#SoloPR Transcript – 8/29/2012

1. How do you create a project fee when you're not sure how big it'll get, and client probably won't pay by the hr? #solopr
2. Does it make sense to do an announcement right after Labor Day? Or should it wait for the following week? #solopr
3. Often organizations have built-in connections for media relations. How do you connect with media as a new freelancer?#prsolo
4. Are you finding clients looking to you to help capture/quantify leads once you get them to their website? #prsolo

SoloPRAug 29, 2:01pm via TweetGrid.com
RT @SoloPR: Remember, we keep chatting on the hashtag all wk- transcript will be posted tomorow. #solopr

SimonSays1024 Aug 29, 1:58pm via web
Thanks everyone for the great advice today! #soloPR

MarketingMelAug 29, 1:57pm via TweetDeck
Hey #soloPR friends. Been busy working on upcoming#personalbrandinghowto webinar. Please join and RT!bit.ly/O2658l

SoloPRAug 29, 1:56pm via TweetGrid.com
Remember, we keep chatting on the hashtag all wk- transcript will be posted tomorow. Thanks everyone for joining- same time next wk! #prsolo

SoloPRAug 29, 1:56pm via TweetGrid.com
Well I hope you all have a happy & safe (especially those in the path of Isaac) week ahead! Thanks for joining us today.#prsolo

KristKAug 29, 1:55pm via TweetGrid.com
@SoloPR Labor Day holiday plans will likely include actual labor -- #Isaac cleanup #prsolo

tracybb Aug 29, 1:55pm via web

RT @rockstarjen @SoloPR looking forward to 3 relaxing days. no plans as of yet, which is delicious! #prsolo >> same here.

KellyeCrane Aug 29, 1:55pm via TweetDeck

@rockstarjen Every time I say I'm taking a day off, something bad happens, so I'm holding my tongue (but hopeful!!).#prsolo

SoloPR Aug 29, 1:54pm via TweetGrid.com

RT @deegospel: a4. no, but i should add inbound marketing. my clients are seeking book sale conversion through traditional pr #prsolo

SandraSays Aug 29, 1:54pm via TweetDeck

RT @tracybb: A4 Sadly PR is not easily quantified or nec. directly connected to sales. Sometimes it's about branding.#prsolo

SoloPR Aug 29, 1:54pm via TweetGrid.com

My tongue-in-cheeck post today, "This just in, Monday is Labor Day": soloprpro.com/this-just-in-m… #prsolo

rockstarjen Aug 29, 1:54pm via TweetChat

@SoloPR looking forward to 3 relaxing days. no plans as of yet, which is delicious! #prsolo

3HatsComm Aug 29, 1:54pm via HootSuite

Ditto. RT @KellyeCrane: @JanetLFalk Yes, I'm a "cobbler's children having no shoes" example on my own site, I'm afraid.#prsolo

makasha Aug 29, 1:54pm via TweetChat

RT @deegospel: a4. no, but i should add inbound marketing. my clients are seeking book sale conversion through traditional pr #prsolo

SoloPR Aug 29, 1:53pm via TweetGrid.com

Thanks everyone for your input today! As we wind down, are you doing anything for the U.S. Labor Day holiday? #prsolo

deegospel Aug 29, 1:52pm via TweetGrid.com

a4. no, but i should add inbound marketing. my clients are seeking book sale conversion through traditional pr #prsolo

SoloPR Aug 29, 1:52pm via TweetGrid.com

I find this very interesting - it's such an area of change in recent years! #prsolo

dariasteigman Aug 29, 1:51pm via TweetDeck

Sorry, #prsolo friends, having to drop off. Pulled away by phone call & now a follow-up... Catch you after the Labor Day holiday!

KellyeCrane Aug 29, 1:51pm via TweetDeck

@JanetLFalk Yes, I'm a "cobbler's children having no shoes" example on my own site, I'm afraid. #prsolo

SoloPR Aug 29, 1:50pm via TweetGrid.com

RT @3HatsComm: That's the point where I typically turn it over, conversion to sales funnel. #prsolo

SoloPR Aug 29, 1:50pm via TweetGrid.com

RT @makasha: A4 Yes. Many of them are looking for tools and training. I just don't like sales. #prsolo

tracybb Aug 29, 1:49pm via web

A4 Sadly PR is not easily quantified or nec. directly connected to sales. Sometimes it's about branding. #prsolo

SoloPR Aug 29, 1:49pm via TweetGrid.com

Fascinating! MT @CjShaffer1: A4. Am seeing a ton of this! Which Is why I market as Inbound Marketing and not strictly#pr #prsolo

KellyeCrane Aug 29, 1:48pm via TweetDeck

A4: There are tools like Clicky (more basic) and LeadLander (on the higher end) that can help clients see/capture who's visiting. #prsolo

3HatsComm Aug 29, 1:48pm via TweetChat
@KellyeCrane That's the point where I typically turn it over, conversion to sales funnel. #prsolo

makasha Aug 29, 1:48pm via TweetChat
A4 Yes. Many of them are looking for tools and training. I just don't like sales. #prsolo

CjShaffer1 Aug 29, 1:48pm via TweetDeck
#prsolo A4. Am seeing a ton of this! Which Is why I market as Inbound Marketing and not strictly #pr since it's only part of what I do

3HatsComm Aug 29, 1:47pm via TweetChat
A4 Depends on what systems are in place, what's integrated and how, the conversion plan. #prsolo

tracybb Aug 29, 1:47pm via web
Q4: Are you finding clients asking you to capture/quantify leads once you get them to their site? Not when I tell them the cost. #prsolo

makasha Aug 29, 1:47pm via TweetChat
RT @SoloPR: Q4: Are you finding clients looking to you to help capture/quantify leads once you get them to their website? #prsolo

KellyeCrane Aug 29, 1:47pm via TweetDeck
A4: However, the sales funnel is not PR - and I'm not working on that! J #prsolo

rockstarjen Aug 29, 1:47pm via TweetChat
RT @KellyeCrane: A4: As we move toward more ROI-type measures, Im seeing some of this (asking for recommended tools, etc.). #prsolo

JanetLFalk Aug 29, 1:47pm via TweetDeck
A4 Not in the least. They track their own leads. Perhaps I should be more proactive tracking on my own website. #prsolo

KellyeCrane Aug 29, 1:46pm via TweetDeck

A4: As we move toward more ROI-type measures, I'm seeing some of this (asking for recommended tools, etc.). #prsolo

SandraSays Aug 29, 1:45pm via TweetDeck

Agreed. MT @tracybb: the byline is the best part for the client. #prsolo

KellyeCrane Aug 29, 1:44pm via TweetDeck

RT @SoloPR: Q4: Are you finding clients looking to you to help capture/quantify leads once you get them to their website? #prsolo

tracybb Aug 29, 1:44pm via web

@SandraSays It works for pubs that are fully staffed too, though the byline is the best part for the client. #prsolo

SoloPR Aug 29, 1:44pm via TweetGrid.com

RT @KristK: A3: I want media to think of me as a partner helping them uncover and cover news. Know their focus and their needs. #prsolo

SoloPR Aug 29, 1:44pm via TweetGrid.com

Q4: Are you finding clients looking to you to help capture/quantify leads once you get them to their website? #prsolo

tracybb Aug 29, 1:43pm via web

RT @KristK: A3: I want media to think of me as a partner helping them uncover and cover news. Know their focus and their needs. #prsolo

LoisMarketing Aug 29, 1:43pm via TweetDeck

Assume nothing but your client grabbing a spot online, on air or in the magazine! How can you help make that happen? ASK. #prsolo A3

KristK Aug 29, 1:42pm via TweetGrid.com

A3: I want media to think of me as a partner helping them uncover and cover news. Know their focus and their needs. #prsolo

SandraSays Aug 29, 1:42pm via TweetDeck

@tracybb I find that bylined articles, or just "packaged" articles to run without byline, r effective for pubs that r short-staffed #prsolo

SoloPR Aug 29, 1:42pm via TweetGrid.com

You guys are rockin' the tips today - great stuff! Q4 is coming up... #prsolo

rockstarjen Aug 29, 1:41pm via HootSuite

RT @tracybb: A3: Sometimes find it better to pitch bylined stories for clients instead of pitching reporters to write #prsolo

SoloPR Aug 29, 1:41pm via TweetGrid.com

MT @tracybb: A3: Sometimes I find it's even better to pitch bylined stories I've written for clients instead of pitching reporters #prsolo

JenMarsikFriess Aug 29, 1:41pm via web

Check media outlet's list, too! It changes so fast nowadays! MT @tracybb check the org's list first & compare to mine. #prsolo

deegospel Aug 29, 1:40pm via TweetGrid.com

RT @dariasteigman: A2 It depends on your content & who audience is. National news is all politics these 2 weeks (& hurricane now). #prsolo

SoloPR Aug 29, 1:40pm via TweetGrid.com

RT @KristK: A3: Trade pubs often use freelance writers; Not pitching targets but they often seek sources, info for assigned stories #prsolo

tracybb Aug 29, 1:40pm via web

A3: Sometimes I find it's even better to pitch bylined stories that I've written for clients instead of pitching reporters to write #prsolo

_SoloDovePR Aug 29, 1:39pm via Echofon

RT @KristK: A3: Trade pubs often use freelance writers; Not pitching targets but they often seek sources, info for assigned stories. #prsolo

_SoloDovePR Aug 29, 1:39pm via Echofon

RT @SoloPR: RT @makasha: A3 Major Rule: Introductions first; pitch later. #prsolo

KellyeCrane Aug 29, 1:39pm via TweetDeck

A3: If the client is big enough, you can always partner with a fellow #prsolo who has those existing relationships. Works!

tracybb Aug 29, 1:38pm via web

A3: I always check the org's list first & compare to mine. Then research articles on their topics to find new outlets to pitch#prsolo

KellyeCrane Aug 29, 1:38pm via TweetDeck

A3: Remember that the media & assignments are changing more than ever, so maybe not as much of a disadvantage as in past. #prsolo

KristK Aug 29, 1:37pm via TweetGrid.com

A3: Trade pubs often use freelance writers; Not pitching targets but they often seek sources, info for assigned stories.#prsolo

JanetLFalk Aug 29, 1:37pm via TweetDeck

A3 Intro re org + my bio. Comment/Congrat on recent related article. Goal is to establish credibility for story pitch down the pike #prsolo

deegospel Aug 29, 1:37pm via TweetGrid.com

RT @JenMarsikFriess: Research carefully so you're on-target when u reach out 1st time. Be respectful of their lack of time#prsolo

SoloPR Aug 29, 1:36pm via TweetGrid.com

RT @makasha: A3 Major Rule: Introductions first; pitch later.#prsolo

mdbarber Aug 29, 1:36pm via TweetChat

Gotta run folks. Deadlines approach. Great chatting. Friends in the path of Isaac, please stay safe and hydrated! #prsolo

SoloPR Aug 29, 1:36pm via TweetGrid.com

MT @rockstarjen: A3 my signature has a link to my dog blog, which is a great convo starter. lots of dog-loving journalists :)#prsolo

LoisMarketing Aug 29, 1:36pm via TweetDeck

RT @KellyeCrane: A3: Well-crafted short & sweet pitches become important when establishing new relationships, too. Blds credibility. #prsolo

rockstarjen Aug 29, 1:36pm via TweetChat

RT @KellyeCrane: A3: Well-crafted, short sweet pitches become more important with new relationships, too. Blds credibility. #prsolo

SoloPR Aug 29, 1:35pm via TweetGrid.com

MT @JenMarsikFriess: Research carefully so you're on-target when u reach out 1st time. Be respectful of their lack of time#prsolo

deegospel Aug 29, 1:35pm via TweetGrid.com

a3. although i'm not new, i still have to build relationships with new media members. i email them and start a conversation#prsolo

KellyeCrane Aug 29, 1:35pm via TweetDeck

A3: Well-crafted, short & sweet pitches become more important when establishing new relationships, too. Blds credibility. #prsolo

rockstarjen Aug 29, 1:35pm via TweetChat

Yep. RT @makasha: A3 Major Rule: Introductions first; pitch later. #prsolo

rockstarjen Aug 29, 1:34pm via HootSuite

@3HatsComm exactly. and sometime you get lucky. they might actually be working on a story. #prsolo

KristK Aug 29, 1:34pm via TweetGrid.com

A3: Asked key media outlets about their preferences, interests, ed cal, best emails, who updates website, etc. Works wonders.#prsolo

makasha Aug 29, 1:34pm via TweetChat
A3 Major Rule: Introductions first; pitch later. #prsolo

JenMarsikFriess Aug 29, 1:33pm via web
Research carefully so you're on-target when u reach out 1st time. Be respectful of their lack of time: Concise pitches, short calls. #prsolo

rockstarjen Aug 29, 1:33pm via TweetChat
A3 my signature has a link to my dog blog, too, which is a great convo started. lots of dog-loving journalists/bloggers :)#prsolo

3HatsComm Aug 29, 1:33pm via TweetChat
@rockstarjen Yes, no pitching. A professional 'hello, I'm here to help if I can' - very good idea. #prsolo

SoloPR Aug 29, 1:33pm via TweetGrid.com
RT @LoisMarketing: Make 1 to 1 contact within the medium then provide entertaining content AND a photo. Outlets love photos! #prsolo

SoloPR Aug 29, 1:32pm via TweetGrid.com
Smart! RT @rockstarjen: A3 when i get a new client, i often will introduce myself as new contact to key media (no pitching) first #prsolo

LoisMarketing Aug 29, 1:32pm via TweetDeck
Make 1 to 1 contact within the medium then provide entertaining content AND a photo. Outlets love photos!#prsolo A3

rockstarjen Aug 29, 1:32pm via TweetChat
A3 it also helps to comment on stories/posts and interact (again, w/o pitching) on twitter/fb #prsolo

JeffCutler Aug 29, 1:32pm via Twitter for iPhone
RT @KellyeCrane: A3: Smart comments on reporters' stories can be a great way to build a relationship (also via social media). #prsolo

SoloPR Aug 29, 1:31pm via TweetGrid.com

RT @3HatsComm: A2 There's also the (careful, very careful) possibility of tying your announcement to trend IF it really, REALLY fits #prsolo

mdbarber Aug 29, 1:31pm via TweetChat

RT @rockstarjen: A3 when i get a new client, i often will introduce myself as new contact to key media (no pitching) first. #prsolo

KellyeCrane Aug 29, 1:31pm via TweetDeck

A3: Smart comments on reporters' stories can be a great way to build a relationship (also via social media). #prsolo

MarketingMel Aug 29, 1:31pm via TweetDeck

A.2 I agree w/ @mdbarber that a well crafted story is needed. It may be a nice break from hurricanes and politics! #prsolo

KristK Aug 29, 1:30pm via TweetGrid.com

RT @SoloPR: Q3: Often organizations have built-in connections for media relations. How do you connect with media as new freelancer? #prsolo

rockstarjen Aug 29, 1:30pm via TweetChat

A3 when i get a new client, i often will introduce myself as new contact to key media (no pitching) first. #prsolo

mdbarber Aug 29, 1:30pm via TweetChat

RT @SoloPR: Q3: Often organizations have built-in connections for media relations. How do you connect w media as a new freelancer? #prsolo

KellyeCrane Aug 29, 1:30pm via TweetDeck

RT @SoloPR: Q3: Often organizations have built-in connections for media relations. How do you connect w/media as a new freelancer? #prsolo
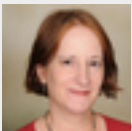
dariasteigman Aug 29, 1:30pm via TweetDeck

Okay. Made the switch. #prsolo

SoloPRAug 29, 1:29pm via TweetGrid.com

Q3: Often organizations have built-in connections for media relations. How do you connect with media as a new freelancer? #prsolo

SoloPRAug 29, 1:28pm via TweetGrid.com

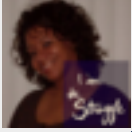@rockstarjen Hi! We just switched to our #prsolo hashtag.

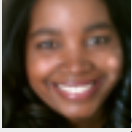**SoloPR**Aug 29, 1:28pm via TweetGrid.com

OK, here comes Q3...! #prsolo

deegospelAug 29, 1:34pm via TweetGrid.com

a3. although i'm not new, i still have to build relationships with new media members. i email them and start a conversation#solopr

makashaAug 29, 1:32pm via TweetChat

RT @SoloPR: Oh wait, as we move into Q3, its time to switch to the pr solo hashtag (one word). #solopr

deegospelAug 29, 1:32pm via TweetGrid.com

joining super late. hi, it's dee. pr. atlanta. 8 years #solopr

mdbarberAug 29, 1:31pm via Twitter for Mac

RT @KellyeCrane: RT @SoloPR: Oh wait, as we move into Q3, it's time to switch to the pr solo hashtag (one word).#solopr

3HatsComm Aug 29, 1:29pm via TweetChat

A2 There's also the (careful, be very careful) possibility of tying your announcement to trend IF it really, REALLY fits. #solopr

KellyeCraneAug 29, 1:28pm via TweetDeck

RT @SoloPR: Oh wait, as we move into Q3, it's time to switch to the pr solo hashtag (one word). #solopr

rockstarjen Aug 29, 1:28pm via TweetChat

joining late. jen in san diego. 8 yrs as a consultant. #solopr

SoloPR Aug 29, 1:27pm via TweetGrid.com

If on Tweetdeck or Tweetgrid, use OR in your search - with both hashtags - to see all tweets #solopr

SoloPR Aug 29, 1:27pm via TweetGrid.com

Oh wait, as we move into Q3, it's time to switch to the pr solo hashtag (one word). #solopr

_SoloDovePR Aug 29, 1:26pm via Echofon

RT @KristK: A2: Not every outlet is focused on national news and most strive for balance, freshness. #solopr

SoloPR Aug 29, 1:26pm via TweetGrid.com

Great input! Q3 is coming up... #solopr

SoloPR Aug 29, 1:26pm via TweetGrid.com

RT @dariasteigman: A2 You can always MAKE annoucement, but will audience be listening? Q of timing for bang for the buck. #solopr

SoloPR Aug 29, 1:25pm via TweetGrid.com

RT @j3nnif3rf1tta:Timing is everything, depending on what the announc is & the cyclefor that client's sector can determine strategy #solopr

mdbarber Aug 29, 1:24pm via Twitter for Mac

RT @KristK: A2: Not every outlet is focused on national news and most strive for balance, freshness. #solopr

3HatsComm Aug 29, 1:24pm via TweetChat

A2 Wait if you can. If you can't - maybe a preview now (once LD, storm over) then a bigger follow up when better chance coverage. #solopr

KristK Aug 29, 1:24pm via TweetGrid.com

A2: Not every outlet is focused on national news and most strive for balance, freshness. #solopr

KellyeCrane Aug 29, 1:24pm via TweetDeck

A2: Mea culpa: I'm out of it, and just had to lookup when the Democratic convention is -- it's next week. #solopr

mdbarber Aug 29, 1:24pm via TweetChat

A2 - election will be big until November. We all need to consider it when we pitch media. Well crafted stories will still be needed #solopr
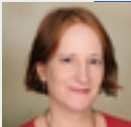
3HatsComm Aug 29, 1:23pm via TweetChat

RT @mdbarber: A2 Factors include market, topic for release, timeliness of story, hurricanes etc. #solopr

SoloPR Aug 29, 1:23pm via TweetGrid.com

MT @mdbarber: A2 -- Factors include market, topic for release, timeliness of story, hurricanes and other factors...#solopr

dariasteigman Aug 29, 1:23pm via TweetDeck

A2 Part of it is: You can always MAKE annoucement, but will audience be listening? Q of timing for bang for the buck.#solopr

KellyeCrane Aug 29, 1:22pm via TweetDeck

A2: This year is unusual because *this week,* before Labor Day is so big on news. So have to weigh whether it can wait even longer. #solopr

dariasteigman Aug 29, 1:22pm via TweetDeck

A2 It depends on your content & who audience is. National news is all politics these 2 weeks (& hurricane now). #solopr

SoloPR Aug 29, 1:22pm via TweetGrid.com

RT @KristK: A2: Working with client to issue a release next week. Waiting until after Isaac, holiday but can't hold off forever. #solopr

SoloPR Aug 29, 1:21pm via TweetGrid.com

MT @CjShaffer1: A2 depends on the newsworth/ timing. IF critical than right after, if not wait for the cycle to die down#solopr

mdbarber Aug 29, 1:21pm via TweetChat

A2 -- Factors include market, topic for release, timeliness of story, hurricanes and other factors that affect the news, etc.#solopr

KristK Aug 29, 1:21pm via TweetGrid.com

@karenswim Wednesdays aren't the same without you either. Missing your contributions to the conversation. #solopr

dariasteigman Aug 29, 1:20pm via TweetDeck

@MarketingMel Technically off tomorrow-Monday. But have a bunch of stuff to do, so it's a semi-vacay. #soloPR
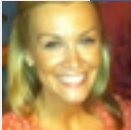
KellyeCrane Aug 29, 1:20pm via TweetDeck

A2: I'm not sure of the answer to this one. J It probably depends on your market. #solopr

KristK Aug 29, 1:20pm via TweetGrid.com

A2: Working with client to issue a release next week. Waiting until after Isaac, holiday but can't hold off forever. #solopr

j3nnif3rf1tta Aug 29, 1:19pm via web

RT @SoloPR: Q2: Does it make sense to do an announcement right after Labor Day? Or should it wait for the following week? #solopr

CjShaffer1 Aug 29, 1:19pm via TweetDeck

#solopr A2 depends on the newsworth/ timing of the announcement. IF critical than right after, if not wait for the cycle to die down a bit

SoloPR Aug 29, 1:19pm via TweetGrid.com

RT @KristK: A1: be sure to consider travel, expenses you may incur. Clients think of project fee as all inclusive, no extra charges. #solopr

mdbarber Aug 29, 1:19pm via TweetChat

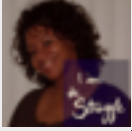@karenswim Missing you! Hope you're doing well this week.#solopr

mdbarber Aug 29, 1:19pm via TweetChat

Q2 - time/date for announcement really depends on announcement, not holiday. #solopr

SoloPR Aug 29, 1:19pm via TweetGrid.com

Good! RT @mdbarber: A1 since it's an existing client, by adding to project, they've already changed your scope so need to pay 4 dev #solopr

makasha Aug 29, 1:19pm via TweetChat

RT @KristK: A1: be sure to consider travel, expenses you may incur. Clients think of project fee as all inclusive, no extra charges. #solopr

karenswim Aug 29, 1:18pm via HootSuite

Taking a quick break and waving "Hi" to all the savvy solos! Wednesdays are not the same without you! #solopr

mdbarber Aug 29, 1:18pm via TweetChat

RT @SoloPR: Q2: Does it make sense to do an announcement right after Labor Day? Or should it wait for the following week? #solopr

KellyeCrane Aug 29, 1:18pm via TweetDeck

RT @SoloPR: Q2: Does it make sense to do an announcement right after Labor Day? Or should it wait for the following week? #solopr

mdbarber Aug 29, 1:18pm via TweetChat

Another thought on A1 - since it's an existing client, by adding to project, they've already changed your scope so need to pay 4 dev #solopr

KristK Aug 29, 1:18pm via TweetGrid.com

A1: be sure to consider travel, expenses you may incur. Clients think of project fee as all inclusive, no extra charges.#solopr

MarketingMel Aug 29, 1:18pm via TweetDeck

RT @SoloPR: Q2: Does it make sense to do an announcement right after Labor Day? Or should it wait for the following week? #solopr

SoloPR Aug 29, 1:17pm via TweetGrid.com

Q2: Does it make sense to do an announcement right after Labor Day? Or should it wait for the following week? #solopr

KellyeCrane Aug 29, 1:17pm via TweetDeck

A1: You can also say for $X dollars you get X hours - go at it the back way. #solopr

JenMarsikFriess Aug 29, 1:16pm via TweetDeck

Thanks for the great insights! #solopr

SoloPR Aug 29, 1:16pm via TweetGrid.com

Good tips everyone - Q2 is up next! #solopr

KristK Aug 29, 1:15pm via TweetGrid.com

RT @3HatsComm: A1 Maybe in ranges that scope at the work at various levels; give them an idea of what 2-3 levels would look like #solopr

KellyeCrane Aug 29, 1:14pm via TweetDeck

@JenMarsikFriess If you have experience w/similar events, then you prob know how long it takes? Use past success to get more $ #solopr

dariasteigman Aug 29, 1:14pm via TweetDeck

+1 RT @mdbarber: A1 - Helping a client define scope is part of your "counsel" and therefore paid at a different type of rate.#solopr

mdbarber Aug 29, 1:14pm via TweetChat

Exactly. RT @KristK: A1: perhaps first step is developing plan/budget for next steps. Project fees require well defined scope. #solopr

3HatsComm Aug 29, 1:14pm via TweetChat

A1 Maybe in ranges that scope at the work at various levels; give them an idea of what 2-3 levels would look like, at what budgets. #solopr

SoloPR Aug 29, 1:14pm via TweetGrid.com

RT @JenMarsikFriess: More context: done the project for 2 yrs- looks like we're adding 3 cities.Trying to figure out how many events #solopr

mdbarber Aug 29, 1:13pm via TweetChat

Amen to that. Especially w new clients. RT @KellyeCrane: A1: When in doubt, round up! :-) #solopr

KristK Aug 29, 1:13pm via TweetGrid.com

A1: perhaps first step is developing plan/budget for the next steps. Project fees require well defined scope of work. #solopr

KellyeCrane Aug 29, 1:13pm via TweetDeck

A1: When in doubt, round up! :-) #solopr

mdbarber Aug 29, 1:12pm via TweetChat

@JenMarsikFriess A1 - Sounds like a project that goes from one city to another. Can you look back at ave cost of cities to date? #solopr

SoloPR Aug 29, 1:12pm via TweetGrid.com

Just FYI- we have some ebooks for Solo PR PRO Premium members w/guidance re: how long things take soloprpro.com/members/ #solopr

SoloPR Aug 29, 1:11pm via TweetGrid.com

RT @makasha: A1: Work to develop initial SOW and contact other pros who have worked similar projects #solopr

SimonSays1024 Aug 29, 1:11pm via web

@JenMarsikFriess Hi Jen! I'm a recent PR grad who just moved back to the #DFW area. Saw you in #soloPR chat and thought I'd say hello!

JenMarsikFriess Aug 29, 1:11pm via TweetDeck

More context: done the project for 2 yrs, and looks like we're adding three cities. Trying to figure out how many events possible. #solopr
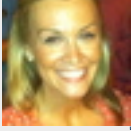
j3nnif3rf1tta Aug 29, 1:10pm via web

Great approach RT @mdbarber: A1 Recently have had positioned as hourly until/while scope is defined. Then turn to project fee. #solopr

KellyeCrane Aug 29, 1:10pm via TweetDeck

A1: Sometimes you can define a "not to exceed" amount, which makes clients more comfortable (still must define scope). #solopr

makasha Aug 29, 1:10pm via TweetChat

A1: Work to develop initial SOW and contact other pros who have worked similar projects #solopr

mdbarber Aug 29, 1:10pm via TweetChat

A1 - Helping a client define their scope is part of your "counsel" and therefore paid at a different type of rate. #solopr

SoloPR Aug 29, 1:09pm via TweetGrid.com

Interesting! RT @mdbarber: A1 Recently have had positioned as hourly until/while scope is defined. Then turn to project fee.#solopr

dariasteigman Aug 29, 1:09pm via TweetDeck

@mdbarber So true. if you can't hone in on something, sounds like a "walk away. Now." #solopr

SoloPR Aug 29, 1:09pm via TweetGrid.com

MT @mdbarber: A1 - lots of red flags- I don't create project fees where the scope is undefined. I would only charge by the hr #solopr

mdbarber Aug 29, 1:08pm via TweetChat

RT @dariasteigman: A1 Sounds like a scope creep Q. Can you break the project down, create a Part 1 that you scope for now? #solopr

KellyeCrane Aug 29, 1:08pm via TweetDeck

A1: Defining scope includes things like "incl 2 rounds of revisions. Additional revisions will be billed at hourly rate of $X" #solopr

mdbarber Aug 29, 1:08pm via TweetChat

A1 -- Recently have had positioned as hourly until/while scope is defined. Then turn to project fee. #solopr

KristK Aug 29, 1:07pm via TweetGrid.com

RT @SoloPR: Q1: How do you create a project fee when you're not sure how big it'll get, and client prob wont pay by the hour? #solopr

dariasteigman Aug 29, 1:07pm via TweetDeck

A1 Sounds like a scope creep Q. Can you break the project down, create a Part 1 that you scope for now? #solopr

KellyeCrane Aug 29, 1:07pm via TweetDeck

A1: This question trips up veteran #solopr pros at times, too. Very important to define scope - here's what's incl. in the fee.

mdbarber Aug 29, 1:07pm via TweetChat

A1 - lots of red flags there. I don't create project fees where the scope is undefined. I would only charge by the hour in that case #solopr

KristK Aug 29, 1:06pm via TweetGrid.com

@JenMarsikFriess Hi Jen! I lived in FW for years b4 heading south. Nice to "meet" you. #solopr

KellyeCrane Aug 29, 1:06pm via TweetDeck

@KristK Hoping it moves on along, soon (Isaac is way too pokey!). #solopr

dariasteigman Aug 29, 1:06pm via TweetDeck

@KristK Stay safe! Are you on the coast, or further inland? #solopr

mdbarber Aug 29, 1:06pm via TweetChat

RT @SoloPR: Q1: How do you create a project fee when youre not sure how big itll get, and client probably wont pay by the hr? #solopr

SimonSays1024 Aug 29, 1:05pm via web

#soloPR I'm Sarah, a recent PR graduate looking to break into the entertainment PR industry. Also considering doing some freelance work.

SoloPR Aug 29, 1:05pm via TweetGrid.com

Q1: How do you create a project fee when you're not sure how big it'll get, and client probably won't pay by the hr? #solopr

KristK Aug 29, 1:05pm via TweetGrid.com

Thanks @mdbarber @3HatsComm @MarketingMel. No damage here and lights are still on. Hoping that remains true.#solopr

JenMarsikFriess Aug 29, 1:05pm via TweetDeck

I'm Jen in Dallas-Fort Worth. I have 15 years in the field, 1 1/2 flying solo. Hi, all! #solopr
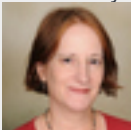
SoloPR Aug 29, 1:04pm via TweetGrid.com

Welcome everyone - great to see a lot of veterans in attendance today! It's gonna be a good one. Q1 is coming up...#solopr

KristK Aug 29, 1:03pm via TweetGrid.com

Hello everyone, I'm Kristie (22 years exp, 8 as indy, APR and PR prof based on MS Gulf Coast). #solopr

dariasteigman Aug 29, 1:03pm via TweetDeck

Wonderful Unrelated promoted tweet stuck atop my #soloprcolumn. Note to co: taking up valued real estate makes me cranky.

MarketingMel Aug 29, 1:03pm via TweetDeck

RT @KellyeCrane: RT @SoloPR: It's time for this week's#soloPR chat for independent pros in PR and related fields

SoloPR Aug 29, 1:03pm via TweetGrid.com

FYI- as with last week, we'll change our hashtag to pr solo (one word) halfway thru to thwart the evil sp-mmers. #solopr

mdbarber Aug 29, 1:03pm via TweetChat

@KristK good to see you and your great Isaac attitude today.#solopr

3HatsComm Aug 29, 1:02pm via TweetChat

@KristK Glad to read you're ok. (Been talking w/ F&F last couple days.. so far, so good.) #solopr

mdbarber Aug 29, 1:02pm via TweetChat

Good morning from sunny Anchorage. Hoping to stay with you all today. #solopr

KristK Aug 29, 1:02pm via TweetGrid.com

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

SoloPR Aug 29, 1:02pm via TweetGrid.com

RT @KristK: it's raining, it's pouring, it's definitely blowing and I have cabin fever from #isaac. #solopr will be a great escape.

dariasteigman Aug 29, 1:01pm via TweetDeck

Popping my head back into Twitter for #solopr. How's everyone?

SoloPR Aug 29, 1:01pm via TweetGrid.com

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

KellyeCrane Aug 29, 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 Aug 29, 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