

#SoloPR Transcript – 4/25/2012

1. What are your favorite online research tools? (both secondary and primary sources)
2. I want my proposals to win over the client. I'm not sure if I'm including too much/not enough info. How do you handle?
3. Who would be your dream speaker(s) at the Solo PR Pro event in Feb 2013?



[SoloPR Apr 25, 1:55pm via TweetGrid.com](#)

Remember, we keep chatting on the hashtag all week -- transcript will be posted tomorrow. If you have any further thoughts, @ me! [#solopr](#)



[mlaffs Apr 25, 1:55pm via TweetDeck](#)

@[jgombita](#) interesting, i didn't realize this was such an issue. thanks for bringing it to my attention [#solopr](#)



[jgombita Apr 25, 1:55pm via web](#)

@[JanetLFalk](#) that was my point, exactly, Janet. Book a bunch of male speakers to address a mainly female audience? No thanks. [#solopr](#)



[mediacoach Apr 25, 1:55pm via web](#)

@[jgombita](#) One male speaker would be nice.... [#solopr](#)



[SoloPR Apr 25, 1:55pm via TweetGrid.com](#)

OK, since we only have a few minutes left, not really time for another Q. Thanks everyone for joining today! [#solopr](#)



[JasMollica](#) Apr 25, 1:54pm via ÜberSocial for iPhone

I think [@dbreakenridge](#) would make a great speaker for the [#solopr](#) event.



[mdbarber](#) Apr 25, 1:54pm via TweetChat

Must run folks. Next mtg in 5 and I'm not ready. Story of my life. Have a great week! [#solopr](#)



[jgombita](#) Apr 25, 1:54pm via web

[@mlaffs](#) sure, the female-specific ones. But there's still the need for [@SheTalksTED](#) [#solopr](#)



[mediacoach](#) Apr 25, 1:54pm via web

If I may make so bold - I'm looking for guest bloggers on "managing reputation" Usual links back and bio. Tweet me if interested. [#solopr](#)



[dariasteigman](#) Apr 25, 1:54pm via TweetDeck

I need to get something finished up here. Thanks for another fun hour of [#solopr](#) smarts.



[mlaffs](#) Apr 25, 1:53pm via TweetDeck

[@KellyeCrane](#) [@SoloPR](#) what about inviting PRs who've spearheaded great internet communities, like [@prtini](#), [@ginidietrich](#), etc? [#solopr](#)



[SoloPR](#) Apr 25, 1:53pm via TweetGrid.com

This is all excellent input, everyone. Happy to see that we have a similar vision - a truly different event!
[#solopr](#)



[syndi7](#) Apr 25, 1:53pm via TweetDeck

@[AerialEllis](#) And u should..stop over extending urself..ur word is important to ME [#SoloPR](#)



[deegospel](#) Apr 25, 1:53pm via TweetGrid.com

a3 dream editors from NYT, AJC, Essence, [#solopr](#)



[JanetLFalk](#) Apr 25, 1:53pm via TweetDeck

Gotta hop to prep for a call. Later team. Always a pleasure with @[KellyeCrane](#) et al. [#solopr](#)



[mdbarber](#) Apr 25, 1:53pm via TweetChat

A3 - Are we looking at improving our skills at running our biz, or our PR/comm skills? Different speakers depending on which goal. [#solopr](#)



[jgombita](#) Apr 25, 1:52pm via web

@[mediacoach](#) yes but, realistically, the [#solopr](#) conference makeup will probably be similar to the typical Twitter chat. All-male speakers?!



[mlaffs](#) Apr 25, 1:52pm via TweetDeck

@[jgombita](#) there was a whole series of TEDx event that were women-only [#solopr](#)



[mediacoach](#) Apr 25, 1:52pm via web

@[mlaffs](#) @[jgombita](#) Excellent - why not a TEDx SOLOPR event? [#solopr](#)



[pronouncedALJ](#) Apr 25, 1:51pm via TweetChat

A3 Or maybe some business coaches that can inspire/push us out of our comfort zones. [#solopr](#)



[jgombita](#) Apr 25, 1:51pm via web

@[mlaffs](#) possibly. Except that TED speakers tend to be male.... [#solopr](#)



[mlaffs](#) Apr 25, 1:51pm via TweetDeck

Ditto RT @[deegospel](#): a3: Sarah Evans [#solopr](#)



[KellyeCrane](#) Apr 25, 1:51pm via TweetDeck

@[AerialEllis](#) Hee- thanks. Obviously, I'll be there, though maybe not in an official "slot." [#SoloPR](#)



[mediacoach](#) Apr 25, 1:51pm via web

@[jgombita](#) [#solopr](#) Apologies - I was trying to redress the imbalance in here ;-) [#solopr](#)



[AerialEllis](#) Apr 25, 1:50pm via TweetDeck

@[syndi7](#) LOL I feel bad. There's just so much to do. [#SoloPR](#)



mlaffs [Apr 25, 1:50pm via TweetDeck](#)

[@jgombita](#) sounds like something TED offers [#solopr](#)



deegospel [Apr 25, 1:50pm via TweetGrid.com](#)

a3: Sarah Evans [#solopr](#)



pronouncedALJ [Apr 25, 1:50pm via TweetChat](#)

[@SoloPR](#) Ah! Gotcha. :-) [#solopr](#)



pronouncedALJ [Apr 25, 1:50pm via TweetChat](#)

A3 Maybe [@copyblogger](#)? His ascension to content marketer supreme is interesting. [#solopr](#)



jgombita [Apr 25, 1:50pm via web](#)

A3. Exceptional entrepreneurs (role models). [#solopr](#)



SoloPR [Apr 25, 1:49pm via TweetGrid.com](#)

[@pronouncedALJ](#) The theme is, Solo PR Pros rock! (I kid) It's our first ever, so we'll look to cover a lot of ground. [#solopr](#)



syndi7 [Apr 25, 1:49pm via TweetDeck](#)

[@AerialEllis](#) SLACKER! [#soloPR](#)



[mdbarber](#) Apr 25, 1:49pm via TweetChat

RT @3HatsComm: A3 My dream speaker would be a leader, innovator not nec [#soloPR](#) .. maybe someone whos of the next Steve Jobs milieu? [#solopr](#)



[AerialEllis](#) Apr 25, 1:49pm via TweetDeck

I nominate @[KellyeCrane](#) as speaker for the [#SoloPR](#) Pro 2013 event.



[mlaffs](#) Apr 25, 1:49pm via TweetDeck

@[SoloPR](#) it would be great to have some media figures present that attendees can network with - provide access/resources [#solopr](#)



[mediacoach](#) Apr 25, 1:48pm via web

@[KellyeCrane](#) Thanks - you should listen to my radio show - [mediacoach.libsyn.com](#) [#solopr](#)



[pronouncedALJ](#) Apr 25, 1:48pm via TweetChat

RT @[mdbarber](#): A3 As fast as things've been moving lately wonder if we can answer that ? today. Do we know what'll be hot then? [#solopr](#)



[jgombita](#) Apr 25, 1:48pm via web

@[mediacoach](#) all male.... :-([#solopr](#)



[3HatsComm](#) Apr 25, 1:48pm via TweetDeck

A3 My dream speaker would be a leader, innovator not necessarily a [#soloPR](#) .. maybe someone who's of 'the next Steve Jobs' milieu?



[SoloPR Apr 25, 1:48pm via TweetGrid.com](#)

A3: We'll have speakers who can tell us about running our businesses better. But any PR, social media, or marketing-types? [#solopr](#)



[pronouncedALJ Apr 25, 1:48pm via TweetChat](#)

A3 Is there a theme yet for the event? [#solopr](#)



[John_Trader1 Apr 25, 1:48pm via TweetChat](#)

A3: I'd like to see Dan Pfeiffer as the "dream" speaker. [#solopr](#)



[mdbarber Apr 25, 1:47pm via TweetChat](#)

A3 - As fast as things have been moving lately I wonder if we can really answer that question today. Do we know what'll be hot then? [#solopr](#)



[mediacoach Apr 25, 1:47pm via web](#)

A3 Seth Godin, Bill Marriott, Richard Branson, Jay Carney, Alastair Campbell [#solopr](#)



[mlaffs Apr 25, 1:47pm via TweetDeck](#)

@[SoloPR](#) i want to pick @[WildKatPR](#)'s brain, and she's hard to get ahold of [#solopr](#)



[KellyeCrane](#) Apr 25, 1:46pm via TweetDeck

@[mediacoach](#) I have a feeling you have an accent that makes everything you say sound smart! [#solopr](#)



[SoloPR](#) Apr 25, 1:46pm via TweetGrid.com

RT @[dariasteigman](#): A3 Hmm.. Need to think about that. Key for me (duh) is ppl w/ high-level smarts. And FRESH content. [#solopr](#)



[3HatsComm](#) Apr 25, 1:46pm via TweetDeck

Good one! RT @[mlaffs](#): @[garyswart](#) quote: "Experience is what you get when you don't get all the other things you want" [#solopr](#)



[KellyeCrane](#) Apr 25, 1:45pm via TweetDeck

@[deegospel](#) You so silly! :-) [#solopr](#)



[JasMollica](#) Apr 25, 1:45pm via ÜberSocial for iPhone

RT @[KellyeCrane](#): RT @[SoloPR](#): Q3 is a fun one. Who would be your dream speaker(s) at the Solo PR Pro event in Feb 2013? [#solopr](#)



[mndbarber](#) Apr 25, 1:45pm via TweetChat

@[3HatsComm](#) Exactly. I got one yesterday. the answers completely contradict each other. But she tried. & no wonder she's struggling. [#solopr](#)



[mediacoach](#) Apr 25, 1:45pm via web

Ahem. Modesty forbids. Though I was Global President of the professional speaking world last year....
[#solopr](#)



[pronouncedALJ](#) Apr 25, 1:44pm via TweetChat

The time spent being devious, she could have... never mind. RT @[AerialEllis](#): @[deegospel](#) Bless her heart. You live and you learn... [#solopr](#)



[deegospel](#) Apr 25, 1:44pm via TweetGrid.com

a3. outside of @[KellyeCrane](#) ? hmm... [#solopr](#)



[mlaffs](#) Apr 25, 1:44pm via TweetDeck

@[deegospel](#) I keep rehashing this @[garyswart](#) quote: "Experience is what you get when you don't get all the other things you want" [#solopr](#)



[dariasteigman](#) Apr 25, 1:44pm via TweetDeck

A3 Hmm.. Need to think about that. Key for me (duh) is ppl w/ high-level smarts. And FRESH content.
[#solopr](#)



[KellyeCrane](#) Apr 25, 1:44pm via TweetDeck

RT @[SoloPR](#): Q3 is a fun one. Who would be your dream speaker(s) at the Solo PR Pro event in Feb 2013? [#solopr](#)



[AerialEllis](#) Apr 25, 1:44pm via Mobile Web

RT @[SoniaWilson](#): @[AerialEllis](#) People like that just want to steal your ideas and not pay for your expertise. Watch out for other [#solopr](#) folks also



[3HatsComm](#) Apr 25, 1:43pm via TweetDeck

@[mdbarber](#) It's our job (or will be when hired) to help find the best answers; but gotta be willing to try.
[#solopr](#)



[SoniaWilson](#) Apr 25, 1:43pm via Mobile Web

@[AerialEllis](#) People like that just want to steal your ideas and not pay for your expertise. Watch out for other [#solopr](#) folks also



[AerialEllis](#) Apr 25, 1:43pm via TweetDeck

@[deegospel](#) Bless her heart. You live and you learn... [#soloPR](#)



[pronouncedALJ](#) Apr 25, 1:43pm via TweetChat

Gasp! RT @[deegospel](#): a3 @[AerialEllis](#) past assistant try to duplicate biz based on old rfp. didnt know each rfp was client specific [#solopr](#)



[deegospel](#) Apr 25, 1:43pm via TweetGrid.com

a3 @[mlaffs](#) she's out of business [#solopr](#)



[SoloPR](#) Apr 25, 1:43pm via TweetGrid.com

Q3 is a fun one. Who would be your dream speaker(s) at the Solo PR Pro event in Feb 2013? [#solopr](#)



[mlaffs](#) Apr 25, 1:42pm via TweetDeck

@[deegospel](#) @[AerialEllis](#) sounds like she learned very quickly! [#solopr](#)



[dariasteigman](#) Apr 25, 1:42pm via [TweetDeck](#)

@[LeydaHernandezV](#) Hi! [#solopr](#)



[mdbarber](#) Apr 25, 1:42pm via [TweetChat](#)

@[3HatsComm](#) Completely agree. If they won't I walk. I always tell them, though, they should feel badly if they can't answer all. [#solopr](#)



[AerialEllis](#) Apr 25, 1:42pm via [TweetDeck](#)

Remember we had this list a few weeks back? I offered to add my client questions, I haven't. Call me a slacker! [bit.ly/I1K32a](#) [#soloPR](#)



[LeydaHernandezV](#) Apr 25, 1:41pm via [TweetDeck](#)

Extra late to [#solopr](#) Hi everyone!



[deegospel](#) Apr 25, 1:41pm via [TweetGrid.com](#)

a3 @[AerialEllis](#) i've had past assistant try to duplicate my biz based on an old rfp. she didn't know each rfp was specific to client [#solopr](#)



[SoloPR](#) Apr 25, 1:41pm via [TweetGrid.com](#)

Excellent discussion - thanks all! Q3 is up next... [#solopr](#)



[jgombita](#) Apr 25, 1:41pm via web

@[deegospel](#) oh, that is so spot on! I've "fired" financial advisors I didn't feel comfortable with. Relationship very "intimate." [#solopr](#)



[KellyeCrane](#) Apr 25, 1:41pm via TweetDeck

A2: If a prospect doesn't respect your boundaries, that's a warning sign. You wouldn't ask a lawyer to review something w/o a fee [#solopr](#)



[mdbarber](#) Apr 25, 1:41pm via TweetChat

@[WolcottPR](#) That would be hard. Can you parallel process both? [#solopr](#)



[3HatsComm](#) Apr 25, 1:41pm via TweetChat

@[deegospel](#) @[mdbarber](#) Agree re: taking time to answer few questions; if they can't.. maybe can help; but if won't, red flag. [#solopr](#)



[WolcottPR](#) Apr 25, 1:40pm via TweetDeck

Always fun to do [#solopr](#) chat at same time I'm listening to a webinar!



[SoloPR](#) Apr 25, 1:39pm via TweetGrid.com

Excellent! MT @[mdbarber](#): Here's a link to a post I did including some of the questions I ALWAYS ask clients: [barbergp.com/738](#) [#solopr](#)



[deegospel](#) Apr 25, 1:39pm via TweetGrid.com

@[LoisMarketing](#) right. i work in a referral market. my mom taught me that. she runs a financial service.
[#soloPR](#)



[mdbarber](#) Apr 25, 1:39pm via [TweetChat](#)

@[KellyeCrane](#) @[mlaffs](#). Here's a link to a post I did including some of the questions I ALWAYS ask clients: barbergp.com/738 [#soloPR](#)



[LoisMarketing](#) Apr 25, 1:39pm via [TweetDeck](#)

@[WolcottPR](#) In a word, yes. That's the idea. :) [#soloPR](#)



[AerialEllis](#) Apr 25, 1:39pm via [TweetDeck](#)

@[mdbarber](#) Exactly! [#soloPR](#)



[AerialEllis](#) Apr 25, 1:38pm via [TweetDeck](#)

I'm certain I've seen evidence of an attempt from someone else/other firm carrying out strategies we proposed. You know your idea! [#soloPR](#)



[LoisMarketing](#) Apr 25, 1:38pm via [TweetDeck](#)

@[mlaffs](#) Again, having them as a referral is the best key, but responding to RFPs can keep you on your toes
[#soloPR](#)



[SoloPR](#) Apr 25, 1:38pm via [TweetGrid.com](#)

@ [_SoloDovePR](#) Nice and relevant link - thx for sharing! [#soloPR](#)



[mlaffs](#) Apr 25, 1:38pm via TweetDeck

@[KellyeCrane](#) thanks, look forward to reading it! [#solopr](#)



[deegospel](#) Apr 25, 1:38pm via TweetGrid.com

RT @[AerialEllis](#): We've all heard of proposals getting passed around. Some verbiage should be included that warns against sharing [#solopr](#)



[deegospel](#) Apr 25, 1:37pm via TweetGrid.com

a3. i use a 3 step process. partly because i run a niche pr service. 1. complete ?aire 2. chat 3. rfp & contract review [#solopr](#)



[JasMollica](#) Apr 25, 1:37pm via ÜberSocial for iPhone

RT @[LoisMarketing](#): Don't be held captive to RFPs. Have confidence to request a phone convo , email questions etc. [#solopr](#)



[pronouncedALJ](#) Apr 25, 1:37pm via TweetChat

A good questionnaire should turn gears. Gives room to drop jewels. RT @[mlaffs](#): @[KellyeCrane](#) what about clients who dont know needs? [#solopr](#)



[WolcottPR](#) Apr 25, 1:37pm via TweetDeck

Your "brand" should create opps RT @[LoisMarketing](#): I'm blessed to work on a referral basis but I never dismiss an RFP. [#solopr](#)



[dariasteigman](#) Apr 25, 1:37pm via TweetDeck

@[AerialEllis](#) Oops. And then would be long process to try to get any remedy. [#solopr](#)



[mlaffs](#) Apr 25, 1:36pm via TweetDeck

@[LoisMarketing](#) besides RFPs, what are some ways to tell whether the client is serious, understands their needs? [#solopr](#)



[dariasteigman](#) Apr 25, 1:36pm via TweetDeck

@[AerialEllis](#) Good luck with that. I'm not sure you'd get far--and then who' [#solopr](#)



[pronouncedALJ](#) Apr 25, 1:36pm via TweetChat

RT @[SoloPR](#): RT @[LoisMarketing](#): Dont be held captive to RFPs. Have confidence to request a phone convo , email questions etc. [#solopr](#)



[mndbarber](#) Apr 25, 1:36pm via TweetChat

@[AerialEllis](#) I figure I'm lucky with the ones it scares away. [#solopr](#)



[JasMollica](#) Apr 25, 1:35pm via ÜberSocial for iPhone

Lots of great info being shared in [#solopr](#) chat today. Join in even if your aren't a solo pro!



[SoloPR](#) Apr 25, 1:35pm via TweetGrid.com

RT @LoisMarketing: Don't be held captive to RFPs. Have confidence to request a phone convo , email questions etc. [#solopr](#)



[SoloDovePR](#) Apr 25, 1:35pm via HootSuite

Good tip RT @JasMollica Always do this! RT @mediacoach: A2 Have a pre-proposal chat with client - "how much detail would you like?" [#solopr](#)



[dariasteigman](#) Apr 25, 1:35pm via TweetDeck

A2 I respond to few RFPs. Typically when I know I'm at least one of firms in real consideration. [#solopr](#)



[KellyeCrane](#) Apr 25, 1:35pm via TweetDeck

@mlaffs A questionnaire, of the sort @deegospel is mentioning, can be helpful in that situation. Will work on a [#solopr](#) blog post on that!



[AerialEllis](#) Apr 25, 1:35pm via TweetDeck

@joeldon True [#soloPR](#)



[mdbarber](#) Apr 25, 1:35pm via TweetChat

So true! If they take that time...RT @deegospel: i always use a questionnaire. i need to know are they serious about needing me [#solopr](#)



[AerialEllis](#) Apr 25, 1:35pm via TweetDeck

@mdbarber Same here. Scared some, redirected others. [#solopr](#)



[pronouncedALJ](#) Apr 25, 1:35pm via TweetChat

RT @deegospel: a2 @AerialEllis i always use questionnaire. need to know are they serious about needing me & assess media outreach [#solopr](#)



[SoloDovePR](#) Apr 25, 1:35pm via HootSuite

RT @tressalynne: Stop Giving Away the Cookies: How to Woo Prospects Without Giving Away Your Ideas bit.ly/JrU4tf [#PRtips](#) [#solopr](#) [#PR](#)



[SoloDovePR](#) Apr 25, 1:35pm via HootSuite

RT @tressalynne: Stop Giving Away the Cookies: How to Woo Prospects Without Giving Away Your Ideas bit.ly/JrU4tf [#PRtips](#) [#solopr](#) [#PR](#)



[AerialEllis](#) Apr 25, 1:34pm via TweetDeck

@dariasteigman @pronouncedALJ Can't stop it but can enforce via intellectual property, similar to disclaimer in an email signature [#solopr](#)



[mdbarber](#) Apr 25, 1:34pm via TweetChat

@mlaffs They get at targets, messages, what's working/not, how they'll know success, barriers, etc. [#solopr](#)



[mlaffs](#) Apr 25, 1:34pm via TweetDeck

Do you write the plan separately? RT @akenn: And remember: a proposal is not a plan [#solopr](#)



[LoisMarketing](#) Apr 25, 1:34pm via TweetDeck

I'm blessed to work on a referral basis but I never dismiss an RFP. You just never know. [#solopr](#)



[KellyeCrane](#) Apr 25, 1:34pm via TweetDeck

A2: In many industries, the proposal is more of a formality where you lay out programs/costs - sometimes they're 80% in the bag. [#solopr](#)



[mlaffs](#) Apr 25, 1:34pm via TweetDeck

@[KellyeCrane](#) ok but what about clients who don't know their needs? [#solopr](#)



[deegospel](#) Apr 25, 1:34pm via TweetGrid.com

a2 @[AerialEllis](#) i always use a questionnaire. i need to know are they serious about needing me & to assess their media outreach [#solopr](#)



[dariasteigman](#) Apr 25, 1:33pm via TweetDeck

@[mlaffs](#) Experience. Is it prospect you really want? Is proposal easy to write (e.g., limited effort)? Sometimes it's worth a shot. [#solopr](#)



[3HatsComm](#) Apr 25, 1:33pm via TweetDeck

RT @[akenn](#): And remember: a proposal is not a plan [#solopr](#)



[mdbarber](#) Apr 25, 1:33pm via TweetChat

@[AerialEllis](#) I just started using it but so far it's scared a couple away and helped me focus others. [#solopr](#)



[joeldon](#) Apr 25, 1:33pm via TweetDeck

Flips side is RFP submitted & never read. Way 2 prove if you are sly ;-)
@AerialEllis: ...proposals getting shared & passed around. [#solopr](#)



[KellyeCrane](#) Apr 25, 1:33pm via TweetDeck

@mlaffs Re: RFPs, I rarely answer them. Best opps for me are when we've already
chatted and I'm one of 2-3 they're considering. [#solopr](#)



[LoisMarketing](#) Apr 25, 1:33pm via TweetDeck

Don't be held captive to RFPs. Have confidence to request a phone convo , email questions etc. [#soloPR](#)



[mlaffs](#) Apr 25, 1:33pm via TweetDeck

@mdbarber what sort of questions go into it? [#solopr](#)



[deegospel](#) Apr 25, 1:33pm via TweetGrid.com

@KellyeCrane correct a part of my services is to build a plan w/client. I give enough freebies away on blog
not giving pr campaigns [#solopr](#)



[AerialEllis](#) Apr 25, 1:32pm via TweetDeck

@mdbarber Been considering a formal questionnaire for future consultations. [#solopr](#)



[pronouncedALJ](#) Apr 25, 1:32pm via TweetChat

How do you enforce? RT @ [AerialEllis](#): ...Some verbiage should be included that warns against sharing. [#solopr](#)



[mdbarber](#) Apr 25, 1:32pm via TweetChat

That questionnaire also helps discourage the tire kickers. If they aren't sure what they really want, it's a clear sign. [#solopr](#)



[dariasteigman](#) Apr 25, 1:32pm via TweetDeck

@ [AerialEllis](#) You can try. But you can't really stop it. [#solopr](#)



[mlaffs](#) Apr 25, 1:32pm via TweetDeck

@ [dariasteigman](#) any tips for predicting whether first 2 are going to be effective or it's going to be a waste of time? [#solopr](#)



[mdbarber](#) Apr 25, 1:31pm via TweetChat

If not a formal RFP process, I have started asking people to complete a "questionnaire." It tells me a lot about what they want. [#solopr](#)



[AerialEllis](#) Apr 25, 1:31pm via TweetDeck

We've all heard of proposals getting shared & passed around. Some verbiage should be included that warns against sharing. [#solopr](#)



[MollyBorchers](#) Apr 25, 1:30pm via HootSuite

Great tips! RT: @ [PaulaJohns](#) Helpful tips from @ [MrMediaTraining](#): 9 ?s to Ask Before Every Media Interview: [bit.ly/rinzAu](#) [#solopr](#) [#pr](#)



[SoloPR Apr 25, 1:30pm via TweetGrid.com](#)

RT @[pronouncedALJ](#): A2: Address RFP reqs fully, but write in a way that makes potential client want to hear more from you in person [#solopr](#)



[pronouncedALJ Apr 25, 1:30pm via TweetChat](#)

Agreed. Don't drill down to tactical level just yet. RT @[KellyeCrane](#): A2: In proposals, its important to include... [#solopr](#)



[dariasteigman Apr 25, 1:30pm via TweetDeck](#)

@[KellyeCrane](#) Great point. Always add something a la "we understand that..." [#solopr](#)



[KellyeCrane Apr 25, 1:30pm via TweetDeck](#)

@[mlaffs](#) Yes- the strategy/specifics are furnished as part of the plan (once working together). [#solopr](#)



[joeldon Apr 25, 1:30pm via TweetDeck](#)

Spot on. @[akenn](#): And remember: a proposal is not a plan [#solopr](#)



[MollyBorchers Apr 25, 1:29pm via web](#)

RT @[tressalynne](#): Stop Giving Away the Cookies: How to Woo Prospects Without Giving Away Your Ideas [bit.ly/JrU4tf](#) [#PRtips](#) [#solopr](#) [#PR](#)



[dariasteigman Apr 25, 1:29pm via TweetDeck](#)

@mlaffs When RFP isn't clear, can try to get more info. Or respond based on what you see as the real need. Or skip. [#solopr](#)



[AerialEllis Apr 25, 1:29pm via TweetDeck](#)

With RFPs, its different. You have to cover all the touchpoints. It's just part playing of the game. [#solopr](#)



[mlaffs Apr 25, 1:29pm via TweetDeck](#)

@mediacoach whoa you just changed your photo in the middle of the chat! Broadway stars don't turn around that quickly! [#solopr](#)



[JasMollica Apr 25, 1:29pm via ÜberSocial for iPhone](#)

Always do this! RT @mediacoach: A2 Have a pre-proposal chat with client - "how much detail would you like?" [#solopr](#)



[deegospel Apr 25, 1:29pm via TweetGrid.com](#)

a2. what i also do before i create the rfp is chat with the client and have them answer my questionnaire. [#solopr](#)



[mdbarber Apr 25, 1:29pm via TweetChat](#)

@mlaffs Not sure I understand your question. [#solopr](#)



[akenn Apr 25, 1:29pm via TweetChat](#)

And remember: a proposal is not a plan [#solopr](#)



[KellyeCrane](#) Apr 25, 1:29pm via [TweetDeck](#)

A2: Along the lines of [@WolcottPR](#)'s point, a 2-3 para "situation analysis" at beg can show you understand what they've told you [#solopr](#)



[AerialEllis](#) Apr 25, 1:28pm via [TweetDeck](#)

Once had a potential client who wanted to see the "how" in the proposal. I explained, we'll show you how when you sign the contract. [#solopr](#)



[deegospel](#) Apr 25, 1:28pm via [TweetGrid.com](#)

a2. i work by referrals so I don't have to convince potential clients. however, i do create rfps, but not share specifics. [#solopr](#)



[mlaffs](#) Apr 25, 1:28pm via [TweetDeck](#)

[@pronouncedALJ](#) [@mdbarber](#) would you advise avoiding contracts w/o clear RFPs? [#solopr](#)



[akenn](#) Apr 25, 1:28pm via [web](#)

Examples of past work are good way to do this RT [@pronouncedALJ](#) write in a way that makes client want to hear more from you [#solopr](#)



[JasMollica](#) Apr 25, 1:28pm via [ÜberSocial for iPhone](#)

RT [@SoloPR](#): Great Q to ask RT [@JanetLFalk](#): A2 Will your proposal be shared with anyone outside the agency/company requesting RFP? [#solopr](#)



[mediacoach](#) Apr 25, 1:28pm via web

A2 Always begin the proposal with a one-page summary. Add fine detail in appendices. [#solopr](#)



[mdbarber](#) Apr 25, 1:28pm via TweetChat

A2 - Sometimes I will do research, among friends, to show I've taken the initiative to learn more. Survey Monkey has been my tool. [#solopr](#)



[jgombita](#) Apr 25, 1:28pm via TweetDeck

RT @[WolcottPR](#): Smart. RT @[mediacoach](#): A2 Have a pre-proposal chat with client - "how much detail would you like?" [#solopr](#)



[KellyeCrane](#) Apr 25, 1:28pm via TweetDeck

A2: Say the first step once you're working together is development of a complete plan, w/objectives, milestones, etc. [#solopr](#)



[mdbarber](#) Apr 25, 1:27pm via TweetChat

RT @[pronouncedALJ](#): A2: Address RFP reqs fully, but write in a way that makes potential client want to hear more from you in person. [#solopr](#)



[dariasteigman](#) Apr 25, 1:27pm via TweetDeck

A2 I think you always have to assume a wide audience. Kinda like with your tweets. :) [#solopr](#)



[WolcottPR](#) Apr 25, 1:26pm via TweetDeck

Smart. RT @mediacoach: A2 Have a pre-proposal chat with client - "how much detail would you like?" #solopr



mlaffs Apr 25, 1:26pm via TweetDeck

@SoloPR @KellyeCrane maybe a follow up to this is distinguishing the proposal process from customizing strategy for new clients #solopr



mdbarber Apr 25, 1:26pm via TweetChat

@jgombita Thanks! #solopr



pronouncedALJ Apr 25, 1:26pm via TweetChat

A2: Address the RFP reqs fully, but write in a way that makes potential client want to hear more from you in person. #solopr



AerialEllis Apr 25, 1:26pm via TweetDeck

We give detailed proposals that show "what" & not the actual "how." #solopr



mdbarber Apr 25, 1:26pm via TweetChat

RT @KellyeCrane: A2: In proposals, its important to include *what* you plan to do, but keep *how* to yourself until they sign. #solopr



mediacoach Apr 25, 1:26pm via web

A2 Have a pre-proposal chat with client - "how much detail would you like?" #solopr



[dariasteigman](#) Apr 25, 1:26pm via TweetDeck

+1 RT @[KellyeCrane](#): A2: In proposals, impt. to include *what* you plan to do, keep *how* you'll do it to yourself until they sign. [#solopr](#)



[SoloPR](#) Apr 25, 1:26pm via TweetGrid.com

Great Q to ask RT @[JanetLFalk](#): A2 Will your proposal be shared with anyone outside the agency/company requesting RFP? [#solopr](#)



[John Trader1](#) Apr 25, 1:26pm via TweetChat

RT @[KellyeCrane](#): A2: In proposals, important to include *what* u plan to do, but keep *how* you'll do it to yourself until they sign. [#solopr](#)



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

This one @[mdbarber](#): Picking and Choosing: Content Strategy in the Age of Opportunity Overload [prsa.org/Intelligence/T...](#) (login needed) [#solopr](#)



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

RT @[dariasteigman](#): A2 Always a balance b/w showing process, showcasing smarts & not giving someone a roadmap to write a better RFP. [#solopr](#)



[deegospel](#) Apr 25, 1:25pm via TweetGrid.com

RT @[KellyeCrane](#): A2: ... it's important to include *what* you plan to do, but keep *how* you'll do it to yourself until they sign. [#solopr](#)



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

A2 Impt to demonstrate results. That you have the expertise & the experience. [#solopr](#)



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

Imp tip! RT [@deegospel](#): a1 i use highbeam to legitimize a media outlet. sometimes people who contact me aren't who they say they are [#solopr](#)



[joeldon](#) Apr 25, 1:25pm via TweetDeck

+1 [@KellyeCrane](#): A2: keep *how* you'll do it to yourself until they sign. [#solopr](#)



[WolcottPR](#) Apr 25, 1:25pm via TweetDeck

A2: Proposals must "speak" to their unique need. Prospects are seeking results, deliverables. Extra info can be posted online [#solopr](#)



[JanetLFalk](#) Apr 25, 1:25pm via TweetDeck

A2 Will your proposal be shared with anyone outside the agency/company requesting RFP? [#soloPR](#)



[KellyeCrane](#) Apr 25, 1:24pm via TweetDeck

A2: In proposals, it's important to include *what* you plan to do, but keep *how* you'll do it to yourself until they sign. [#solopr](#)



[dariasteigman](#) Apr 25, 1:24pm via TweetDeck

A2 Always a balance b/w showing process, showcasing smarts & not giving someone a roadmap to write a better RFP. [#solopr](#)



[deegospel](#) Apr 25, 1:24pm via [TweetGrid.com](#)

a1 i use highbeam to legitimize a media outlet. sometimes people who contact me aren't who they say they are [#solopr](#)



[joeldon](#) Apr 25, 1:24pm via [TweetDeck](#)

A1: Don't forget LinkedIn Answers. It's free and extensive. [#solopr](#)



[jgombita](#) Apr 25, 1:23pm via [web](#)

@[mdbarber](#) it's on content strategy. Fellow's agency works w/ a (Texas, I think) museum on designing unique content. Two pages long. [#solopr](#)



[SoloPR](#) Apr 25, 1:23pm via [TweetGrid.com](#)

RT @[deegospel](#): a1 i use a variety of twitter based secondary sites to learn and monitor my clients they're so many [#solopr](#)



[mlaffs](#) Apr 25, 1:23pm via [TweetDeck](#)

@[SoloPR](#) great question! [#solopr](#)



[mdbarber](#) Apr 25, 1:23pm via [TweetChat](#)

RT @[SoloPR](#): Q2: I want my proposals to win over the client. Im not sure if Im incl too much/not enough info. How do you handle? [#solopr](#)



[pronouncedALJ](#) Apr 25, 1:23pm via TweetChat

@[joeldon](#) Cool! My husband @[osanders](#) is a software architect, so I appreciate the level of effort required.
[#solopr](#)



[mlaffs](#) Apr 25, 1:23pm via TweetDeck

@[SoloPR](#) @[stuartmcfaul](#) @[invesp](#) lists include Alexa, Google, RSS data about blogs, all in one place
[#solopr](#)



[deegospel](#) Apr 25, 1:23pm via TweetGrid.com

al i use a variety of twitter based secondary sites to learn and monitor my clients they're so many [#solopr](#)



[mdbarber](#) Apr 25, 1:22pm via TweetChat

@[jgombita](#) what's the Strategist article? Title or link? Don't have my latest issue yet. [#solopr](#)



[jgombita](#) Apr 25, 1:22pm via web

@[dariasteigman](#) no, he mentions two Google tools. (One of which I wasn't even aware of.) Sorry, don't have the magazine at hand. [#solopr](#)



[SoloPR](#) Apr 25, 1:22pm via TweetGrid.com

Q2: I want my proposals to win over the client. I'm not sure if I'm including too much/not enough info. How do you handle? [#solopr](#)



[JasMollica](#) Apr 25, 1:22pm via TweetDeck

RT @KellyeCrane: @deegospel I think we #solopr pros tend to default to free tools a lot, but some tools are obviously worth paying for.



[joeldon](#) Apr 25, 1:22pm via TweetDeck

Initially, yes, then hired a coder. @pronouncedALJ: ... an app. Did you do the programming yourself? Impressive! #solopr



[dariasteigman](#) Apr 25, 1:21pm via TweetDeck

A1 So I'm guessing "Twitter" is 1 answer, to judge by @jgombita's comment... #solopr



[SoloPR](#) Apr 25, 1:20pm via TweetGrid.com

Some great ideas and tips on Q1 everyone - thanks! Q2 is up next... #solopr



[SoloPR](#) Apr 25, 1:20pm via TweetGrid.com

RT @mlaffs: @SoloPR my friend @stuartmcfaul turned me on to @invesp this week - centralizes various kinds of web data #solopr



[mediacoach](#) Apr 25, 1:20pm via web

@pronouncedALJ @AerialEllis Rule Britannica, as we say over here. #solopr



[pronouncedALJ](#) Apr 25, 1:19pm via TweetChat

Yes! >> RT @jgombita: @pronouncedALJ still banned at both the secondary and post-secondary school level in Canada.... #solopr



[KellyeCrane](#) Apr 25, 1:19pm via TweetDeck

@[jgombita](#) I have it in my "to read" folder. Looked interesting, for sure. [#solopr](#)



[mlaffs](#) Apr 25, 1:19pm via TweetDeck

@[SoloPR](#) my friend @[stuartmcfaul](#) turned me on to @[invesp](#) this week - centralizes various kinds of web data [#solopr](#)



[mdbarber](#) Apr 25, 1:19pm via TweetChat

@[KellyeCrane](#) @[dariasteigman](#) -- Oy is right re: microfiche! Took so much time & crummy copy. Times have changed! [#solopr](#)



[KellyeCrane](#) Apr 25, 1:19pm via TweetDeck

@[deegospel](#) I think we [#solopr](#) pros tend to default to free tools a lot, but some tools are obviously worth paying for.



[pronouncedALJ](#) Apr 25, 1:19pm via TweetChat

They think Wiki=Britannica. Not. So. >> RT @[AerialEllis](#): I told my students just yesterday to double source anything on Wikipedia [#solopr](#)



[jgombita](#) Apr 25, 1:18pm via web

@[KellyeCrane](#) see article in @[PRSA](#)'s The Strategist (re: content strategy) where the fellow talked about the LEAST USED Google tools? [#solopr](#)



[dariasteigman](#) Apr 25, 1:18pm via TweetDeck

@[KellyeCrane](#) Eeks! My research job 1 semester in grad school was all going through old newspapers -- microfiche. [#solopr](#)



[SoloPR](#) Apr 25, 1:18pm via TweetGrid.com

Any tools! Paid/offline OK, too. :-) RT @[deegospel](#): a1. i didn't realize the question asked for free online research tools [#solopr](#)



[mlaffs](#) Apr 25, 1:17pm via TweetDeck

@[mediacoach](#) i have noticed several errors/one-sided content for current figures [#solopr](#)



[jgombita](#) Apr 25, 1:17pm via web

@[pronouncedALJ](#) still banned at both the secondary and post-secondary school level in Canada.... [#solopr](#)



[KellyeCrane](#) Apr 25, 1:17pm via TweetDeck

@[dariasteigman](#) Remember microfiche? Oy! [#solopr](#)



[pronouncedALJ](#) Apr 25, 1:17pm via TweetChat

@[joeldon](#) Hey I see from your profile you have an app. Did you do the programming yourself? Impressive! [#solopr](#)



[deegospel](#) Apr 25, 1:16pm via TweetGrid.com

a1. i didn't realize the question asked for free online research tools [#solopr](#)



[KellyeCrane](#) Apr 25, 1:16pm via TweetDeck

A1: Speaking of Google, their keyword search tool can help you see the volume of searches for various terms- helpful. [#solopr](#)



[jgombita](#) Apr 25, 1:16pm via web

Side note to [#solopr](#) peeps: I'm quoting a whole bunch of you smartypants in Employee Byte: Insourcing Social PR, which publishes tomorrow.



[pronouncedALJ](#) Apr 25, 1:15pm via TweetChat

Indeed. Used to ban use in students' research papers. RT [@joeldon](#): Caveat: double-verify info from wiki. [@mlaffs](#) [#solopr](#)



[SoloPR](#) Apr 25, 1:15pm via TweetGrid.com

waving hello to Ann! RT [@MarketingProfs](#): [@KellyeCrane](#) Thanks, Kellye! Hi, [#solopr](#) folks!



[joeldon](#) Apr 25, 1:15pm via TweetDeck

Trust, but verify. [@mediacoach](#): [@mlaffs](#) Interesting. I avoid Wikipedia for biographical data in particular - too many errors. [#solopr](#)



[SoloPR](#) Apr 25, 1:15pm via TweetGrid.com

RT [@John_Trader1](#): A1: I use Alexa and seomoz a lot to check strength of Web sites and their relevance to audience I'm pitching. [#solopr](#)



[mdbarber](#) Apr 25, 1:15pm via TweetChat

@[dariasteigman](#) Spring is definitely springing. Each day there's less snow in the garden. Still a ways to go though. 50s all week! [#solopr](#)



[mlaffs](#) Apr 25, 1:14pm via TweetDeck

@[joeldon](#) @[mediacoach](#) yes, but as a starting point, or to cheat at [#operaplot](#), it's a goldmine [#solopr](#)



[mdbarber](#) Apr 25, 1:14pm via TweetChat

Agree RT @[KellyeCrane](#): A1: Another terrific source of free data is the Pew Research Center - [bit.ly/crbvR](#) [#solopr](#)



[mediacoach](#) Apr 25, 1:14pm via web

@[mlaffs](#) @[joeldon](#) Interesting. I avoid Wikipedia for biographical data in particular - too many errors. [#solopr](#)



[dariasteigman](#) Apr 25, 1:14pm via TweetDeck

@[mdbarber](#) Ha. Great minds. :) Is spring finally springing in Anchorage? [#solopr](#)



[joeldon](#) Apr 25, 1:14pm via TweetDeck

Caveat: double-verify info from wiki. @[mlaffs](#): i am always impressed by the depth & quality of info available on wikipedia, [#solopr](#)



[MarketingProfs](#) Apr 25, 1:14pm via web

@[KellyeCrane](#) Thanks, Kellye! Hi, [#solopr](#) folks!



[mdbarber](#) Apr 25, 1:13pm via TweetChat

A1 - Always start with a Google search but sources I also look at incl Pew, WSJ, NYT, local trad'l media [#solopr](#)



[dariasteigman](#) Apr 25, 1:13pm via TweetDeck

A2 Don't discount Google Search. Great window on what's out there -- saves all that time you used to have to spend at library. [#solopr](#)



[KellyeCrane](#) Apr 25, 1:13pm via TweetDeck

A1: Another terrific source of free data - on a variety of topics - is the Pew Research Center - bit.ly/crbvR [#solopr](#)



[John_Trader1](#) Apr 25, 1:13pm via TweetChat

A1: I use Alexa and seomoz a lot to check strength of Web sites and their relevance to audience I am pitching. [#solopr](#)



[mlaffs](#) Apr 25, 1:12pm via TweetDeck

@[joeldon](#) i am always impressed by the depth & quality of info available on wikipedia, especially for specific niches, like composers [#solopr](#)



[SoloPR](#) Apr 25, 1:12pm via TweetGrid.com

RT @[mediacoach](#): A1 Google Alerts, [Twilert.com](#) [Socialmention.com](#), Eyes and Ears. [#solopr](#)



[SoloPR Apr 25, 1:11pm via TweetGrid.com](#)

RT @jgombita: A1. Search engines. (Just had a convo w/@nealshaffer about how Google still the LARGEST driver of blog traffic, by far [#solopr](#))



[pronouncedALJ Apr 25, 1:11pm via TweetChat](#)

A1: Google search and news definitely #1 for client research. LinkedIn/Twitter to track down contacts/verify contact info. [#solopr](#)



[joeldon Apr 25, 1:11pm via TweetDeck](#)

Wiki probably still yields the fastest result. It's user supported, so please donate a few bucks if you can. [#solopr](#)



[dariasteigman Apr 25, 1:11pm via TweetDeck](#)

A1 LinkedIn Qs can be very helpful. I've used for researching topics, soliciting advice. Like Twitter, but allows more depth. [#solopr](#)



[SoloPR Apr 25, 1:11pm via TweetGrid.com](#)

RT @AerialEllis: Research sources: Google, Nielsen, Qualtrics, and even Twitter [#solopr](#)



[mndbarber Apr 25, 1:11pm via TweetChat](#)

Joining a bit late. Mary from Anchorage; 30 year pro with 12 as indy. [#solopr](#)



[mediacoach Apr 25, 1:10pm via web](#)

A1 Google Alerts, [Twilert.com](#) [Socialmention.com](#), Eyes and Ears. [#solopr](#)



[KellyeCrane](#) Apr 25, 1:10pm via TweetDeck

A1: For marketing-related info, eMarketer, @[MarketingProfs](#), Nielsen all have helpful data. [#solopr](#)



[pronouncedALJ](#) Apr 25, 1:09pm via TweetChat

@[dariasteigman](#) Ok! I'll give you a call. [#solopr](#)



[SoloPR](#) Apr 25, 1:09pm via TweetGrid.com

@[mlaffs](#) @pronouncedALJ Any and all research types are helpful - share away! [#solopr](#)



[dariasteigman](#) Apr 25, 1:09pm via TweetDeck

RT @[SoloPR](#): Q1: What are your favorite online research tools? (both secondary and primary sources) [#solopr](#)



[3HatsComm](#) Apr 25, 1:09pm via TweetChat

Agreed... IF you have right audience list. RT @[KellyeCrane](#): A1: For a general survey, SurveyMonkey is hard to beat. [#solopr](#)



[pronouncedALJ](#) Apr 25, 1:08pm via TweetChat

Would be helpful. >> RT @[mlaffs](#): @[KellyeCrane](#) @[SoloPR](#) i think maybe you should clarify what kinds of research youre talking about? [#solopr](#)



[jgombita](#) Apr 25, 1:08pm via web

A1. Search engines. (Just had a convo with [@nealshaffer](#) about how Google still the LARGEST driver of blog traffic, by far.) [#solopr](#)



[dariasteigman](#) Apr 25, 1:08pm via TweetDeck

[@pronouncedALJ](#) Let's talk next week. I ran it in early yrs, can def. help. [#solopr](#)



[KellyeCrane](#) Apr 25, 1:08pm via TweetDeck

A1: I know a lot of folks also like using LinkedIn for surveys. But when doing your own survey, it's rarely a representative sample [#solopr](#)



[pronouncedALJ](#) Apr 25, 1:07pm via TweetChat

[@dariasteigman](#) Yep! Hitting some snags. Any guidance would be appreciated. [#solopr](#)



[AerialEllis](#) Apr 25, 1:07pm via TweetDeck

Research sources: Google, Nielsen, Qualtrics, and even Twitter [#soloPR](#)



[JanetLFalk](#) Apr 25, 1:07pm via TweetDeck

NYC-based PR pro for Wall Street, small biz, nonprofit and law firm. A bit gloomy today. [#soloPR](#)



[deegospel](#) Apr 25, 1:07pm via TweetGrid.com

a1: twitter and highbeam [#solopr](#)



[mlaffs](#) Apr 25, 1:07pm via TweetDeck

@[KellyeCrane](#) @[SoloPR](#) i think maybe you should clarify what kinds of research you're talking about? [#solopr](#)



[dariasteigman](#) Apr 25, 1:06pm via TweetDeck

@[pronouncedALJ](#) You took over the Indies Group, right? We should talk. [#solopr](#)



[KellyeCrane](#) Apr 25, 1:06pm via TweetDeck

A1: For a general survey, SurveyMonkey is hard to beat. [#solopr](#)



[mlaffs](#) Apr 25, 1:06pm 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)



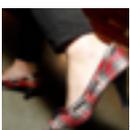
[pronouncedALJ](#) Apr 25, 1:05pm via TweetChat

@[dariasteigman](#) Hey fellow IABC-DC member! :-) [#solopr](#)



[tashaB](#) Apr 25, 1:05pm 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)



[mlaffs](#) Apr 25, 1:05pm via TweetDeck

@SoloPR Twitter is one of my starting points for any research, along with wikipedia [#solopr](#)



[SoloPR Apr 25, 1:05pm via TweetGrid.com](#)

Q1: What are your favorite online research tools? (both secondary and primary sources) [#solopr](#)



[3HatsComm Apr 25, 1:05pm via TweetDeck](#)

Another pro from Atlanta, joining [#soloPR](#) chat.



[deegospel Apr 25, 1:04pm via TweetGrid.com](#)

Dee Stewart. PR/Journ . Atlanta [#solopr](#)



[dariasteigman Apr 25, 1:04pm via TweetDeck](#)

Fellow [#solopr](#) friends. Coming to you from Washington, D.C. And a welcome to first-timer @[pronouncedALJ](#).



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

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



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

Great crowd - international, newbies and veterans alike! [#solopr](#)



[pronouncedALJ Apr 25, 1:03pm via TweetChat](#)

Angie Sanders. Copywriter. aiellejai. First timer. Hi! :-) [#solopr](#) [#solopr](#)



[mediacoach](#) Apr 25, 1:02pm via web

Good morrow from London, [#solopr](#) ladies and gentlemen



[SoloPR](#) Apr 25, 1:02pm via TweetGrid.com

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



[KellyeCrane](#) Apr 25, 1:01pm 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](#) Apr 25, 1:01pm via TweetGrid.com

@[AerialEllis](#) Hi Aerial! [#solopr](#)



[SoloPR](#) Apr 25, 1:01pm via TweetGrid.com

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



[SoloPR](#) Apr 25, 1:01pm via TweetGrid.com

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