



#SoloPR Transcript –10/23/2013

Q1: Are you working with clients on 2014 budget/plans? Are budgets going up/down? Adding or subtracting projects? [#solopr](#)

Q2: What business books have you read recently that you'd recommend other #solopr pros read? [#solopr](#)

Q3: Martha Stewart recently dissed bloggers: <https://t.co/hlXsr0G8IG> Do you have any clients w/these attitudes? How to handle? [#solopr](#)

Q4: What's the biggest challenge you're facing right now? [#solopr](#)



[SoloPR @SoloPR20m](#)

Oh look! Clock on the wall says our official chat time is over. Remember, we keep chatting on the hashtag all week! [#solopr](#)



[Jill Van Nostran @jillvan21m](#)

[@KellyeCrane](#) That's for sure! [#solopr](#)



[BluePepper PR @BluePepperPR21m](#)

[@KellyeCrane](#) It WILL be done! ((hugs)) [#solopr](#) [#faith](#)



[Jill Van Nostran @jillvan21m](#)

Yes! RT [@BluePepperPR](#) A4: Keeping the balance of working 'in' the biz and 'on' the biz. [#solopr](#)



[REDMEDIA @REDMEDIAPR21m](#)

just shows how much I love the [#solopr](#) crew. I am up at 7am on vacay to soak up your wisdom



[Marc Lawn @businessgp21m](#)

Ah [@LoisMarketing](#) [@CBerthier](#) that makes far more sense. Context is everything - d'oh. Bet it felt like client brief conversation ;) [#solopr](#)



[Catherine Berthier @CBerthier21m](#)

[@businessgp](#) A4: LOL, agree to disagree, at least in < 140. :) [#solopr](#)



[Kellye Crane @KellyeCrane22m](#)

[@jillvan](#) Thanks! It really does help you figure out priorities with a quickness. [#solopr](#)



[Fran Stephenson @fransteps22m](#)

[@soloPR](#) Thanks again for a great chat. Positive thoughts for your fam this week. Off to plan budgets, content, outreach! [#solopr](#)



[SoloPR @SoloPR22m](#)

MT [@dariasteigman](#): [@KellyeCrane](#) Key is to jettison non-essentials, & don't forget exercise (and "me" time critical). [#solopr](#)



[Daria Steigman @dariasteigman22m](#)

[@karenskim](#) I get it. Maybe you need a different team? Or a diff. teaming approach? [#solopr](#)



[Karen Swim @karenskim22m](#)

[@mdbarber](#) Bye Mary! [#solopr](#)



[Jill Van Nostran @jillvan23m](#)

[@KellyeCrane](#) Oh no! Still going on? So sorry. :([#solopr](#)



[Mary Deming Barber @mdbarber23m](#)

Must run folks. Great chatting, as always. One of my favorite times of the week. [#solopr](#)



[Daria Steigman @dariasteigman23m](#)

[@KellyeCrane](#) That's a huge challenge. Key is to jettison non-essentials, & don't forget exercise (and "me" time critical). [#solopr](#)



[Lois Martin @LoisMarketing23m](#)

[@businessgp](#) You joined [#soloPR](#) a bit late. Q1 more to do with changes in budgets than setting budgets and what we see for '14 [@CBerthier](#)



[Kellye Crane @KellyeCrane23m](#)

[@REDMEDIAPR](#) Aloha! [#solopr](#)



[Karen Swim @karenswim24m](#)

[@dariasteigman](#) The people headaches may be more than I want which has me considering new strategy, less patient these days [#solopr](#)



[BluePepper PR @BluePepperPR24m](#)

A4: Keeping the balance of working 'in' the biz and 'on' the biz. [#solopr](#)



[Fran Stephenson @fransteps24m](#)

A4: Last year, balance was definitely my issue. But I just had a vacation so am now feeling very balanced. [#solopr](#)



[SoloPR @SoloPR24m](#)

Love it! RT [@dariasteigman](#) A4 How many tank tops to bring to the beach with me. [#solopr](#)-in vacay-mode.



[SoloPR @SoloPR24m](#)

RT [@jendonovansf](#) A4: Figuring out the best way to scale and diversify my business. As well as decide on my company logo :) [#solopr](#)



[Catherine Berthier @CBerthier24m](#)

[@businessgp](#) Yes, but they know what they can allocate, and without some guidance you can spend a lot of time creating proposals... [#solopr](#)



[Jill Van Nostran @jillvan25m](#)

[@REDMEDIAPR](#) Heyyy! Nice. [#hawaii](#) [#solopr](#)



[jr schmitt @cloudspark25m](#)

[@REDMEDIAPR](#) get thee back to the beach! pronto! [#solopr](#)



[Kellye Crane @KellyeCrane25m](#)

Ha! Grrrr RT [@businessgp](#): Earth calling Q4. Houston we have a problem :) [#solopr](#)



- [Daria Steigman @dariasteigman25m](#)

- [@karensxim](#) It's all worth it (big picture). But maybe the details need tweaking? [#solopr](#)



[Marc Lawn @businessgp25m](#)

A4 The biggest challenge I have right now is remaining friends with [@CBerthier](#) whilst disagreeing with her in 140 characters :) [#solopr](#)



[Kellye Crane @KellyeCrane25m](#)

A4: My other big challenge is to balance work and personal as my family emergency continues. It can be done! [#solopr](#)



[Jill Van Nostran @jillvan25m](#)

A3: I think [@KellyeCrane](#) said it best. What really matters? Figuring that out is my biggest (current) challenge. [#solopr](#)



[Fran Stephenson @fransteps25m](#)

[@dariasteigman](#) Yes, Daria, yes! [#solopr](#)



[Karen Swim @karenswim25m](#)

A4: Support team is one of the current challenges and deciding if its all worth it [#solopr](#)



[REDMEDIA @REDMEDIAPR26m](#)

A4 BALANCE. Serving clients while forging for new ones, prof devel & time off (ex. Typing this in hawaii) [#solopr](#)



[BluePepper PR @BluePepperPR26m](#)

RT [@KellyeCrane](#) A4: There are a bazillion things we could do, but only a few that matter (says Kellye to herself) [#solopr](#)



[Mary Deming Barber @mdbarber26m](#)

I wish that was mine! Have fun. RT [@dariasteigman](#): A4 How many tank tops to bring to the beach with me. [#solopr](#)-in vacay-mode. [#solopr](#)



[Jennifer Donovan @jendonovansf26m](#)

A4: Figuring out the best way to scale and diversify my business. As well as decide on my company logo :) [#solopr](#)



[Lois Martin @LoisMarketing26m](#)

It really isn't a challenge -- it's actually exciting and fun. Promotional/publicity focuses changing w clients. [#soloPR](#) A4



[Daria Steigman @dariasteigman26m](#)

A4 How many tank tops to bring to the beach with me. [#solopr](#)-in vacay-mode.



[Mary Deming Barber @mdbarber26m](#)

A4 -- Saying no to work. Have enough on my plate (read too much) and need to say no. Hard when you're not sure about next few months [#solopr](#)



[Jill Van Nostran @jillvan26m](#)

[#truth](#) RT [@KellyeCrane](#) A4: There are a bazillion things we could do, but only a few that matter (says Kellye to herself) [#solopr](#)



[SoloPR @SoloPR27m](#)

Boo Twitter weirdness! Q4 has been tweeted and RT'd several times but still some are missing it. [#solopr](#)



[Marc Lawn @businessgp27m](#)

Earth calling Q4. Houston we have a problem :) [#solopr](#)



[Jennifer Donovan @jendonovansf27m](#)

[@cloudspark @mdbarber](#) Absolutely agree. [#solopr](#)



[Karen Swim @karenswim27m](#)

and to Karen :)RT [@KellyeCrane](#) A4: There are a bazillion things we could do, but only a few that matter (says Kellye to herself) J [#solopr](#)



[Mary Deming Barber @mdbarber27m](#)

Q4: What's the biggest challenge you're facing right now? [#solopr](#)



[Kellye Crane @KellyeCrane28m](#)

A4: There are a bazillion things we could do, but only a few that matter (says Kellye to herself) J [#solopr](#)



[Karen Swim @karenswim28m](#)

[@dariasteigman](#) Q4: What's the biggest challenge you're facing right now? [#solopr](#)



[jr schmitt @cloudspark28m](#)

[@jendonovansf](#) [@mdbarber](#) easy reality check - show them what their primary competitors are doing in the social space. [#solopr](#)



[Lois Martin @LoisMarketing28m](#)

What is Q4? [#soloPR](#)



[Kellye Crane @KellyeCrane28m](#)

[@marikalynch](#) This is true! [#solopr](#)



[Marc Lawn @businessgp29m](#)

Sorry [@CBerthier](#) but I do disagree. The client comes to you as expert so you should shape budget for them to my mind? [#solopr](#)



[Daria Steigman @dariasteigman29m](#)

Did I miss Q4? [#solopr](#)



[Marika @marikalynch29m](#)

[@KellyeCrane](#) I think that's a constant [#solopr](#)



[Jennifer Donovan @jendonovansf29m](#)

[@KellyeCrane](#) Q4 not posted. [#solopr](#)



[Daria Steigman @dariasteigman30m](#)

+100 RT [@businessgp](#): We too often focus on the budget. That must be a byproduct of the objective, not the reason for it. [#solopr](#)



[Fran Stephenson @fransteps30m](#)

A4: Biggest challenge right now is end of year planning for me. Need to stay focused!
[#solopr](#)



[Mary Deming Barber @mdbarber30m](#)

Yep “[@jendonovansf](#): Lots of research showing otherwise! RT [@mdbarber](#): Had a prospect tell me folks on "social" r only 1% of pop. [#solopr](#)”



[Kellye Crane @KellyeCrane30m](#)

A4: I'm trying to do too many things. I need to prune and focus. [#solopr](#)



[Lois Martin @LoisMarketing30m](#)

We now know Martha Stewart is more out of touch than ever. Next question? [#soloPR](#)



[Catherine Berthier @CBerthier30m](#)

[@businessgp](#) Agree, but clients have to start convo with real numbers in mind or we all waste a lot of time. [#solopr](#)



[Marc Lawn @businessgp31m](#)

Hi [@BluePepperPR](#) [@cloudspark](#) I hope so and thanks both for the mentions [#solopr](#)



[BluePepper PR @BluePepperPR31m](#)

MT [@jillvan](#) MT [@KellyeCrane](#) A3: Even if a blogger is a small fry today you never know where they'll be in future- show respect! [#solopr](#)



[Kellye Crane @KellyeCrane31m](#)

[@cloudspark](#) Gotcha. Interesting idea, though I think it just makes her look old, to be perfectly frank. [#solopr](#)



[Jill Van Nostran @jillvan31m](#)

MT [@KellyeCrane](#) A3: As others noted even if a blogger is a small fry today you never know where they'll be in future- show respect! [#solopr](#)



[Marc Lawn @businessgp32m](#)

A1 To clarify ;) We too often focus on the budget. That must be a byproduct of the objective, not the reason for it. [#solopr](#)



[BluePepper PR @BluePepperPR32m](#)

RT [@cloudspark](#) [@businessgp](#) let's hope we've killed the "thud factor" of clip books for mere quantity instead of quality work. [#solopr](#)



[jr schmitt @cloudspark32m](#)

[@businessgp](#) let's hope we've killed the "thud factor" of clip books for mere quantity instead of quality work. [#solopr](#)



[Jennifer Donovan @jendonovansf32m](#)

Agreed! RT [@fransteps](#): [@BluePepperPR](#) I agree. I think trad. corp ppl are confused bet. journalist and influencer. [#solopr](#)



[Fran Stephenson @fransteps33m](#)

Thanks! RT [@SoloPR](#) 8am - 5pm both Wed & Thurs, 2/19-20/14 RT [@fransteps](#) Can you give us start & end times for [#solopr](#) summit?



[Mary Deming Barber @mdbarber33m](#)

[@dariasteigman](#) Opting for latter since my contact doesn't believe that, but his CEO does. Will be interesting to see where it goes. [#solopr](#)



[Jennifer Donovan @jendonovansf33m](#)

Lots of research showing otherwise! RT [@mdbarber](#): Had a prospect tell me folks on "social" are only 1% of pop. Education! [#solopr](#)



[Lois Martin @LoisMarketing33m](#)

MT [@businessgp](#): [@CBerthier](#) [@LoisMarketing](#) I agree, my sentiment was the conversation cannot start with budget. Wrong place to begin. [#solopr](#)



[SoloPR @SoloPR33m](#)

8am - 5pm both Wed & Thurs, 2/19-20/14 RT [@fransteps](#) Can you give us start & end times for [#solopr](#) summit?



[jr schmitt @cloudspark33m](#)

[@KellyeCrane](#) those bloggers would feel listened to, new advocates for her brand. [#solopr](#)



[Daria Steigman @dariasteigman34m](#)

[@mdbarber](#) Wow. That's so mis-informed I don't know whether to cry or salivate in anticipation of big fees. :) [#solopr](#)



[Marc Lawn @businessgp34m](#)

“[@karensxim](#): [@businessgp](#) Doing great, thanks! And you? [#solopr](#)” <- Awesome thanks.



[jr schmitt @cloudspark34m](#)

[@KellyeCrane](#) a whole opportunity to talk to new bloggers or faithful bloggers one-on-one in a great listening tour. [#solopr](#)



[Fran Stephenson @fransteps34m](#)

[@BluePepperPR](#) I agree. I think trad. corp ppl are confused bet. journalist and influencer. Different rules, ethics, playing field [#solopr](#)



[SoloPR @SoloPR34m](#)

Interesting stuff, Q4 is coming up... [#solopr](#)



[Mary Deming Barber @mdbarber34m](#)

[@fransteps](#) It really does paint quite the picture doesn't it. [@cloudspark](#) [#solopr](#)



[Marc Lawn @businessgp34m](#)

[@CBerthier](#) [@LoisMarketing](#) I agree, my sentiment was the conversation cannot start with budget. It's the wrong place to begin. [#solopr](#)



[Kellye Crane @KellyeCrane34m](#)

A3: Regardless, good reminder that these attitudes are still out there. Adapt! [#solopr](#)



[Fran Stephenson @fransteps35m](#)

[@cloudspark](#) LOL at my computer! [#solopr](#)



[Marc Lawn @businessgp35m](#)

“[@LoisMarketing](#): [@businessgp](#) Budgets DO matter. Priorities, commitment, planning matter. [#soloPR](#) A1” <- You need enough to do job right.



[Fran Stephenson @fransteps35m](#)

Q for the moderator: Can you give us start & end times for [#solopr](#) summit. There's an airfare sale on and I wanna be a early bird!



[Kelle Campbell @kcwriter36m](#)

MT [@jillvan](#) A3: I used to have a client who refused to work with bloggers. Now they all blog/work with bloggers (smart) [#solopr](#)



[Marc Lawn @businessgp36m](#)

A2 Read Predatory Thinking by [@davetrott](#) you'll love it and it'll make you think. [#solopr](#)



[Mary Deming Barber @mdbarber36m](#)

[@cloudspark](#) LOL! So true. [#solopr](#)



[Catherine Berthier @CBerthier36m](#)

YES. RT [@LoisMarketing](#) [@businessgp](#) Budgets DO matter. Priorities, commitment, planning matter. [#soloPR](#) A1



[Mary Deming Barber @mdbarber36m](#)

Had a prospect yesterday tell me folks on "social" (incl. the internet) are only 1% of pop. Those folks are everywhere. Education! [#soloPR](#)



[jr schmitt @cloudspark36m](#)

[@fransteps](#) [@mdbarber](#) she isn't of the age to twerk her way to headlines, so maybe this was her best move. <eye roll> [#soloPR](#)



[BluePepper PR @BluePepperPR36m](#)

[@fransteps](#) Some aren't (journalists) but many are influencers. To underestimate or dismiss that influence can be a colossal mistake. [#soloPR](#)



[Kellye Crane @KellyeCrane36m](#)

[@cloudspark](#) You really think so? What would she gain by that? [#soloPR](#)



[Lois Martin @LoisMarketing36m](#)

[@businessgp](#) Budgets DO matter. Priorities, commitment, planning matter. [#soloPR](#) A1



[Jill Van Nostran @jillvan37m](#)

[@KristK](#) Hey Kristie! Just got answers to your question to me last week. Will FB DM you. Safe travels! [#solopr](#)



[Karen Swim @karenswim37m](#)

[@businessgp](#) Doing great, thanks! And you? [#solopr](#)



[Kellye Crane @KellyeCrane37m](#)

[@ashkclt](#) Crazy right? Why would you publicly state that? [#solopr](#)



[Fran Stephenson @fransteps37m](#)

Or clueless. RT [@mdbarber](#) I thought same. She's always calculating [@cloudspark](#): reeks of a cheap pr move to gain headlines and buzz. [#solopr](#)



[Kellye Crane @KellyeCrane37m](#)

A3: As others have noted, even if a blogger is a small fry today, you never know where they'll be in future- show respect! [#solopr](#)



[Daria Steigman @dariasteigman38m](#)

A3 Key is education about a co's influencers. Who they are, how reaching them has changed over time. [#solopr](#)



[Jill Van Nostran @jillvan38m](#)

Ha! Yeah. RT [@cloudspark](#) a3: reeks of a cheap pr move to gain headlines and a bit of buzz. [#solopr](#)



[Marc Lawn @businessgp38m](#)

[@karensxim](#) hey Karen, you well? [#solopr](#)



[Jill Van Nostran @jillvan38m](#)

[@fransteps](#) I'm proud of them! They get it. [#solopr](#)



[Mary Deming Barber @mdbarber38m](#)

I thought the same. She's always calculating. RT [@cloudspark](#): a3: reeks of a cheap pr move to gain headlines and a bit of buzz. [#solopr](#)



[Fran Stephenson @fransteps38m](#)

Among others! RT [@KellyeCrane](#) A3: Pointing to U.S. News/World Reports going online only is my ace in the hole for the crumudgeons. J [#solopr](#)



[Marc Lawn @businessgp39m](#)

A1 Budgets don't matter, focus & clarity make the main difference IMHO. Prefer great stuff over lots of stuff. :) [#solopr](#)



[Daria Steigman @dariasteigman39m](#)

Yes. RT [@mdbarber](#): A3 blogger attitude is usually part of overall lack of understanding/awareness of the web/social world. [#solopr](#)



[SoloPR @SoloPR39m](#)

MT [@dariasteigman](#) Definitive need for education- both what bloggers can do for you & what dissing bloggers will do to your biz. [#solopr](#)



[Fran Stephenson @fransteps39m](#)

[@jillvan](#) You go, girl! [#solopr](#)



[Karen Swim @karenswim39m](#)

[@businessgp](#) Never too late, glad you could make it! [#solopr](#)



[jr schmitt @cloudspark39m](#)

a3: reeks of a cheap pr move to gain headlines and a bit of buzz. [#solopr](#)



[Jill Van Nostran @jillvan39m](#)

A3: I used to have a client who refused to work with bloggers for the same reason. Now they all blog/work with bloggers (smart) **[#solopr](#)**



[Kristie Aylett, APR @KristK39m](#)

Missing **[#solopr](#)** chat today while traveling but the answers to the must-read books are awesome.



[Lois Martin @LoisMarketing40m](#)

Lost in her own self-importance. Poor gal. Not. **[#soloPR](#)**



[Daria Steigman @dariasteigman40m](#)

BTW, If interested in The Age of Context, here are 2 takes. Mine (<http://bit.ly/1h1eq8Q>

) & [@mdbarber](http://bit.ly/HhG1Y4) (<http://bit.ly/HhG1Y4>

). **[#solopr](#)**



[Kellye Crane @KellyeCrane40m](#)

A3: Pointing to U.S. News and World Reports going online only is my ace in the hole for the crumudgeons. J **[#solopr](#)**



[Fran Stephenson @fransteps40m](#)

A3: It's true that they are not journalists in some respects, but I often approach like I would travel writers for a fam tour. [#solopr](#)



[Marc Lawn @businessgp40m](#)

Ooo am I too late for [#solopr](#)



[Jill Van Nostran @jillvan40m](#)

MT [@mdbarber](#) A3 Best way to handle is w/ education based on listening to their concerns & gently encouraging a new way of thinking [#solopr](#)



[Lois Martin @LoisMarketing41m](#)

Another example of how disconnected the 'c-level' can be. Many CEOs have much to learn from her [#soloPR](#)



[Erika Heald @SFerika41m](#)

A3 given her long standing support of and engagement w/bloggers it was odd [#solopr](#)



[Fran Stephenson @fransteps41m](#)

Three things to do BEFORE you start blogger outreach:

[http://stepincomm.com/2013/10/18/3-things-to-do-before-you-start-a-blogger-outreach-program/ ...](http://stepincomm.com/2013/10/18/3-things-to-do-before-you-start-a-blogger-outreach-program/)

[#solopr](#)



[Mary Deming Barber @mdbarber41m](#)

A3 -- the blogger attitude is usually all part of an overall lack of understanding/awareness of the web/social world. [#solopr](#)



[Kellye Crane @KellyeCrane41m](#)

A3: It's been a while, but I find pointing to the changes in tradt'l media helps get them on board w/the new. [#solopr](#)



[Jill Van Nostran @jillvan42m](#)

RT [@karensxim](#) A3: That was foolish and shows the danger or not really understanding how your empire runs [#solopr](#)



[Karen Swim @karensxim42m](#)

A3: Would have been diff. if she dissed and they were not an important part of her marketing [#solopr](#)



[Lois Martin @LoisMarketing42m](#)

I only pay attention to Martha Stewart when I need to tie a bow. ;) Not attitude of clients at all. [#soloPR](#) A3



[Mary Deming Barber @mdbarber42m](#)

Yep! MT [@dariasteigman](#): A definitive need for education -- what bloggers can do for you & what dissing bloggers will do to your biz. [#soloopr](#)



[Ashley Kaufman @ashkclt42m](#)

A3 Wow I had not read that Martha quote - bet the PR team is in crisis mode! [#soloopr](#)



[Jill Van Nostran @jillvan42m](#)

RT [@SoloPR](#) Q3: Martha Stewart recently dissed bloggers
[https://www.proactivereport.com/social-media/martha-stewarts-blogger-blunder/ ...](https://www.proactivereport.com/social-media/martha-stewarts-blogger-blunder/)

Do you have clients w/these attitudes? How to handle? [#soloopr](#)



[SoloPR @SoloPR42m](#)

RT [@CBerthier](#) A3 I some, but usually it's about showing them the influence and reach.
[#soloopr](#)



[Daria Steigman @dariasteigman42m](#)

[@SoloPR](#) A definitive need for education -- both what bloggers can do for you & what dising bloggers will do to your biz. [#solopr](#)



[REDMEDIA @REDMEDIAPR43m](#)

A3 Have to know your audience, 1 person may have a ton of flwrs- their opinion is impt. not to mention u should respect all period [#solopr](#)



[SoloPR @SoloPR43m](#)

Share the link, por favor RT [@fransteps](#) I just wrote a blog post about expectations for blogger outreach by brands. [#solopr](#)



[Fran Stephenson @fransteps43m](#)

I just wrote a blog post about expectations for blogger outreach by brands. The key being expectations. What are they? [#solopr](#)



[Karen Swim @karenswim44m](#)

A3: That was foolish and shows the danger or not really understanding how your empire runs [#solopr](#)



[Mary Deming Barber @mdbarber44m](#)

A3 -- Best way to handle is with education based on listening to their concerns and gently encouraging a new way of thinking. [#solopr](#)



[Kelle Campbell @kcwriter44m](#)

RT [@KellyeCrane](#) [@dariasteigman](#) [@fransteps](#) Always on my desk is Strunk & White. Oldie but goodie! [#solopr](#)



[Fran Stephenson @fransteps44m](#)

A3: Oh, Martha, Martha, Martha. [#solopr](#)



[Catherine Berthier @CBerthier44m](#)

A3 I some, but usually it's about showing them the influence and reach. [#solopr](#)



[Mary Deming Barber @mdbarber44m](#)

A3 - Client and some pros are still this way, especially senior colleagues. It's something we have to deal with as we transition. [#solopr](#)



[Daria Steigman @dariasteigman44m](#)

Smack them? RT [@SoloPR](#): Q3: Martha Stewart recently dissed bloggers: <http://bit.ly/HhFEg0>

How to handle client w/ this attitude? [#solopr](#)



Jill Van Nostran @jillvan45m

OK thank you. I thought it was me. RT [@SoloPR](#) [@dariasteigman](#) Seriously, Twubs is misbehaving today. Argh. [#solopr](#)



SoloPR @SoloPR45m

[@dariasteigman](#) Seriously, Twubs is misbehaving today. Argh. [#solopr](#)



Jill Van Nostran @jillvan45m

[@cloudspark](#) Always need more hours in a day, it seems! [#solopr](#)



SoloPR @SoloPR45m

Q3: Martha Stewart recently dissed bloggers: [https://www.proactivereport.com/social-media/martha-stewarts-blogger-blunder/ ...](https://www.proactivereport.com/social-media/martha-stewarts-blogger-blunder/)

Do you have any clients w/these attitudes? How to handle? [#solopr](#)



Erika Heald @SFerika46m

A2 last two (awesome!) biz books I read were [@jaybaer's #youtility](#) and [@JoePulizzi's Epic Content #cmworld #solopr](#)



[Lois Martin @LoisMarketing46m](#)

[@dariasteigman](#) I subscribe to what they are subscribing, discover who the 'hot voices' are in their industries. Best time spent. [#soloPR](#)



[Daria Steigman @dariasteigman46m](#)

[@SoloPR](#) Ha! The 1st ever tweet that won't be recorded for posterity. :) [#soloPR](#)



[SoloPR @SoloPR46m](#)

Dude! I totally tweeted a Q3, but it disappeared. Let me do it again... [#soloPR](#)



[Daria Steigman @dariasteigman47m](#)

[@LoisMarketing](#) I try also to read "ahead" of them. The stuff they're not reading / thinking about YET. [#soloPR](#)



[Fran Stephenson @fransteps47m](#)

Definitely! Next to AP Stylebk. RT [@KellyeCrane](#) [@dariasteigman](#) [@fransteps](#) Always on my desk is Strunk & White. Oldie but goodie! [#soloPR](#)



[jr schmitt @cloudspark48m](#)

[@jillvan](#) this week, i've been overly optimistic in my ability to crank through the to-do list. still, things are getting done. [#soloPR](#)



[Zen Yinger @ZenYinger48m](#)

A2: Saw [#SoloPR](#) in my tweet-stream! Waving Hi! :) I enjoyed reading Neal Schaffer's [#MaximizeYourSocial](#) & Dorie Clark's [#ReinventingYou](#)



[Lois Martin @LoisMarketing48m](#)

I focus on reading what clients -- and prospective clients -- are reading. [#soloPR](#) A2



[Kellye Crane @KellyeCrane48m](#)

[@dariasteigman](#) [@fransteps](#) Always on my desk is Strunk & White. Oldie but goodie!
[#soloPR](#)



[Traackr @traackr49m](#)

Yes! <http://influencemarketingbook.com/>

RT [@jendonovansf](#): A2: Influence Marketing by Danny Brown & Sam Fiorella. [#soloPR](#)



[Jill Van Nostran @jillvan49m](#)

Will chk out MT [@KellyeCrane](#) A2: Not straight PR or biz but Don't Make Me Think is about web usability & helped w/ content in general [#soloPR](#)



[Daria Steigman @dariasteigman49m](#)

I still have Daniel Pink's To Sell is Human in a must-read stack. [#solopr](#)



[Lois Martin @LoisMarketing49m](#)

[@cloudspark](#) You just started me thinking -- as usual! Ha! That will be 'the' excuse now. Solos should not fall for it! [#soloPR](#)



[Daria Steigman @dariasteigman50m](#)

[@KellyeCrane](#) That's a great book too. I love stuff on usability, helps me conceive all the moving parts. [#solopr](#)



[Jill Van Nostran @jillvan50m](#)

[@cloudspark](#) I'm good! Thanks for asking! (cold though...I miss summer). How are you?? [#solopr](#)



[jr schmitt @cloudspark51m](#)

[@LoisMarketing](#) and a good point it is. [#solopr](#)



[Jill Van Nostran @jillvan51m](#)

MT [@REDMEDIAPR](#) Haven't finished but first half of [@markwschaefer](#) 's book, Return on Influence is Brills. Bought copies 4 clients [#solopr](#)



[Lois Martin @LoisMarketing52m](#)

[@cl3oudspark](#) But businesses do that JR to 'get rid of' [#soloPR](#) s who are prospecting -- and some solos 'buy it'. That's my point :)



[Daria Steigman @dariasteigman52m](#)

It's a fantastic content "bible." RT [@fransteps](#): A2: LOVE Content Rules. It's next to my computer always.....[#solopr](#).



[Fran Stephenson @fransteps52m](#)

A2: LOVE Content Rules. It's next to my computer always.....[#solopr](#).



[Daria Steigman @dariasteigman52m](#)

A1 Both [@mdbarber](#) & I reviewed Age of Context if you want a peak at what's in there. [#solopr](#)



[Kellye Crane @KellyeCrane53m](#)

A2: Not straight PR or biz, but "Don't Make Me Think" is about web usability, and helped me with content in general. [#solopr](#)



[Davina Brewer @3hats @3HatsComm53m](#)

[@BluePepperPR](#) Same.. I'm always online reading all kinds of things. Books, not so much. [#solopr](#)



[jr schmitt @cloudspark53m](#)

[@SoloPR @LoisMarketing](#) and speaking of, editorial calendar planning is on my list this week. lovely. [#solopr](#)



[Jill Van Nostran @jillvan53m](#)

A2: Want to read (cover to cover) book by [@BTCEO](#), How Does It Make You Feel, on emotional branding (disclosure: client) [#solopr](#)



[Mary Deming Barber @mdbarber53m](#)

[@karenschwim](#) thanks. It was a really interesting look at where our world is likely going. [#solopr](#)



[Kelle Campbell @kcwriter53m](#)

[@dariasteigman](#) Thanks! It really kickstarted my self-marketing efforts too! [#solopr](#)



[jr schmitt @cloudspark53m](#)

[@jillvan](#) jill, how are you!? [#ltns](#) [#solopr](#)



[Daria Steigman @dariasteigman54m](#)

A2. I have several biz books on my Kindle, including Epic Content Marketing. And Game of Thrones (books 1-4) for vacay reading. [#solopr](#)



[Lois Martin @LoisMarketing54m](#)

As I have time I go back and read the 'classics' in my library -- biz classic that is! [#soloPR](#)



[REDMEDIA @REDMEDIAPR54m](#)

Haven't finished but first half of [@markwschaefer](#) 's book, Return on Influence is Brills. Bought copies 4 clients, they loved too [#solopr](#)



[Kellye Crane @KellyeCrane54m](#)

[@BluePepperPR](#) I'm like you-- I do most of my reading online. [#solopr](#)



[jr schmitt @cloudspark54m](#)

[@LoisMarketing](#) no one can make the economy an excuse, business is out there and happening. this may just be the new normal. [#solopr](#)



[Karen Swim @karenswim54m](#)

Liked your review of that oneRT [@mdbarber](#) Age of Context is a really interesting new book from Richard Scoble and Shel Israel. [#solopr](#)



[Ashley Kaufman @ashkclt55m](#)

A2 Excited to see everyone's recommendations! Have not read but on my list - Greatness:16 characteristics of champions by Don Yaeger [#solopr](#)



[SoloPR @SoloPR55m](#)

RT [@mdbarber](#) A2 Age of Context is a really interesting new book from Richard Scoble and Shel Israel. Fairly quick read as well [#solopr](#)



[BluePepper PR @BluePepperPR55m](#)

A2: I spend so much time reading client industry news, PR industry news, general news, etc. it's hard to get through a book. :([#solopr](#)



[jr schmitt @cloudspark55m](#)

a2 of note, i read a lot. [#solopr](#) [#booknerd](#)



[Daria Steigman @dariasteigman55m](#)

[@kcwriter](#) That's a good one. I dip in periodically for a kick in the butt. :) [#solopr](#)



[Mary Deming Barber @mdbarber56m](#)

A2 -- Age of Context is a really interesting new book from Richard Scoble and Shel Israel. Fairly quick read as well [#solopr](#)



[Jill Van Nostran @jillvan56m](#)

A2: Really want to read [@markwschaefer](#)'s book, Return on Influence. [#solopr](#)



[Kellye Crane @KellyeCrane56m](#)

[@LoisMarketing](#) Same here- biz books seemed to be in a rut there for a while. [#solopr](#)



[Lois Martin @LoisMarketing56m](#)

Scope of work for one client ing so that's commanding my reading time [#soloPR](#) A2



[Karen Swim @karens swim56m](#)

[@SoloPR](#) Yes it is, different rhytm, ignites different brain cells :- [#solopr](#)



[Daria Steigman @dariasteigman56m](#)

[@SoloPR @karens swim](#) Okay, will put on to-do list. Going to try to knock out posts, reviews next week. [#solopr](#)



[Kelle Campbell @kcwriter56m](#)

A2: Recently read "The Wealthy Freelancer" by Steve Slaunwhite, Pete Savage and Ed Gandia [#solopr](#)



[jr schmitt @cloudspark56m](#)

a2: also strong reco for content rules from [@marketingprofs](#) and [@cc_chapman](#) and [@chuckhemann](#)'s book digital marketing analytics [#solopr](#)



[SoloPR @SoloPR57m](#)

Good for creativity! RT [@karens swim](#) A2: Lots on my Kindle to read but have been switching it up and reading fiction [#solopr](#)



[Debra Leitl @mentormarketing57m](#)

an interesting list is developing sofar [#solopr](#)



[Daria Steigman @dariasteigman57m](#)

A2 [@TomMartin](#)'s book on my "read" list too. :) | The Age of Context interesting on how cos. using tech. [#solopr](#)



[SoloPR @SoloPR57m](#)

Nice to hear you liked! RT [@jendonovansf](#) A2: Influence Marketing by [@DannyBrown](#) & [@samfiorella](#). [#solopr](#)



[Fran Stephenson @fransteps58m](#)

[@KellyeCrane](#) I will DM you the ISBN no. [#solopr](#)



[BluePepper PR @BluePepperPR58m](#)

A2: biz books: How to Win Friends and Influence People and Atlas Shrugged have been my reading list and are now on my tablet. [#solopr](#)



[Kelle Campbell @kcwriter58m](#)

RT [@KellyeCrane](#) A1: Haven't read yet, but [@TomMartin](#) has a book coming out based on his popular [#solopr](#) Summit talk, The Invisible Sale.



[Lois Martin @LoisMarketing58m](#)

Very focused on client industry reading recently. TBH nothing in the 'biz sector' has inspired me! [#soloPR](#) A2



[SoloPR @SoloPR58m](#)

Guest post, yes! RT [@dariasteigman](#) A2 Just finishing up a book on pricing. (Was thinking maybe a guest post for Solo PR?) [#soloopr](#)



[jr schmitt @cloudspark58m](#)

a2: haven't read it yet, but plan to the invisible sale by [@tommmartin](#) (how social can drive sales) [#soloopr](#)



[James Mowdy @JamesJetsOften58m](#)

“[@jendonovansf](#): A2: Influence Marketing by Danny Brown & Sam Fiorella. [#soloopr](#)”cc: [@mainwilk](#)



[Kellye Crane @KellyeCrane59m](#)

[@fransteps](#) That one's new to me, thanks! People are always looking for new resources on that topic. [#soloopr](#)



[Jill Van Nostran @jillvan59m](#)

+1 MT [@KellyeCrane](#) A2: Haven't read yet, but [@TomMartin](#) has a book coming out based on his popular [#solopr](#) Summit talk, The Invisible Sale.



[Fran Stephenson @fransteps59m](#)

Getting mine 10/28.RT [@KellyeCrane](#) A1: Haven't read yet, but [@TomMartin](#) has book based on his [#solopr](#) Summit talk, The Invisible Sale.



[Karen Swim @karenskim59m](#)

A2: Lots on my Kindle to read but have been switching it up and reading fiction [#solopr](#)



[Lois Martin @LoisMarketing59m](#)

[@cloudspark](#) I wasn't speaking to you in your situation -- but to others whose clients might use that as an 'excuse'! It happens! [#soloPR](#)



[SoloPR @SoloPR59m](#)

RT [@fransteps](#) A2: A Practitioner's Guide to PR Research, Measurement &Evaluation by Stacks & Michaelson. [#solopr](#)



[Karen Swim @karenskim1h](#)

[@dariasteigman](#) Yes please! :-)
[#solopr](#)



[Jill Van Nostran @jillvan1h](#)

[@karenskim](#) heyyy Karen! :) [#solopr](#)



[Daria Steigman @dariasteigman1h](#)

A2 Just finishing up a book on pricing. (Was thinking maybe a guest post for Solo PR?)
[#solopr](#)



[Kellye Crane @KellyeCrane1h](#)

A1: Haven't read yet, but [@TomMartin](#) has a book coming out based on his popular [#solopr](#) Summit talk, The Invisible Sale.



[Jill Van Nostran @jillvan1h](#)

GREAT question. Looking for reccs. RT [@SoloPR](#) Q2: What business books have you read recently that you'd recommend other [#solopr](#) pros read?



[Jennifer Donovan @jendonovansf1h](#)

A2: Influence Marketing by Danny Brown & Sam Fiorella. [#solopr](#)



[Karen Swim @karenskim1h](#)

RT [@fransteps](#) A2: A Practitioner's Guide to PR Research, Measurement & Evaluation by Stacks & Michaelson. [#solopr](#)



[Karen Swim @karenskim1h](#)

[@jillvan](#) Jill!!!! :-) [#solopr](#)



[Fran Stephenson @fransteps1h](#)

A2: A Practitioner's Guide to PR Research, Measurement & Evaluation by Stacks & Michaelson. [#solopr](#)



[Jill Van Nostran @jillvan1h](#)

Hey [#solopr](#) friends. Have not been on the chat in a bit, thought I'd stop by and jump in for a few. Jill here. 10+ years solo.



[jr schmitt @cloudspark1h](#)

[@LoisMarketing](#) the issue of sequestration is projects that were potential for pr aren't happening. we're creating other opps. [#solopr](#)



[SoloPR @SoloPR1h](#)

Good! RT [@LoisMarketing](#) Take control of THEIR calendar not vice versa. October planning session carved in stone in PR calendars :) [#soloPR](#)



[Fran Stephenson @fransteps1h](#)

RT [@SoloPR](#) Q2: What business books have you read recently that you'd recommend other [#solopr](#) pros read?



[Debra Leitl @mentormarketing1h](#)

RT [@LoisMarketing](#) Take control of THEIR calendar not vice versa. October planning session carved in stone in PR calendars :) [#soloPR](#)



[Lois Martin @LoisMarketing1h](#)

Take control of THEIR calendar not vice versa. October planning session carved in stone in PR calendars :) [#soloPR](#)



[SoloPR @SoloPR1h](#)

Q2: What business books have you read recently that you'd recommend other [#soloopr](#) pros read?



[BluePepper PR @BluePepperPR1h](#)

RT [@SoloPR](#) RT [@3HatsComm](#) I've been talking budget, strategy, planning for a while.. clients don't always get that it IS biz planning [#soloopr](#)



[SoloPR @SoloPR1h](#)

RT [@3HatsComm](#) I've been talking budget, strategy, planning for a while.. clients don't always get that it IS biz planning [#soloopr](#)



[Davina Brewer @3hats @3HatsComm1h](#)

that's the key. RT [@BluePepperPR](#) A1: clients now value PR, are willing to invest. They've realized they can't afford not to. [#solopr](#)



[Lois Martin @LoisMarketing1h](#)

Yes shutdown/sequestration a concern -- but stop and think: are businesses using as an excuse to put you off, stall a decision??? [#soloPR](#)



[BluePepper PR @BluePepperPR1h](#)

!!! RT [@KellyeCrane](#) [@BluePepperPR](#) So true! Don't be penny wise and pound foolish, clients. :-) [#solopr](#)



[SoloPR @SoloPR1h](#)

Good stuff on Q1, thanks all! Q2 is up next... [#solopr](#)



[Kellye Crane @KellyeCrane1h](#)

[@BluePepperPR](#) So true! Don't be penny wise and pound foolish, clients. :-) [#solopr](#)



[jr schmitt @cloudspark1h](#)

[@BluePepperPR](#) prevention is always easier than the cure [#solopr](#)



[BluePepper PR @BluePepperPR1h](#)

RT [@fransteps](#) [@KellyeCrane](#) Hope spring eternal! I am always optimistic. [#solopr](#)



[SoloPR @SoloPR1h](#)

MT [@BluePepperPR](#) A1: We've noticed a 'shift' where clients value PR & willing to invest. They've realized they can't afford not to. [#solopr](#)



[Fran Stephenson @fransteps1h](#)

[@KellyeCrane](#) Hope spring eternal! I am always optimistic. [#solopr](#)



[Jennifer Donovan @jendonovansf1h](#)

RT [@BluePepperPR](#): A1: We've noticed a 'shift' where clients now value PR. They've realized they can't afford not to. [#solopr](#)



[Karen Swim @karenswim1h](#)

[@cloudspark](#) *sigh* Yes [#solopr](#)



[BluePepper PR @BluePepperPR1h](#)

A1: Plus, it's waaaaay more expensive to 'fix it' than to anticipate, prevent or manage it. [#solopr](#)



[SoloPR @SoloPR1h](#)

RT [@cloudspark](#) a1, mine are holding steady with potential additional projects based on potential areas of marketing focus [#solopr](#)



[Karen Swim @karenskim1h](#)

True RT [@KellyeCrane](#) Even though there are some scary financial events out there (thanks congress!), biz seems to be pretty good. [#solopr](#)



[BluePepper PR @BluePepperPR1h](#)

A1: We've noticed a 'shift' where clients now value PR and are willing to invest. They've realized they can't afford not to. [#solopr](#)



[jr schmitt @cloudspark1h](#)

[@karenskim](#) not just the shutdown but sequestration as well. certain projects are on indefinite hold. [#solopr](#) [#washingtonisamess](#)



[Kellye Crane @KellyeCrane1h](#)

[@fransteps](#) I think there's room for more improvement, but hopefully the big swings are behind us for a while! [#solopr](#)



[Davina Brewer @3hats @3HatsComm1h](#)

[@KellyeCrane](#) quiet b/c I've been talking budget, strategy, planning for a while.. clients don't always get that it IS biz planning [#solopr](#)



[Kellye Crane @KellyeCrane1h](#)

A1: Even though there are some scary financial events out there (thanks congress!), biz seems to be pretty good. [#solopr](#)



[Fran Stephenson @fransteps1h](#)

Are we recovering? RT [@KellyeCrane](#) A1: When we first launched this chat in 2009, answers to Qs like this were not positive! [#solopr](#)



[Karen Swim @karenswim1h](#)

[@kcwriter](#) You will win! Hope you feel better! [#solopr](#)



[Kellye Crane @KellyeCrane1h](#)

A1: When we first launched this chat in 2009, answers to Qs like this were not positive! [#solopr](#)



[Fran Stephenson @fransteps1h](#)

[@BluePepperPR](#) They spent big last year for a capital project; now adjusting, so it's part of business planning. [#solopr](#)



[Daria Steigman @dariasteigman1h](#)

[@cloudspark](#) Thanks. It's been scary long since I look really time off. How's all with you? [#solopr](#)



[Karen Swim @karenswym1h](#)

A1: For the stragglers, may have increased before govt shenanigans but now cautious [#solopr](#)



[SoloPR @SoloPR1h](#)

RT [@LoisMarketing](#) Among my clients most are renewing similar contracts, planning comparable spend [#soloPR](#) A1



[jr schmitt @cloudspark1h](#)

[@dariasteigman](#) good choice [#solopr](#)



[Jennifer Donovan @jendonovansf1h](#)

Steady as she goes over here. [#solopr](#)



[jr schmitt @cloudspark1h](#)

a1, mine are holding steady with potential additional projects based on potential areas of marketing focus [#solopr](#)



[SoloPR @SoloPR1h](#)

RT [@fransteps](#) a1: I have a mixed bag of budgets. One is up, another down. [#solopr](#)



[BluePepper PR @BluePepperPR1h](#)

[@fransteps](#) Did they share why the budget was decreasing? [#solopr](#)



[SoloPR @SoloPR1h](#)

RT [@BluePepperPR](#) We began working on budgets at the beginning of the FY. Most budgets holding. [#solopr](#)



[Fran Stephenson @fransteps1h](#)

a1: I have a mixed bag of budgets. One is up, another down. [#solopr](#)



[Kelle Campbell @kcwriter1h](#)

[@karensim](#) I'm fighting a cold but I think I'm going to win! :) [#solopr](#)



[Kellye Crane @KellyeCrane1h](#)

A1: Are you all quiet because you haven't started talking to clients about 2014 yet? :-)
[#solopr](#)



[Lois Martin @LoisMarketing1h](#)

Among my clients most are renewing similar contracts, planning comparable spend [#soloPR](#)
A1



[BluePepper PR @BluePepperPR1h](#)

We began working on budgets at the beginning of the FY. Now, compiling our calendar to promote the projects. Most budgets holding. [#solopr](#)



[Davina Brewer @3hats @3HatsComm1h](#)

Checking in to [#soloPR](#), fashionably late from Atlanta. :)



[Kellye Crane @KellyeCrane1h](#)

A1: For me, they seem to be holding steady or increasing budget for 2014- which is good!
[#solopr](#)



[Lois Martin @LoisMarketing1h](#)

Sliding into the back row in [#soloPR](#) :) Hi all. Marketing/PR advisor from sunny autumn Atlanta. Small biz, financial svcs, motorsport.



[Kellye Crane @KellyeCrane1h](#)

[@BluePepperPR](#) Hi guys! [#solopr](#)



[Kellye Crane @KellyeCrane1h](#)

Yes, will add! RT [@dariasteigman](#): [@mentormarketing](#) Great Q. Maybe [@KellyeCrane](#) can add in a Q about biz books we're reading? [#solopr](#)



[Fran Stephenson @fransteps1h](#)

RT [@SoloPR](#) Q1: Are you working with clients on 2014 budget/plans? Are budgets going up/down? Adding or subtracting projects? [#solopr](#)



[Karen Swim @karenskim1h](#)

[@kcwriter](#) Pretty good today, thanks! How are you? [#solopr](#)



[Daria Steigman @dariasteigman1h](#)

[@jendonovans](#) Siesta Key (Sarasota). Working the 1st week, but hopefully mostly off after that. [#solopr](#)



[SoloPR @SoloPR1h](#)

Q1: Are you working with clients on 2014 budget/plans? Are budgets going up/down? Adding or subtracting projects? [#solopr](#)



[Kelle Campbell @kcwriter1h](#)

[@karenskim](#) Hi Karen! How're you doing? [#solopr](#)



[JenniferMarsikFriess @JenMarsikFriess1h](#)

Hi from Jen in DFW! [#solopr](#)



[Daria Steigman @dariasteigman1h](#)

[@mentormarketing](#) Great Q. Maybe [@KellyeCrane](#) can add in a Q about biz books we're reading? [#solopr](#)



[SoloPR @SoloPR1h](#)

Great crowd gathering - here comes Q1...! [#solopr](#)



[Karen Swim @karenswim1h](#)

[@kcwriter](#) Hi Kelle! [#solopr](#)



[Ashley Kaufman @ashkclt1h](#)

Hi all - joining from Charlotte, NC. Have been working as a [#solopr](#) since 2009.



[Fran Stephenson @fransteps1h](#)

RT [@SoloPR](#) Things seem to be slightly sluggish on the Twitters today, but we shall move ahead! [#solopr](#)



[Jennifer Donovan @jendonovansf1h](#)

[@dariasteigman](#) Where are you heading? I'll be in Cabo San Lucas for family and client time. [#solopr](#)



[Kellye Crane @KellyeCrane1h](#)

Thx to everyone who sent well wishes last wk when I was out w/ family emergency! Didn't have a chance to ans each indiv. [#solopr](#)



[Kelle Campbell @kcwriter1h](#)

Kelle Campbell from Columbia, MD here [#solopr](#)



[Daria Steigman @dariasteigman1h](#)

[@jendonovansf](#) Woohoo. I'm driving off toward the sunset on Friday. :) [#solopr](#)



[BluePepper PR @BluePepperPR1h](#)

Eshe Glover + Jen Anderson with BluePepper Public Relations. Based in Charlotte by way of MD and IL (Go NU Wildcats!) [#solopr](#)



[Jennifer Donovan @jendonovansf1h](#)

[@dariasteigman](#) I'll be the same in less than 2 weeks! [#solopr](#)



[Debra Leitl @mentormarketing1h](#)

Greetings all - I have a question: what 2 books are the must reads before 2014? [#solopr](#)



[Daria Steigman @dariasteigman1h](#)

Hi. In DC, but next week I'll be [#solopr](#) at the beach. Figured a change in office scenery was warranted.



[SoloPR @SoloPR1h](#)

Things seem to be slightly sluggish on the Twitters today, but we shall move ahead! [#solopr](#)



[Candace McCaffery @candacemcc1h](#)

RT [@KellyeCrane](#): RT [@SoloPR](#): It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields.



[Karen Swim @karenskim1h](#)

[@mdbarber](#) Good Morning Mary :-) [#solopr](#)



[Mary Deming Barber @mdbarber1h](#)

[@karenskim](#) good morning miss michigan. [#solopr](#)



[Kellye Crane @KellyeCrane1h](#)

Thanks! RT [@dariasteigman](#): [@KellyeCrane](#) Welcome "back." Good see see you. [#solopr](#)



[Karen Swim @karenskim1h](#)

Good Afternoon! Karen Swim, made in Cali thriving in Michigan, decade as a solo [#solopr](#)



[Fran Stephenson @fransteps1h](#)

Hi! I am a San Antonio-based pro. PR for 20+, solo for 3. Have missed everyone due to client commitments [#solopr](#)



[Mary Deming Barber @mdbarber1h](#)

Good morning everyone. Mary here from Anchorage. [#solopr](#)



[SoloPR @SoloPR1h](#)

We have room for more Qs this week, so send them to [@KellyeCrane](#) without the hashtag (or by DM)! [#solopr](#)



[Catherine Berthier @CBerthier1h](#)

Hi everybody. Catherine Berthier, NYC-based PR for B2B companies, mostly from France. [#solopr](#)



[Jennifer Donovan @jendonovansf1h](#)

Hi [#solopr](#) chat folks. Jennifer Donovan from SF here.



[Karen Swim @karenswim1h](#)

RT [@SoloPR](#) It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields. [#solopr](#)



[Kellye Crane @KellyeCrane1h](#)

RT [@SoloPR](#): It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields.



[Jennifer Donovan @jendonovansf1h](#)

RT [@REDMEDIAPR](#): Absolutely RT [@biztv](#) Social media is a job. Don't just give it to the intern and expect them to perform miracles. [#solopr](#)



[SoloPR @SoloPR1h](#)

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



[SoloPR @SoloPR1h](#)

It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields. [#solopr](#)