do you make use of your personal social network for business purposes? [#solopr](#) -12:20 PM Nov 2nd, 2011

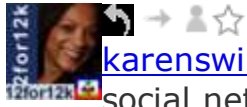


[fransteps](#) Would always rather do PR than accounting! [#solopr](#) -12:20 PM Nov 2nd, 2011

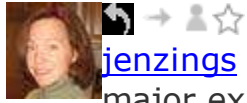


[KristK](#) RT [@SoloPR](#): Q2: Do you make use of your personal social

network for business purposes? [#solopr](#) -12:19 PM Nov 2nd, 2011



→ ☆
[karenswim](#) RT [@SoloPR](#): Q2: Do you make use of your personal social network for business purposes? [#solopr](#) -12:19 PM Nov 2nd, 2011



→ ☆
[jenzings](#) RT [@SoloDovePR](#): RT [@farida_h](#): A1: Bill separately for all major expenses. Including it in the rate can be tricky - you never know what may crop up [#solopr](#) -12:19 PM Nov 2nd, 2011



→ ☆
[dconconi](#) yes! RT [@dariasteigman](#): [@jgombita](#) One of the reasons I will find big-ticket vendors (e.g., printers), but have clients pay directly. [#solopr](#) -12:19 PM Nov 2nd, 2011



→ ☆
[SoloDovePR](#) RT [@farida_h](#): A1: Bill separately for all major expenses. Including it in the rate can be tricky - you never know what may crop up [#solopr](#) -12:19 PM Nov 2nd, 2011



→ ☆
[SoloPR](#) Q2: Do you make use of your personal social network for business purposes? [#solopr](#) -12:19 PM Nov 2nd, 2011



→ ☆
[KristK](#) [@wbreaux](#) Hey Whitney! [#solopr](#) -12:19 PM Nov 2nd, 2011



→ ☆
[joeldon](#) Key is to offload ALL expenses direct to client, unless you like being an accountant [@dconconi](#): key is not to carry expenses [#solopr](#) -12:19 PM Nov 2nd, 2011



→ ☆
[farida_h](#) Good idea! RT [@jgombita](#): RT [@joeldon](#): U can direct (newswire) bill to the client & manage the account [#solopr](#) -12:19 PM Nov 2nd, 2011



[dconconi](#) [@jgombita](#) Thanks! [#solopr](#) -12:19 PM Nov 2nd, 2011



[dariasteigman](#) [@jgombita](#) [@dconconi](#) One of the reasons I will find big-ticket vendors (e.g., printers), but have clients pay directly. [#solopr](#) -12:19 PM Nov 2nd, 2011



[SoloPR](#) Excellent discussion, all - Q2 is coming up! [#solopr](#) -12:19 PM Nov 2nd, 2011



[wbreaux](#) So cool to see y'all connect! "[@KellyeCrane](#): Awesome. :-) Starting now! RT [@SocialDani](#): Yes!!!! I'm going to get to do the [#SoloPR](#) chat!!!" -12:18 PM Nov 2nd, 2011



[SocialDani](#) RT [@KristK](#): I'll second that! RT [@dconconi](#): key is not to carry expenses either too big or too long without some compensation [#solopr](#) -12:18 PM Nov 2nd, 2011



[fransteps](#) A1: I got stuck for some expensive video charges so often ask to bill separately and w/ shorter turnaround. [#solopr](#) -12:18 PM Nov 2nd, 2011



[ManDee4](#) RT [@REDMEDIAPR](#) Always have pre-agreed mark-up or interest penalty in contract (and your stuck w 10K on amex) [#solopr](#)<-- Good call. -12:17 PM Nov 2nd, 2011



[dariasteigman](#) [@joeldon](#) Exactly. It's a biz philosophy for me too -- and a competitive differentiator [#solopr](#) -12:17 PM Nov 2nd, 2011

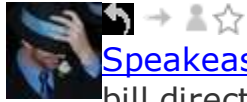


[jgombita](#) Brilliant brevity RT [@dconconi](#): key is not to carry expenses either too big or too long without some compensation [#solopr](#) -12:17 PM

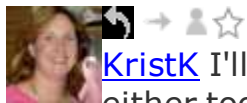
Nov 2nd, 2011



[joeldon](#) It's called direct bill sub account in newswire lingo@[JanetLFalk](#): Will have to remember to arrange direct bill for newswire dist [#solopr](#) -12:17 PM Nov 2nd, 2011



[Speakeasy Media](#) RT [@dconconi](#): A1. under \$500 and I can carry it, bill directly w/o markup. Big expense? pre-agreed markup unless they deal directly with supplier [#solopr](#) -12:17 PM Nov 2nd, 2011



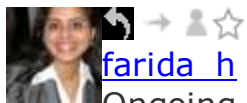
[KristK](#) I'll second that! RT [@dconconi](#): key is not to carry expenses either too big or too long without some compensation [#solopr](#) -12:17 PM Nov 2nd, 2011



[SoloPR](#) Yes-Advance notice! RT [@mediacoach](#): A1 I pass expenses on as a clear line item on the invoice, after pre-agreeing in a contract [#solopr](#) -12:17 PM Nov 2nd, 2011



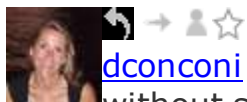
[dariasteigman](#) [@JanetLFalk](#) A little. But mostly it was very insular. [#solopr](#) -12:17 PM Nov 2nd, 2011



[farida_h](#) RT [@KristK](#): A1: Newswire et al added to invoice as exp. Ongoing costs part of hourly rate, but may need to separate for new clients. [#solopr](#) -12:17 PM Nov 2nd, 2011



[jgombita](#) RT [@joeldon](#): I got out of biz of accounting 4 newswire charges long ago. U can direct bill to the client & still manage the account [#solopr](#) -12:17 PM Nov 2nd, 2011



[dconconi](#) key is not to carry expenses either too big or too long without some compensation [#solopr](#) -12:16 PM Nov 2nd, 2011



[joeldon](#) Let the ad agencies hang themselves on markups....keep PR pure. RT [@dariasteigman](#): I don't mark up expenses that I invoice

for. [#solopr](#) - 12:16 PM Nov 2nd, 2011



[JanetLFalk @joeldon](#) Will have to remember to arrange direct bill for newswire distrib [#solopr](#) - 12:16 PM Nov 2nd, 2011



[3HatsComm @jgombita](#) Hola! [#SoloPR](#) - 12:16 PM Nov 2nd, 2011



[fransteps @joeldon](#) Gr8 idea on newswire charges. [#solopr](#) - 12:16 PM Nov 2nd, 2011



[dariasteigman](#) I don't mark up expenses that I invoice for. [#solopr](#) - 12:15 PM Nov 2nd, 2011



[3HatsComm @REDMEDIAPR](#) Multitasking :) [#SoloPR](#) - 12:15 PM Nov 2nd, 2011



[JanetLFalk @dariasteigman](#) Makes sense. Hope you got to network at trade assoc without competing [#solopr](#) - 12:15 PM Nov 2nd, 2011



[SoloPR RT @joeldon](#): I got out of the business of accounting 4 newswire charges long ago. U can direct bill to the client, and still manage [#solopr](#) - 12:15 PM Nov 2nd, 2011



[REDMEDIAPR](#) Always have pre-agreed mark-up or interest penalty in contract in event client drags feet (and your stuck w 10K on amex) [#solopr](#) - 12:15 PM Nov 2nd, 2011



[karenswim @tchisholmcomm](#) Hi Tracy, welcome aboard! [#solopr](#) - 12:15 PM Nov 2nd, 2011



[AerialEllis @mediacoach](#) Thats the best way to bill for PR..in my opinion [#solopr](#) - 12:15 PM Nov 2nd, 2011



[joeldon](#) I got out of the business of accounting 4 newswire charges long ago. U can direct bill to the client, and still manage the account. [#solopr](#) - 12:15 PM Nov 2nd, 2011



[jgombita @3HatsComm](#) I read that too fast and thought you said "luckily my lunch PLATE has wifi." Shades of the Jetsons or something. Hiya! [#solopr](#) - 12:15 PM Nov 2nd, 2011



[dariasteigman @mediacoach](#) Travel is my 1 item too. Though once had client pay a trade assn fee b/c they wanted to me join, attend events for them. [#solopr](#) - 12:15 PM Nov 2nd, 2011



[REDMEDIAPR @3HatsComm](#) and you are actually getting to eat lunch! [#solopr](#) - 12:14 PM Nov 2nd, 2011

[farida h](#) RT [@joeldon](#): [@KristK](#): I look at hourly as hourly; retainer as a flat amount per time period and project as fixed amount. [#solopr](#) - 12:14 PM Nov 2nd, 2011



[fransteps](#) Joining late from San Antonio. Hi everyone! [#solopr](#) - 12:14 PM Nov 2nd, 2011

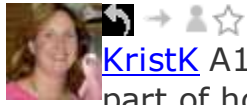


[dconconi](#) A1. under \$500 and I can carry it, bill directly w/o markup. Big expense? pre-agreed markup unless they deal directly with supplier [#solopr](#) - 12:14 PM Nov 2nd, 2011



[3HatsComm](#) Joining [#soloPR](#) chat a little late thanks to tech issues.

Luckily my lunch place has wifi. -12:14 PM Nov 2nd, 2011



[KristK](#) A1: Newswire et al added to invoice as expense. Ongoing costs part of hourly rate, but may need to separate for new clients. [#solopr](#) -12:13 PM Nov 2nd, 2011



[joeldon](#) [@KristK](#): I look at hourly as hourly; retainer as a flat amount per time period and project as fixed amount. [#solopr](#) -12:13 PM Nov 2nd, 2011



[jgombita](#) RT [@SoloPR](#): RT [@Speakeasy Media](#): A1 direct client costs line-itemed on invoice; general subscriptions folded into rate/project cost [#solopr](#) -12:13 PM Nov 2nd, 2011



[tchisholmcomm](#) Tracy [@tchisholmcomm](#) joining for the first time from Toronto. Sorry I'm late [#solopr](#) -12:13 PM Nov 2nd, 2011



[KellyeCrane](#) A1: Have used "Media Information Database" or "Analytics Software" as the expense line item for service subscriptions before. [#solopr](#) -12:13 PM Nov 2nd, 2011



[REDMEDIAPR](#) Clarification- the expenses I was referring to are all admin (cision, phone,etc) for prj clients we just increase rate slightly [#solopr](#) -12:13 PM Nov 2nd, 2011



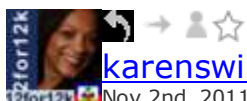
[jgombita](#) RT [@dconconi](#): [@jgombita](#) Seriously. sunny and actually warm for November. Tourism TO are you listening? [#solopr](#) -12:13 PM Nov 2nd, 2011



→ ☆
[farida_h](#) RT [@SocialDani](#): A1 Depends on expense. General expenses are factored into rates. Individual exp are itemized monthly, sometimes +10% [#solopr](#) - 12:12 PM Nov 2nd, 2011



→ ☆
[SocialDani](#) RT [@SoloPR](#): RT [@Speakeasy Media](#): A1 direct client costs line-itemed on invoice; general subscriptions folded into rate/project cost [#solopr](#) - 12:12 PM Nov 2nd, 2011



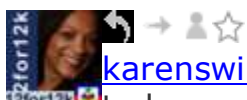
→ ☆
[karens swim](#) [@REDMEDIAPR](#) Oh good, glad I could help! [#solopr](#) - 12:12 PM Nov 2nd, 2011



→ ☆
[mediacoach](#) [#solopr](#) A1 To clarify, the only expenses I add are significant travel and overnight stays. Everything else is in the fee. - 12:12 PM Nov 2nd, 2011



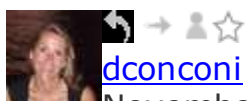
→ ☆
[SoloPR](#) RT [@Speakeasy Media](#): A1 direct client costs line-itemed on invoice; general subscriptions folded into rate/project cost [#solopr](#) - 12:12 PM Nov 2nd, 2011



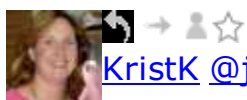
→ ☆
[karens swim](#) [@jenzings](#) [@KristK](#) snow? ugh! Not ready for it just yet, today we have sun, sending some your way! [#solopr](#) - 12:12 PM Nov 2nd, 2011



→ ☆
[jgombita](#) RT [@farida_h](#): A1: Bill separately for all major expenses. Including it in the rate can be tricky - you never know what may crop up later. [#solopr](#) - 12:11 PM Nov 2nd, 2011



→ ☆
[dconconi](#) [@jgombita](#) Seriously. sunny and actually warm for November. Tourism TO are you listening? [#solopr](#) - 12:11 PM Nov 2nd, 2011



→ ☆
[KristK](#) [@jenzings](#) *giggling maniacly* [#solopr](#) - 12:11 PM Nov 2nd, 2011



→ ☆
[REDMEDIAPR](#) [@karens swim](#) thnx for tweet chat tip - this is WAY

easier [#solopr](#) - 12:11 PM Nov 2nd, 2011



[SoloPR](#) RT [@farida_h](#): A1: Bill separately for all major expenses. Including it in the rate can be tricky - you never know what may crop

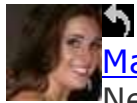
up [#solopr](#) - 12:11 PM Nov 2nd, 2011



[dariasteigman](#) [@karens swim](#) Fine line b/w billable expenses & looking petty (or "small" from a biz perspective). [#solopr](#) - 12:11 PM Nov 2nd, 2011



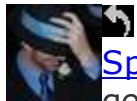
[jgombita](#) xo RT [@joeldon](#) And if your clients are paying for your [#Klout](#) advice & consultations, theyre probably asking for a refund about now. [#solopr](#) - 12:11 PM Nov 2nd, 2011



[ManDee4](#) Hi everyone, sorry I'm late. I'm Mandi from Albuquerque. New [#solopr](#) practitioner. - 12:11 PM Nov 2nd, 2011

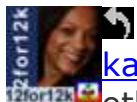


[KristK](#) [@REDMEDIAPR](#) Is hourly fee diff for retainer vs project clients to accommodate expenses, admin? [#solopr](#) - 12:11 PM Nov 2nd, 2011



[Speakeasy Media](#) A1 direct client costs line-itemed on invoice; general subscriptions folded into rate/project cost [#solopr](#) - 12:10 PM Nov

2nd, 2011



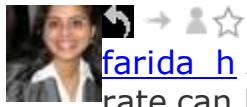
[karens swim](#) A1: agree w/[@dariasteigman](#) some acctd for in rate, others cost of doing biz & when appropriate direct bill back [#solopr](#)-

12:10 PM Nov 2nd, 2011



[dariasteigman](#) +! RT [@joeldon](#): And if clients are paying for

your [#Klout](#) advice & consultations, they're probably asking for refund about now. :-) [#solopr](#) -12:10 PM Nov 2nd, 2011



[farida_h](#) A1: Bill separately for all major expenses. Including it in the rate can be tricky - you never know what may crop up later. [#solopr](#) -

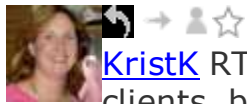
12:10 PM Nov 2nd, 2011



[SocialDani](#) A1 It depends on the expense. General expenses are factored into my rates. Individual expenses are itemized monthly, sometimes +10%. [#SoloPR](#) -12:10 PM Nov 2nd, 2011



[JanetLFalk](#) Cision/Vocus are part of your overhead, unless client requires it. [#soloPR](#) -12:10 PM Nov 2nd, 2011



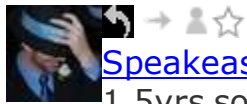
[KristK](#) RT [@REDMEDIAPR](#): A1. I have monthly admin line for retainer clients, built into hrly fee for project clients [#solopr](#) -12:10 PM Nov 2nd, 2011



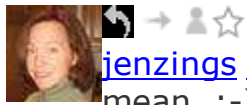
[mlhujber](#) Q1 Include as much in the rate as possible. Charge extra for unanticipated expenses only if they are a significant amount. [#solopr](#) -12:10 PM Nov 2nd, 2011



[joeldon](#) And if your clients are paying for your [#Klout](#) advice & consultations, they're probably asking for a refund about now. :-) [#solopr](#) -12:10 PM Nov 2nd, 2011



[Speakeasy Media](#) howdy from sunny autumn ATL, [#solopr](#) folks! 1.5yrs solo, you can find my off-the-clock tweets [@garrettkuk](#) -12:10 PM Nov 2nd, 2011



[jenzings](#) [@KristK](#) (stares out window, sees snow) Well, that's just mean. ;-) [#soloPR](#) -12:10 PM Nov 2nd, 2011



[dariasteigman](#) [@joeldon](#) I agree. If it's something you need to be credible, pay it -- and acct for in your rates. [#solopr](#) - 12:09 PM Nov 2nd, 2011



[karenswim](#) RT [@dariasteigman](#): Depends on expenses. some direct, some split b/w clients, some cost of doing business (& accted for w/in rates). [#solopr](#) - 12:09 PM Nov 2nd, 2011



[KristK](#) FYI: Forecast for MS Gulf Coast -- highs in 70s for next 7 days. [#solopr](#) - 12:09 PM Nov 2nd, 2011



[joeldon](#) Expenses are a tricky item. Especially big ticket items like a Cision or Vocus account. [#solopr](#) - 12:08 PM Nov 2nd, 2011



[dariasteigman](#) A1 Depends on the expenses. I've had some direct, some split b/w clients, some cost of doing business (& accted for w/in rates). [#solopr](#) - 12:08 PM Nov 2nd, 2011



[karenswim](#) [@KristK](#) Lol! *waving* kung-fu style back :-)
[#solopr](#) - 12:08 PM Nov 2nd, 2011



[mediacoach](#) [#solopr](#) A1 I pass expenses on as a clear line item on the invoice, after pre-agreeing them in a contract. - 12:08 PM Nov 2nd, 2011



[farida_h](#) Hi, everyone - old friends and new. Farida from NY. Communications specialist/freelance writer. [#solopr](#) - 12:08 PM Nov 2nd, 2011



[JanetLFalk](#) A1 Itemize expenses as part of monthly invoice. NO mark-up [#soloPR](#) - 12:08 PM Nov 2nd, 2011



[REDMEDIAPR](#) A1. I have an monthly admin line for retainer clients, built into hrly fee for project clients [#solopr](#) - 12:08 PM Nov 2nd, 2011



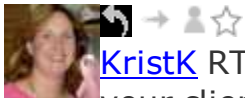
[JanetLFalk](#) NYC PR pro w/ nonprofit Wall Street, law firm & small biz experience. [#soloPR](#) - 12:07 PM Nov 2nd, 2011



[criticalmention](#) [#soloPR](#) Coming in late but hoping to come in strong! ;) Good afternoon fellow SoloPR-ers [@CriticalMention](#) here - 12:07 PM Nov 2nd, 2011



[jgombita](#) [@dconconi](#) isn't it funny how everyone assumes Toronto/southwestern Ontario got the same snow dump as NE USA? It's gorgeous here! [#solopr](#) - 12:07 PM Nov 2nd, 2011



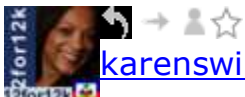
[KristK](#) RT [@SoloPR](#): Q1: How do you pass expenses/subscriptions to your clients- in your rate, sep admin fee, direct expense line, other? [#solopr](#) - 12:07 PM Nov 2nd, 2011



[mediacoach](#) [@jgombita](#) It was fab, You could read my reports on Tripadvisor (Soller, Mallorca). Yes, stayed off the grid. [#solopr](#) - 12:06 PM Nov 2nd, 2011

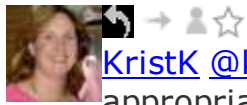


[SocialDani](#) RT [@SoloPR](#): Q1: How do you pass expenses/subscriptions to your clients- in your rate, sep admin fee, direct expense line, other? [#solopr](#) - 12:06 PM Nov 2nd, 2011

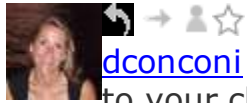


[karens swim](#) RT [@SoloPR](#): Q1: How do you pass

expenses/subscriptions to your clients- in your rate, sep admin fee, direct expense line, other? [#solopr](#) -12:06 PM Nov 2nd, 2011



[KristK @karensxim](#) I'd wave but perhaps a kung fu pose is more appropriate? [#solopr](#) -12:06 PM Nov 2nd, 2011



[dconconi](#) RT [@SoloPR](#): Q1: How do you pass expenses/subscriptions to your clients- in your rate, sep admin fee, direct expense line, other? [#solopr](#) -12:06 PM Nov 2nd, 2011



[dconconi](#) Hi all. Diana here from sunny Toronto. 2years solo this time - 11 in the US before. Ready to chat!! [#solopr](#) -12:06 PM Nov 2nd, 2011

[SoloPR](#) Q1: How do you pass expenses/subscriptions to your clients- in your rate, sep admin fee, direct expense line, other? [#solopr](#) -12:06 PM Nov 2nd, 2011



[jgombita @karensxim](#) hello princess! I think if anyone can suss out my question(s), it's you. :-) [#solopr](#) -12:06 PM Nov 2nd, 2011



[SocialDani @jgombita](#) :-) I have. I've missed the past two weeks. Excited to be back. [#SoloPR](#) -12:06 PM Nov 2nd, 2011



[dariasteigman @JGfromOC](#) Hi Jason. All good so far on the East Coast. [#solopr](#) -12:05 PM Nov 2nd, 2011



[SMESurrey](#) RT [@mediacoach](#): Standing by in a dark and cold London (we're back on GMT, and winter is arriving). Looking forward to [#solopr](#) -12:05 PM Nov 2nd, 2011



[jgombita](#) [@mediacoach](#) how was your vacation oh fave Brit#solopr? Did you manage to stay offline the entire time? -12:05 PM Nov 2nd, 2011



[SoloPR](#) Welcome to you all! Glad you could join us. Q1 is coming up... #solopr -12:04 PM Nov 2nd, 2011



[KristK](#) Hello to my #solopr pals. Kristie here from south MS (20 years exp, 7 as indy, APR, PR prof). -12:04 PM Nov 2nd, 2011



[karenswim](#) Hi all! Karen Swim, 7+ years solo, supporting SMBs, agencies, p/t Ninja, love cupcakes and puppies. #solopr -12:04 PM Nov 2nd, 2011



[jgombita](#) [@SocialDani](#) I heart your love bugs terminology. Pleased to meet you, Judy from Toronto. Have you been in #solopr before? FAB chat. -12:04 PM Nov 2nd, 2011



[AerialEllis](#) RT [@prweb](#): If you're interested in a good #PR chat, join up on #solopr, happening right now! -12:04 PM Nov 2nd, 2011



[REDMEDIAPR](#) Done RT [@SoloPR](#): Some exciting #soloprdevelopments. Make sure youre on the newsletter for early notice!<http://t.co/RYOhrSHb> #solopr -12:04 PM Nov 2nd, 2011



[Speakeasy Media](#) hopping into #solopr for the next hour -- join or mute as you see fit -12:04 PM Nov 2nd, 2011

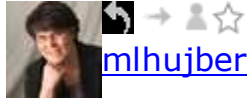


[JGfromOC](#) Doing well, how about yourself? RT [@dariasteigman](#):

Hello, [#solopr](#) peeps. How's everyone today? -12:04 PM Nov 2nd, 2011



[jgombita](#) RT [@SoloPR](#): Been crazy working on some exciting [#solopr](#) developments. Make sure you're on the newsletter for early notice! <http://t.co/4ExVZQB1> -12:03 PM Nov 2nd, 2011



[mlhujber](#) Joining in [#solopr](#) today! -12:03 PM Nov 2nd, 2011



[prweb](#) If you're interested in a good [#PR](#) chat, join up on [#solopr](#), happening right now! -12:03 PM Nov 2nd, 2011



[SoloDovePR](#) afternoon all [#nj](#) based [#solopr](#) pro here. Working w/ entertainment, fashion and non profit brands. I also do a little blogging and SM work -12:03 PM Nov 2nd, 2011



[SoloPR](#) Been crazy working on some exciting [#solopr](#) developments. Make sure you're on the newsletter for early notice! <http://t.co/4ExVZQB1> -12:03 PM Nov 2nd, 2011

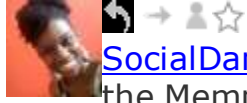


[dariasteigman](#) Hello, [#solopr](#) peeps. How's everyone today? -12:02 PM Nov 2nd, 2011

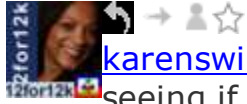


[REDMEDIAPR](#) Happy Wednesday everyone. off topic, looking to hire a few good freelancers for CES (on site wk)- DM me if you know of anyone [#solopr](#) -12:02 PM Nov 2nd, 2011

[farida_h](#) 1 pm and Wednesday already! SoloPR If you have [#solopr](#)Qs you'd like us to discuss, please [@KellyeCrane](#) without the hashtag (or DM) [#solopr](#) -12:02 PM Nov 2nd, 2011



[SocialDani](#) [#SoloPR](#) Hey love bugs! This is Danielle. Brand Manager at the Memphis-based firm, [@diPRagency](#). [diPRagency.com](#) :) -12:02 PM Nov 2nd, 2011



[karenswim](#) [@jgombita](#) Hi Judy! Looking forward to the chat and seeing if I can ID your questions :-) [#solopr](#) -12:02 PM Nov 2nd, 2011



[jenzings](#) Here to listen and learn...[#solopr](#) -12:01 PM Nov 2nd, 2011



[SoloPR](#) 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! -12:00 PM Nov 2nd, 2011



[jgombita](#) RT [@karenswim](#): If you want to listen or participate in the chat, tweetchat or tweetgrid makes it easier to follow & auto adds hashtag [#solopr](#) -12:00 PM Nov 2nd, 2011



[SoloPR](#) If you're joining, please introduce yourself. This is [@KellyeCrane](#) moderating, Atlanta-based blogger at <http://t.co/CFYwuwCF> [#solopr](#) -12:00 PM Nov 2nd, 2011



[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](#) -11:59 AM Nov 2nd, 2011