

## #SoloPR Transcript – 1/04/2012

1. How do you build a national media contact list when you don't have budget to buy one?
2. Have you ever used mindmap software (e.g., Mindnode, iThoughts) for key messages, showing hierarchies, etc.?
3. When you're collaborating with a client on their social network presences, how do you handle it logistically?
4. We avoided the requisite "resolutions" post on the [#solopr](#) blog, but do you have any you'd like to share? How can we help?



[SoloPR Jan 04, 1:57pm via TweetGrid.com](#)

Thanks everyone for joining (especially new faces)! We chat every Wed, 1-2pm ET - transcript on [soloprpro.com](#) tomorrow. [#solopr](#)



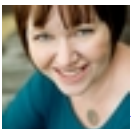
[SoloPR Jan 04, 1:57pm via TweetGrid.com](#)

Looks like our time is winding down. Happy New Year to you all! [#solopr](#)



[MarketingMel Jan 04, 1:57pm via TweetChat](#)

@[karensxim](#) Yes I cleared out whole parking lots and watched people scatter w/ that question! Think we re-phrased :) [#Solopr](#)



[kimpageluckie Jan 04, 1:57pm via TweetChat](#)

DITTO! I just did. Hard to rev up again, but SO NB! RT @[dariasteigman](#): A4 Remind me to take time off from time to time. That is all. [#solopr](#)



[KristK](#) Jan 04, 1:57pm via [TweetGrid.com](#)

@[joeldon](#) Fireworks can be good or bad, but you always want to watch them and prevent them from getting out of control.. [#solopr](#)



[SoloPR](#) Jan 04, 1:57pm via [TweetGrid.com](#)

@[LakamarAustin](#) Go for it! [#solopr](#)



[dariasteigman](#) Jan 04, 1:56pm via [TweetDeck](#)

@[karenswym](#) So true. I just need 4-5 day weekends and I'm golden. [Must make "note to self" on this one.] [#solopr](#)



[kimpagegluckie](#) Jan 04, 1:56pm via [TweetChat](#)

A4. I need/recommend setting goals not resolutions too. But for me, it's more about clear and doable action steps for me & clients! [#solopr](#)



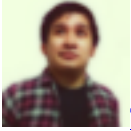
[KellyeCrane](#) Jan 04, 1:56pm via [TweetDeck](#)

@[kimpagegluckie](#) I'm a linear thinker, too. [#solopr](#)



[kimpagegluckie](#) Jan 04, 1:56pm via [TweetChat](#)

A2. I pyramid map for messaging more than mind-map. I like a more linear line for messages. For plans though, maps rock! [#solopr](#)



[TofSalcedo](#) Jan 04, 1:55pm via TweetChat

Very nice! RT @[KristK](#): A4: My resolutions never change -- always working to improve myself and my relationships. [#solopr](#)



[kathy\\_moore](#) Jan 04, 1:55pm via web

Great. RT @[KellyeCrane](#) Re: conversation calendars, I have a couple examples in this presentation: [slidesha.re/zHoai9](#) [#solopr](#)



[karensim](#) Jan 04, 1:55pm via TweetChat

Right on sister! RT @[KristK](#): A4: My resolutions never change -- always working to improve myself and my relationships. [#solopr](#)



[SoloPR](#) Jan 04, 1:55pm via TweetGrid.com

Nice to incl. relationships RT @[KristK](#): A4: My resolutions never change -- always working to improve myself and my relationships [#solopr](#)



[karensim](#) Jan 04, 1:55pm via TweetChat

@[MarketingMel](#) ROFL! [#solopr](#)



[joeldon](#) Jan 04, 1:55pm via TweetDeck

Fireworks, like that. Beats fire drill. @[KristK](#): monitoring... [#solopr](#)



[SoloPR](#) Jan 04, 1:55pm via TweetGrid.com

I see a common theme in the resolutions/intentions! Clear focus on true commitments - something we can all get behind. [#solopr](#)



[karensxim](#) Jan 04, 1:55pm via TweetChat

@[dariasteigman](#) It's true & I learned big time you have to TAKE them, timing will never be good but you just have to plan and do [#solopr](#)



[LakamarAustin](#) Jan 04, 1:54pm via web

A4: dropping the word 'resolutions' & replacing with goal setting. Goal is to take on new clients and implement growth strategies [#solopr](#)



[MarketingMel](#) Jan 04, 1:54pm via TweetChat

A.4 Last year I helped my church produce a man-on-the-street video on resolutions. Want to watch people flee? [#Solopr](#)



[KristK](#) Jan 04, 1:54pm via TweetGrid.com

A4: My resolutions never change -- always working to improve myself and my relationships. [#solopr](#)



[KristK](#) Jan 04, 1:53pm via TweetGrid.com

@[joeldon](#) monitoring, more than vigilance. We use the term "fireworks" if I need to alert them to active discussions (good or bad) [#solopr](#)



[dariasteigman](#) Jan 04, 1:53pm via TweetDeck

@[karensxim](#) Thx. It's so easy to get caught up in the day-to-day. But these little breaks do wonders for my brain. And body. [#solopr](#)



[SoloDovePR Jan 04, 1:53pm via TweetDeck](#)

.RT @[KellyeCrane](#) Re: conversation calendars, I have a couple examples in this presentation: [slidesha.re/zHoal9](http://slidesha.re/zHoal9) [#solopr](#)



[SoloPR Jan 04, 1:53pm via TweetGrid.com](#)

MT @[jgombita](#): A4. I liked the person on @[metromorning](#) who suggested we rephrase it to "intentions," rather than resolutions. [#solopr](#)



[dariasteigman Jan 04, 1:52pm via TweetDeck](#)

A4 I did a "3 words" post about crayons, velcro, & abandon -- & a key theme was not reinventing the wheel ([bit.ly/v9FE0w](http://bit.ly/v9FE0w)) [#solopr](#)



[kathy\\_moore Jan 04, 1:52pm via web](#)

@[cloudspark](#) Q2.< my question, actually ;- ) > was on mind-mapping for PR messaging application. Do you use it or find it helpful? [#soloPR](#)



[cloudspark Jan 04, 1:52pm via web](#)

@[kathy\\_moore](#) i have it both through Google Calendar and through BaseCamp, depends on the client. [#soloPR](#)



[karenswim Jan 04, 1:52pm via TweetChat](#)

Learned my lesson once & for all, will help you! RT @[dariasteigman](#): A4 Remind me to take time off from time to time. That is all. [#solopr](#)



[KellyeCrane Jan 04, 1:52pm via TweetDeck](#)

A4: I'm resolving to ID specific goals/milestones, and not try to do \*everything\* [#solopr](#)



[jgombita Jan 04, 1:52pm via web](#)

A4. I liked the person on [@metromorning](#) who suggested we rephrase it to "intentions" for the year, rather than resolutions. :- ) [#solopr](#)



[akenn Jan 04, 1:51pm via TweetChat](#)

[@KristK](#) it's also way more time consuming than anyone thinks [#solopr](#)



[MarketingMel Jan 04, 1:51pm via TweetChat](#)

[@akenn](#) Thanks I think several of us would like to see your sm calendar examples [#SoloPr](#)



[3HatsComm Jan 04, 1:51pm via TweetChat](#)

A4 I'm doing a token resolutions post.. just as soon as I decide what goals I probably won't accomplish this year. :- ) [#soloPR](#)



[dariasteigman Jan 04, 1:51pm via TweetDeck](#)

A4 Remind me to take time off from time to time. That is all. [#solopr](#)



[KristK Jan 04, 1:50pm via TweetGrid.com](#)

@akenn I'm finding I like the hands-on too, but balance between strategy/tactics is key to relationship..  
[#solopr](#)



[SoloPR Jan 04, 1:50pm via TweetGrid.com](#)

RT @MarketingMel: A.4 Not a resolution but a strategic plan for the year in place and reviewing weekly.  
Very helpful! [#solopr](#)



[joeldon Jan 04, 1:50pm via web](#)

Were you contracted to provide 24/7 vigilance? @KristK: @3HatsComm Client's staff person left turned 2  
me to maintain SM presence. [#solopr](#)



[deegospel Jan 04, 1:50pm via TweetGrid.com](#)

a4: i have so many things to remove from my life right now that has nothing to do with resolution, but  
doing too much [#solopr](#)



[KellyeCrane Jan 04, 1:50pm via TweetDeck](#)

Re: conversation calendars, I have a couple examples in this presentation: [slidesha.re/zHoaI9](#) [#solopr](#)



[SproutSocial Jan 04, 1:50pm via Sprout Social](#)

@KerseyKnowsBest Thanks for the kind words, Steph! Happy to hear you like the platform. [#solopr](#)



[MarketingMel Jan 04, 1:50pm via TweetChat](#)

A.4 Not a resolution but a strategic plan for the year in place and reviewing weekly. Very helpful! [#Solopr](#)



[kathy\\_moore](#) Jan 04, 1:49pm via web

@[cloudspark](#) @[KellyeCrane](#) I like the content/conversation calendar idea for social - you're using Google Calendar for that? [#soloPR](#)



[3HatsComm](#) Jan 04, 1:49pm via TweetDeck

@[KristK](#) I do want to shift roles to do more counsel/training, get a stronger buy-in from clients on overall social media efforts. [#soloPR](#)



[akenn](#) Jan 04, 1:49pm via TweetChat

@[KristK](#) same here, but I enjoy the hands on. [#soloPR](#)



[KristK](#) Jan 04, 1:49pm via TweetGrid.com

RT @[SoloPR](#): Q4: We avoided the requisite "resolutions" post on the [#soloPR](#) blog, but do you have any to share? How can we help?



[SoloPR](#) Jan 04, 1:47pm via TweetGrid.com

Q4: We avoided the requisite "resolutions" post on the [#soloPR](#) blog, but do you have any you'd like to share? How can we help?



[KristK](#) Jan 04, 1:47pm via TweetGrid.com

@[3HatsComm](#) Client's staff person left and they turned to me to maintain SM presence. B4 my role was only counsel for content. [#soloPR](#)



[akenn](#) Jan 04, 1:47pm via TweetChat

@[KristK](#) I've seen SM "editorial calendars." I'll try to find link for you if you're interested. (I'd also like to see Kellye's ex.) [#solopr](#)



[CarouselPR](#) Jan 04, 1:47pm via web

great talk so far! enjoying the wisdom of this group, cheers [#solopr](#)



[SoloPR](#) Jan 04, 1:45pm via TweetGrid.com

More great tips in answer to Q3 - thanks all! Q4 coming up... [#solopr](#)



[3HatsComm](#) Jan 04, 1:45pm via TweetChat

@[KristK](#) Same. I'm more on point now.. plan to do more strategy/counsel with clients doing more hands-on admin. [#soloPR](#)



[cloudspark](#) Jan 04, 1:45pm via web

@[KellyeCrane](#) a3: i use content/conversation calendars as well. planning works well, loops in broader marketing efforts too [#soloPR](#)



[makasha](#) Jan 04, 1:45pm via TweetChat

Sad to leave early but I have to pick up the 4 y/o from preschool. [#solopr](#)



[KellyeCrane](#) Jan 04, 1:45pm via TweetDeck

@[KristK](#) I smell a [soloprpro.com](#) post brewing! :- ) [#solopr](#)



[SoloPR Jan 04, 1:44pm via TweetGrid.com](#)

RT @[KristK](#): A3: I serve as admin for several client social media profiles. We develop content/messages, and I monitor/post/comment [#solopr](#)



[KristK Jan 04, 1:44pm via TweetGrid.com](#)

@[KellyeCrane](#) I wouldn't mind seeing the skeleton of that spreadsheet (columns/rows, etc.) [#solopr](#)



[jgombita Jan 04, 1:43pm via web](#)

Here you go, @[karensxim](#) (a.k.a. princess) Sell out @[hootsuite](#), no thanks. [theglobeandmail.com/report-on-busi...](#) via @[globeandmail](#) [#solopr](#)



[SoloPR Jan 04, 1:43pm via TweetGrid.com](#)

MT @[KerseyKnowsBest](#): I'm all about Sprout Social these days. Infographics easily digested by clients, msging uploaded THEN approved [#solopr](#)



[KristK Jan 04, 1:42pm via TweetGrid.com](#)

A3: I serve as admin for several client social media profiles. We develop content/messages, and I monitor/post/comment [#solopr](#)



[cloudspark Jan 04, 1:42pm via web](#)

catching the last t5 min of [#soloPR](#) chat.



[deegospel](#) Jan 04, 1:42pm via [TweetGrid.com](#)

@[KellyeCrane](#) true. i love the google calendar. [#solopr](#)



[MarketingMel](#) Jan 04, 1:42pm via [Twitter for iPhone](#)

@[sandyratliff](#) Hey according to my [#soloPR](#) friends it means we've arrived! Ha!



[deegospel](#) Jan 04, 1:42pm via [TweetGrid.com](#)

@[LindaSherman](#) true. it's for gathering graphics not a/v [#solopr](#)



[3HatsComm](#) Jan 04, 1:41pm via [TweetChat](#)

RT @[KellyeCrane](#): A3: Agree with others that any time you can have their internal reps do the heavy lifting, that is best! [#soloPR](#)



[deegospel](#) Jan 04, 1:41pm via [TweetGrid.com](#)

a3: my clients are artists (authors, music, actors) if they see social media marketing as a visual it decreases all the questions [#solopr](#)



[KellyeCrane](#) Jan 04, 1:41pm via [TweetDeck](#)

A3: A detailed "conversation calendar" - shared as a Google spreadsheet - is another option we've seen work well. [#solopr](#)



[karens swim](#) Jan 04, 1:41pm via [TweetChat](#)

@[jgombita](#) No, had my head down working so I could make this chat. Link? [#solopr](#)



[MarketingMel](#) Jan 04, 1:40pm via [TweetChat](#)

@[dariasteigman](#) @[KellyeCrane](#) Yippee! I've arrived as a recipient of junk tweets! ROTFL [#SoloPr](#)



[jgombita](#) Jan 04, 1:40pm via [web](#)

@[karensxim](#) @[KellyeCrane](#) I tweeted a @[globeandmail](#) article (during [#brandchat](#)) about @[hootsuite](#)'s founder. Did you catch/see it? [#solopr](#)



[SoloPR](#) Jan 04, 1:40pm via [TweetGrid.com](#)

@[andrewophillips](#) You're so right! [#solopr](#)



[SoloPR](#) Jan 04, 1:39pm via [TweetGrid.com](#)

RT @[akenn](#): A3. If I'm ever in doubt about posting something I stop and ask if it's OK. Often generates good convo. [#solopr](#)



[LindaSherman](#) Jan 04, 1:39pm via [HootSuite](#)

Pinterest boards require graphics. Linking to flash sites may not work because illustrations difficult to access [#SoloPR](#)



[SoloPR](#) Jan 04, 1:39pm via [TweetGrid.com](#)

RT @[deegospel](#): a3: i create a social media design. we decide on the main hub for this design together. [#solopr](#)



[KerseyKnowsBest Jan 04, 1:39pm via web](#)

I'm all about Sprout Social these days - Infographics are easily digested by clients, and messaging can be uploaded THEN approved [#solopr](#)



[deegospel Jan 04, 1:38pm via TweetGrid.com](#)

a3 i draw out the design, so they can see the channels and how they should be used. twitter for listening. FB for talking [#solopr](#)



[KellyeCrane Jan 04, 1:38pm via TweetDeck](#)

A3: Agree with others that any time you can have their internal reps do the heavy lifting, that is best! [#solopr](#)



[LindaSherman Jan 04, 1:37pm via HootSuite](#)

I use Mind Manager by MindJet mind mapping for brain storming, planning, passing strategy notes to clients [#SoloPR](#)



[KellyeCrane Jan 04, 1:37pm via TweetDeck](#)

Neat! RT [@deegospel](#): a2: [@KellyeCrane](#) i'm a visual person. my clients are too. [Pinterest is} like a vision board for the campaign [#solopr](#)



[karenswim Jan 04, 1:37pm via TweetChat](#)

[@KellyeCrane](#) Agree, I've tried many but HootSuite Pro is the one that has stuck [#solopr](#)



[deegospel](#) Jan 04, 1:37pm via [TweetGrid.com](#)

a3: i create a social media design. we decide on the main hub for this design together. [#solopr](#)



[MarketingMel](#) Jan 04, 1:37pm via [TweetChat](#)

A.3 I like to get the client on their feet w/ their sm presence then let them be much more involved. Their voice is [#authentic](#) [#Solopr](#)



[karenswim](#) Jan 04, 1:36pm via [TweetChat](#)

A3: You can also tools like HootSuite Pro to manage multiple platforms, authors [#solopr](#)



[deegospel](#) Jan 04, 1:36pm via [TweetGrid.com](#)

a2: [@KellyeCrane](#) no. i'm a visual person. my clients are too. it's more like a vision board for the campaign [#solopr](#)



[dariasteigman](#) Jan 04, 1:36pm via [TweetDeck](#)

[@KellyeCrane](#) That, & certain tweets seem to trigger it. Like iPad. Or gift cards. Hmm, I guess I'm asking for it? cc: [@MarketingMel](#) [#Solopr](#)



[KellyeCrane](#) Jan 04, 1:36pm via [TweetDeck](#)

A3: If you can work in an integrated fashion through Hootsuite, IMO that works best. You can sched stuff, they approve it. [#solopr](#)



[Slightobsession](#) Jan 04, 1:36pm via [TweetDeck](#)

RT @[KellyeCrane](#): A1: Who is your client's top competitor? Who is writing about them? Add to list. :-)  
[#solopr](#)



[makasha](#) Jan 04, 1:35pm via TweetChat

A3: Decide on SM management solution, plan tweet content, schedule tweets, & assign who tweets about what [#solopr](#)



[LindaSherman](#) Jan 04, 1:35pm via web

Hosted by @[KellyeCrane](#) @[SoloPR](#): Wednesdays 1-2pm ET/10am-11am PT /8am-9am HI [#solopr](#) twitter chat on-going now



[KellyeCrane](#) Jan 04, 1:35pm via TweetDeck

@[dariasteigman](#) @[MarketingMel](#) Also, the more followers you get, the more @ spam you'll receive. It means you've arrived! :-)  
[#SoloPR](#)



[akenn](#) Jan 04, 1:35pm via TweetChat

A3. If I'm ever in doubt about posting something I stop and ask if it's OK. Often generates good convo.  
[#solopr](#)



[karens swim](#) Jan 04, 1:34pm via TweetChat

@[jgombita](#) Well you attract good quality people because of who you are Judy :-)  
[#solopr](#)



[deegospel](#) Jan 04, 1:34pm via TweetGrid.com

anyone need an invite let me know [#solopr](#)



[karenswim](#) Jan 04, 1:34pm via TweetChat

RT @SoloPR: Q3: When you're collaborating with a client on their social network presences, how do you handle it logistically? [#solopr](#)



[KellyeCrane](#) Jan 04, 1:34pm via TweetDeck

@deegospel Does Pinterest work well for content that isn't visual/lacking in graphics? [#solopr](#)



[dariasteigman](#) Jan 04, 1:34pm via TweetDeck

@MarketingMel The spam seems to come in waves. Apparently your number has been called. :) [#Solopr](#)



[KristK](#) Jan 04, 1:33pm via TweetGrid.com

RT @SoloPR: Q3: When you're collaborating with a client on their social network presences, how do you handle it logistically? [#solopr](#)



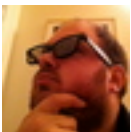
[MarketingMel](#) Jan 04, 1:33pm via TweetChat

Is anyone else seeing an increase in junk "at" replies on twitter this new year? [#annoying](#) [#Solopr](#)



[SoloPR](#) Jan 04, 1:32pm via TweetGrid.com

Q3: When you're collaborating with a client on their social network presences, how do you handle it logistically? [#solopr](#)



[andrewophillips](#) Jan 04, 1:32pm via TweetChat

A2 nothing beats classic pencil and paper [#solopr](#)



[joeldon](#) Jan 04, 1:32pm via [TweetDeck](#)

I am looking for an iPad-sized digital whiteboard; anyone have a solution? [#solopr](#)



[jgombita](#) Jan 04, 1:31pm via [web](#)

@[karensxim](#) trust me Ira Basen has done me more favours than I him/1st got to know him b/c of his award-winning "Spin Cycles" [#PR](#) doc [#solopr](#)



[SoloPR](#) Jan 04, 1:31pm via [TweetGrid.com](#)

Thanks for sharing your thoughts/tips on Q2. Q3 is up next... [#solopr](#)



[karensxim](#) Jan 04, 1:31pm via [TweetChat](#)

I've tried mind mapping tools but always gravitate back to pencil and paper or whiteboard, hate storyboard software too [#solopr](#)



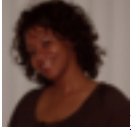
[joeldon](#) Jan 04, 1:30pm via [TweetDeck](#)

Indeed, and challenge to charge for all the time but the result is golden. @[3HatsComm](#): Developing a list is on-going process... [#soloPR](#)



[KellyeCrane](#) Jan 04, 1:30pm via [TweetDeck](#)

A2: The one that looks cool to me is Zengobi Curio - [bit.ly/12fdLa](http://bit.ly/12fdLa) - because you can turn them into to do lists. Mac only. [#solopr](#)



[makasha](#) Jan 04, 1:30pm via TweetChat

I finally got an invite. RT @deegospel: q2 @SoloPR i also use @pinterest for brainstorming #solopr



[dariasteigman](#) Jan 04, 1:30pm via TweetDeck

@MarketingMel It's like w/ everything: you need a creative process that works for YOU. I'd use whiteboard paint if I had space. #Solopr



[MarketingMel](#) Jan 04, 1:30pm via Twitter for iPhone

@TofSalcedo Thanks and welcome! #soloPR



[jgombita](#) Jan 04, 1:29pm via TweetDeck

RT @KellyeCrane: A1: Some tools, like @buzzstream (which has a special offer for #solopr PRO premium members - [bit.ly/rDFeQa](http://bit.ly/rDFeQa)) can help.



[Slightobsession](#) Jan 04, 1:29pm via TweetDeck

RT @joeldon: A1: The proof is in the pudding. The best media list is developed via surveying the content of your targets. #solopr



[deegospel](#) Jan 04, 1:29pm via TweetGrid.com

q2 @SoloPR i also use @pinterest for brainstorming #solopr



[Slightobsession](#) Jan 04, 1:29pm via TweetDeck

RT @prweb: RT @joeldon: A1: The proof is in the pudding. The best media list is developed via surveying the content of your targets. [#solopr](#)



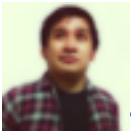
[3HatsComm](#) Jan 04, 1:29pm via TweetChat

@joeldon Developing a list is on-going process. Takes time to maintain, keep it current which yes, will build a very good list. [#soloPR](#)



[SoloPR](#) Jan 04, 1:28pm via TweetGrid.com

Interesting! Like storyboards for a book? RT @deegospel: q2: i use my storyboard software for mindmapping. [#solopr](#)



[TofSalcedo](#) Jan 04, 1:27pm via TweetChat

A2: I do, got a chance to use many of them the free and premium ones, but really my best bet is smartdraw [#solopr](#)



[SoloPR](#) Jan 04, 1:27pm via TweetGrid.com

Re: why Daria moved away from mindmap msging RT @dariasteigman: The creation. The software always feels like I'm forcing something. [#solopr](#)



[makasha](#) Jan 04, 1:27pm via TweetChat

A2: I use the Simple Mind app (iPod) but use colorful sticky notes on the wall above my desk [simpleapps.eu/simplemind/](#) [#solopr](#)



[deegospel](#) Jan 04, 1:27pm via TweetGrid.com

q2: i use my storyboard software for mindmapping. didn't know there was software for it. [#solopr](#)



[Slightobsession](#) Jan 04, 1:26pm via Twitter for iPhone

@[mzayfert](#) @[solopr](#) @[listorious](#) great recommendation!! Thank you [#solopr](#)



[KellyeCrane](#) Jan 04, 1:26pm via TweetDeck

A2: I've looked into mindmap solutions, and all the really good options seem to be Mac-only. FYI. [#solopr](#)



[dariasteigman](#) Jan 04, 1:26pm via TweetDeck

@[SoloPR](#) The creation. The software always feels like I'm forcing something. [#solopr](#)



[jgombita](#) Jan 04, 1:25pm via web

Researching and promoting "Monetizing Mommyhood," @[MarketingMe!](#) [#solopr](#)  
[plus.google.com/11075923685261...](https://plus.google.com/11075923685261...)



[SoloPR](#) Jan 04, 1:25pm via TweetGrid.com

@[dariasteigman](#) Was the issue w/the mindmap creation, or in the consumption? [#solopr](#)



[KristK](#) Jan 04, 1:24pm via TweetGrid.com

RT @[SoloPR](#): Q2: Have you ever used mindmap software (e.g., Mindnode, iThoughts) for key messages, showing hierarchies, etc.? [#solopr](#)



[joeldon](#) Jan 04, 1:24pm via TweetDeck

A1: The only obstacle in building lists is content residing behind paywalls. This has been and will be a biz challenge for us all. [#solopr](#)



[KellyeCrane](#) Jan 04, 1:24pm via TweetDeck

A2: I think key messages, as with anything, should be presented in the way that resonates best with the audience. [#solopr](#)



[dariasteigman](#) Jan 04, 1:24pm via TweetDeck

A2 Tried it, but it doesn't work for me. I'm better w/ a whiteboard & a pen. [#solopr](#)



[shaysceneSTS](#) Jan 04, 1:24pm via TweetDeck

RT [@prweb](#): RT [@joeldon](#): A1: The proof is in the pudding. The best media list is developed via surveying the content of your targets. [#solopr](#)



[KellyeCrane](#) Jan 04, 1:23pm via TweetDeck

A2: I've never heard of this, but I thought it was an interesting idea! (Q submitted to me by DM) [#solopr](#)



[MarketingMel](#) Jan 04, 1:23pm via TweetChat

RT [@joeldon](#): A1: Dale Carnegie 101-writers like to be read. Show your homework when you pitch. Ur own work beats paid services [#Solopr](#)



[joeldon](#) Jan 04, 1:23pm via TweetDeck

My scalpel is at the ready :- ) [@jgombita](#): A2 ... He has great fun dissecting them. [#solopr](#)



akenn Jan 04, 1:23pm via TweetChat

A2 No. But can't wait for other responses so I can learn what I've been missing! [#solopr](#)



jgombita Jan 04, 1:22pm via web

@[karensxim](#) hello my [#1 #solopr](#) princess. Thanks for the DM. I was doing some promotion for friend's weekend's Mommy Bloggers @[cbcradio](#) doc.



makasha Jan 04, 1:22pm via TweetChat

Hi RT @[deegospel](#): joining [#solopr](#)



SoloPR Jan 04, 1:22pm via TweetGrid.com

Q2: Have you ever used mindmap software (e.g., Mindnode, iThoughts) for key messages, showing hierarchies, etc.? [#solopr](#)



MarketingMel Jan 04, 1:21pm via TweetChat

@[jgombita](#) Hello was wondering where you were. Happy 2012! [#Solopr](#)



deegospel Jan 04, 1:21pm via TweetGrid.com

joining [#solopr](#)



makasha Jan 04, 1:21pm via TweetChat

RT @KellyeCrane A1: truth = the time-intensive methods are what \*all\* the most effective [#PR](#) pros are using, not just [#solopr](#) folks. [#solopr](#)



[joeldon](#) Jan 04, 1:21pm via TweetDeck

A1 Biz Side Note: Yes, you will have to eat a lot of time building the list, but it will be the best list ever. [#solopr](#)



[karenskim](#) Jan 04, 1:21pm via TweetChat

@[jgombita](#) Hi Judy! Happy 2012! [#solopr](#)



[makasha](#) Jan 04, 1:20pm via TweetChat

RT @akenn If youre developing an industry list for client and plan for ongoing media relations, you really HAVE to read/know targets [#solopr](#)



[SoloPR](#) Jan 04, 1:20pm via TweetGrid.com

Terrific tips everyone! Q2 is up next... [#solopr](#)



[jgombita](#) Jan 04, 1:20pm via web

A2 LOL @joeldon. FYI, [#solopr](#) tweeps, I sometimes send Joel the "pitches" I get from such lists. He has great fun dissecting them. Hi y'all



[karenskim](#) Jan 04, 1:20pm via TweetChat

@akenn Yes! Love emphasis on HAVE to as it is not negotiable [#solopr](#)



[KellyeCrane Jan 04, 1:20pm via TweetDeck](#)

A1: And the truth is, the time-intensive methods are what \*all\* the most effective [#PR](#) pros are using, not just [#solopr](#) folks.



[joeldon Jan 04, 1:19pm via TweetDeck](#)

A1: Dale Carnegie 101-writers like to be read. Show your your homework when you pitch. Ur own work beats paid services hands down. [#solopr](#)



[akenn Jan 04, 1:18pm via TweetChat](#)

If you're developing an industry list for client and plan for ongoing media relations, you really HAVE to read/know targets [#solopr](#)



[makasha Jan 04, 1:18pm via TweetDeck](#)

RT [@KellyeCrane](#): A1: Who is your client's top competitor? Who is writing about them? Add to list. :-)  
[#solopr](#)



[ktburnside Jan 04, 1:18pm via TweetDeck](#)

RT [@prweb](#): RT [@joeldon](#): A1: The proof is in the pudding. The best media list is developed via surveying the content of your targets. [#solopr](#)



[KellyeCrane Jan 04, 1:18pm via TweetDeck](#)

A1: Who is your client's top competitor? Who is writing about them? Add to list. :-)  
[#solopr](#)



[3HatsComm](#) Jan 04, 1:18pm via TweetChat

This! Pitch relevant, real news not off-topic fluff. RT @SoloPR: MT @DanBischoff: Read their stuff. Then pitch relevant stories. [#soloPR](#)



[akenn](#) Jan 04, 1:18pm via TweetChat

My last tweet was b/c question was about nat'l media list which I'm assuming means broad list of new targets. [#soloPR](#)



[karenskim](#) Jan 04, 1:17pm via TweetChat

+1 RT @KellyeCrane: Also, subcontracting to a fellow [#soloPR](#) pro who has existing contacts in areas where you're lacking works great. [#soloPR](#)



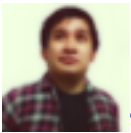
[RebeccaEdgar](#) Jan 04, 1:17pm via web

Happy 2012 [#soloPR](#) folks! Starting the new year off with sloooow computer, but listening in.



[SoloPR](#) Jan 04, 1:16pm via TweetGrid.com

MT @DanBischoff: Q1 Identify a half dozen reporters/outlets that have influence in your industry. Read their stuff. Then pitch... [#soloPR](#)



[TofSalcedo](#) Jan 04, 1:16pm via TweetChat

@KellyeCrane I agree, great for prospecting and CRM too @buzzstream [#soloPR](#)



[akenn](#) Jan 04, 1:16pm via TweetChat

Agree, but sometimes don't have enough time RT @joeldon A1...best media list is developed via surveying the content of your targets. #solopr



[joeldon](#) Jan 04, 1:16pm via [TweetDeck](#)

A1 Part 2: The worst media list is based on the self-descriptions provided by media to paid databases such as Cision, Vocus, et al [#solopr](#)



[Kcom](#) Jan 04, 1:15pm via [TweetDeck](#)

RT @joeldon: A1: The proof is in the pudding. The best media list is developed via surveying the content of your targets. [#solopr](#)



[mzayfert](#) Jan 04, 1:15pm via [TweetDeck](#)

RT @joeldon: A1: The proof is in the pudding. The best media list is developed via surveying the content of your targets. [#solopr](#)



[prweb](#) Jan 04, 1:15pm via [TweetDeck](#)

RT @joeldon: A1: The proof is in the pudding. The best media list is developed via surveying the content of your targets. [#solopr](#)



[KristK](#) Jan 04, 1:15pm via [TweetGrid.com](#)

RT @SoloPR: Q1 is from @Slightobsession: How do you build a national media contact list when you don't have budget to buy one? [#solopr](#)



[SoloPR](#) Jan 04, 1:14pm via [TweetGrid.com](#)

Ha! RT @akenn: A1. I've done this before - the long, hard way by researching my eyeballs off on media web sites. [#solopr](#)



[karensim](#) Jan 04, 1:14pm via TweetChat

Well said! RT @joeldon: A1: The proof is in the pudding. The best media list is developed via surveying the content of your targets. [#solopr](#)



[SoloPR](#) Jan 04, 1:14pm via TweetGrid.com

Yes- 1-time buy can work well MT @KerseyKnowsBest: A.1 marketwire will provide lists of outlets/specialties - use as starting point [#solopr](#)



[joeldon](#) Jan 04, 1:14pm via TweetDeck

A1: The proof is in the pudding. The best media list is developed via surveying the content of your targets. [#solopr](#)



[DanBischoff](#) Jan 04, 1:14pm via web

Q1 Identify a half dozen reporters/outlets that have influence in your industry. Read their stuff. Then pitch relevant stories. [#solopr](#)



[alisonlaw](#) Jan 04, 1:13pm via TweetChat

Good idea to Google Alert reporters. RT @makasha: A1: Research, participate in chats, even set up Google Alerts with reporters name [#solopr](#)



[KellyeCrane](#) Jan 04, 1:13pm via TweetDeck

A1: Some tools, like @buzzstream (which has a special offer for [#solopr](#) PRO premium members - [bit.ly/rDFeQa](http://bit.ly/rDFeQa)) can help.



[KerseyKnowsBest Jan 04, 1:12pm via web](#)

A.1 marketwire will provide lists of outlets, and their specialties - use that as a starting point for research [#solopr](#)



[makasha Jan 04, 1:12pm via TweetChat](#)

A1: Research, participate in chats, even set up Google Alerts with reporter's name [#solopr](#)



[alisonlaw Jan 04, 1:11pm via TweetChat](#)

RT @3HatsComm: A1: Hard. Work. Identify goals, then research, read, follow, study, target to find right media outlets, journalists. [#solopr](#)



[KristK Jan 04, 1:11pm via TweetGrid.com](#)

A bit late, but didn't want to miss my [#solopr](#) pals. Kristie here from south MS (22 years exp, 8 as indy, APR, PR prof)



[SoloPR Jan 04, 1:11pm via TweetGrid.com](#)

Hear hear! RT @akenn: Happy New Year [#solopr](#) chatters. May it be a good one for all of us!



[dariasteigman Jan 04, 1:10pm via TweetDeck](#)

@MarketingMel Diving right into the deep end. Though I could have used 1 more week to prepare. [#SoloPR](#)



[SoloPR Jan 04, 1:10pm via TweetGrid.com](#)

RT @3HatsComm: A1: Hard. Work. Identify goals, then research, read, follow, study, target to find right media outlets, journalists [#solopr](#)



[alisonlaw](#) Jan 04, 1:10pm via TweetChat

RT @prweb: A1 Start with sites such as @[helpareporter](#), @[muckrack](#) & even @[quora](#) Easy to find +start relationships there. [#solopr](#)



[karenschwim](#) Jan 04, 1:10pm via TweetChat

Yes! RT @3HatsComm: Hard. Work. Identify goals, then research, read, follow, study, target to find right media outlets, journalists. [#solopr](#)



[akenn](#) Jan 04, 1:10pm via TweetChat

A1. I've done this before - the long, hard way by researching my eyeballs off on media web sites. [#solopr](#)



[makasha](#) Jan 04, 1:10pm via TweetChat

Happy New Year from Montgomery, AL. I missed my [#solopr](#) pals. [#solopr](#)



[KellyeCrane](#) Jan 04, 1:10pm via TweetDeck

A1: Depending on the situation, hiring an intern/assistant to do research on your top contacts can be worth it. [#solopr](#)



[MarketingMel](#) Jan 04, 1:09pm via TweetChat

@[dariasteigman](#) Yes! Diving in to 2012 with super clients and work! You too? [#Solopr](#)



[3HatsComm Jan 04, 1:09pm via TweetChat](#)

A1: Hard. Work. Identify goals, then research, read, follow, study, target to find right media outlets, journalists. [#soloPR](#)



[mzayfert Jan 04, 1:09pm via web](#)

A Q1 [@SoloPR](#) [@Slightobsession](#) I use [@listorious](#) to find national media contacts on twitter [#solopr](#)



[akenn Jan 04, 1:09pm via TweetChat](#)

Happy New Year [#solopr](#) chatters. May it be a good one for all of us! [#solopr](#)



[prweb Jan 04, 1:09pm via TweetDeck](#)

A1 Start with sites such as [@helpareporter](#), [@muckrack](#) & even [@quora](#) Easy to find +start relationships w/ nat'l reporters there. [#solopr](#)



[KellyeCrane Jan 04, 1:08pm via TweetDeck](#)

RT [@SoloPR](#): Q1 is from [@Slightobsession](#): How do you build a national media contact list when you don't have budget to buy one? [#solopr](#)



[joeldon Jan 04, 1:08pm via TweetDeck](#)

Greetings, all. [#solopr](#)



[alisonlaw](#) Jan 04, 1:08pm via TweetChat

Happy New Year, fellow SoloPR pros! Alison here in Atlanta. Eager to learn from you all today. [#solopr](#)



[dariasteigman](#) Jan 04, 1:08pm via TweetDeck

Hello [#solopr](#). Anyone else diving right into 2012?



[karensWim](#) Jan 04, 1:07pm via TweetChat

RT @SoloPR: Q1 is from @Slightobsession: How do you build a national media contact list when you dont have budget to buy one? [#solopr](#)



SoloPR Jan 04, 1:07pm via TweetGrid.com

Q1 is from @Slightobsession: How do you build a national media contact list when you don't have budget to buy one? [#solopr](#)



SoloPR Jan 04, 1:06pm via TweetGrid.com

Love seeing so many new faces today! Try [tweetgrid.com](#) or [tweetchat.com](#) for easier chat following... [#solopr](#)



[KerseyKnowsBest](#) Jan 04, 1:06pm via web

Excited for [#solopr](#) chat today... great break in the middle of a long day..



[MarketingMel](#) Jan 04, 1:05pm via TweetChat

Happy New Year to all of my SoloPR colleagues! I'm off to a running start how 'bout you? [#SoloPR](#)



[mzayfert](#) Jan 04, 1:05pm via web

This is my first [#soloPR](#) chat, I am excited to learn and participate



[karenswim](#) Jan 04, 1:05pm via TweetChat

@[KellyeCrane](#) Glad you were able to defeat the bug! [#soloPR](#)



[TofSalcedo](#) Jan 04, 1:05pm via TweetChat

Hello guys, Tof here from the Philippines. Glad to be here for the first time. Looking forward meeting and learning from you guys:) [#soloPR](#)



[CarouselPR](#) Jan 04, 1:05pm via web

@[SoloPR](#) Carousel PR checking in on today's discussion, from Berlin Germany! Happy New Year to everyone [#soloPR](#)



[SoloPR](#) Jan 04, 1:05pm via TweetGrid.com

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



[SoloPR](#) Jan 04, 1:05pm via TweetGrid.com

Yay indeed :- ) RT @[prweb](#): Yay for the first [#soloPR](#) chat of the year!



[KellyeCrane](#) Jan 04, 1:04pm via TweetDeck

[#solopr](#) Hope you all had a great holiday! Thought I might be coming down w/a bug yesterday, but I think I fought it off. Whew.



[prweb](#) Jan 04, 1:04pm via TweetDeck

Yay for the first [#solopr](#) chat of the year!



[SoloPR](#) Jan 04, 1:03pm via TweetGrid.com

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



[3HatsComm](#) Jan 04, 1:03pm via TweetDeck

Feels like it's been a year since I've enjoyed a [#soloPR](#) chat... and made bad jokes. :- ) Happy 2012 y'all.



[12for12k](#) [karenskim](#) Jan 04, 1:02pm via TweetChat

Hello Everyone, Happy New Year! [#solopr](#)



[MarketingMel](#) Jan 04, 1:02pm via TweetDeck

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



[SoloPR](#) Jan 04, 1:02pm via TweetGrid.com

This is @[KellyeCrane](#) moderating, founder of the [#solopr](#) community. Atlanta-based blogger at [soloprpro.com](#)



[SoloPR Jan 04, 1:01pm via TweetGrid.com](#)

Welcome to our first chat of 2012! If you're joining, please introduce yourself. [#solopr](#)



[KellyeCrane Jan 04, 1:00pm via TweetDeck](#)

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



[SoloPR Jan 04, 1:00pm via TweetGrid.com](#)

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