



#SoloPR Transcript – 2/25/2015

Q1: When does it make sense to go beyond traditional networking to gain new business?

Q2: How do you ID opportunities?

Q3: What is “warm prospecting?” How do you get the door open?

Q4: Have you ever “cold called,” and what were the results?

Q5: How important is it to have a meeting? Can it all be done by email?

Q6: How do you track your prospecting process? What tools/methods do you use?

Q7: When do you conduct new business activities (how often, days/times, etc.)?

Q8: Do you pursue RFPs?

Q9: Do you do any advertising (print and online)?

Transcript follows in reverse chronological order:



[SoloPR 2:00pm via tchat.io](#)

As always, we'll be posting a re-cap/transcript of today's chat on [soloprpro dot com](#) tomorrow. [#solopr](#)



[RAlexanderMedia 2:00pm via Twitter Web Client](#)

@[SoloPR](#) [#solopr](#) Very fun and stimulating conversation with amazing ideas! Can't wait for the next [#SoloPR](#) chat — count us in! ;)



[RiselahENG 2:00pm via TweetDeck](#)

RT @[SoloPR](#): Thanks everyone for joining in an info-packed [#SoloPR](#) chat today! Appreciate all of your advice and insights./THANK YOU



[EEPaul 2:00pm via TweetDeck](#)

[#solopr](#) A9 I sponsor a website for an industry group and have a small sidebar ad - means I can reclaim costs against tax



[3HatsComm 2:00pm via TweetDeck](#)

A9 yes - blogs, Twitter, the content and information we create, curate and share; bought and paid for w/ our time, work, expertise [#solopr](#)

#solopr transcript – 2/25/2015

For more information and resources, visit <http://soloprpro.com/>

Page | 2



[SoloPR 2:00pm via tchat.io](#)

Thanks everyone for joining in an info-packed [#SoloPR](#) chat today! Appreciate all of your advice and insights.



[AbbieF 2:00pm via tchat.io](#)

A9 again, we consider ourselves a client and track the time spent in agency promotion. [#solopr](#)



[RiselahENG 2:00pm via TweetDeck](#)

RT @[JanetLFalk](#): @[SoloPR](#) No, attracts tire-kickers and shoppers, not buyers. [#solopr](#)



[JanetLFalk 1:59pm via Twitter Web Client](#)

@[SoloPR](#) No, attracts tire-kickers and shoppers, not buyers. [#solopr](#)



[RAlexanderMedia 1:59pm via Twitter Web Client](#)

@[SoloPR](#) [#solopr](#) Defining ourselves as experts through blogging for HuffPost, engaging with media-centric outlets, etc. shows influence!



[SoloPR 1:59pm via tchat.io](#)

RT @[dariasteigman](#): A9. Tested early on in my business but found it ineffective. Lots of other things worked much better. [#solopr](#)



[NovaComms 1:59pm via TweetDeck](#)

A9: No advertising on my end. Haven't seen a need. [#solopr](#)



[KellyeCrane](#) 1:59pm via TweetDeck

A9: No- I never have done any advertising [#solopr](#)



[RAlexanderMedia](#) 1:59pm via Twitter Web Client

[@SoloPR](#) [#solopr](#) Not at present but considering—we find having a strong agency-centric PR strategy for ourselves makes a difference though!



[EEPaul](#) 1:59pm via TweetDeck

[@3HatsComm](#) Yes Davina. I know PR company that found their first proposal used to brief others in follow-up process. [#naughtyclient](#) [#soloPR](#)



[dariasteigman](#) 1:59pm via TweetDeck

A9. Tested early on in my business but found it ineffective. Lots of other things worked much better. [#solopr](#)



[3HatsComm](#) 1:58pm via TweetDeck

[@dariasteigman](#) and/or get much more for the money, from someone working harder to win the bid [#soloPR](#)



[AbbieF](#) 1:58pm via tchat.io

Q9 we do not. we use content to market our services-blog, Facebook, Twitter, etc. Book of Lists and other similar listings as well. [#solopr](#)



[PaulaJohns](#) 1:58pm via tchat.io

A8 No RFPs for me. Have been solo for 15 yrs and don't think I've responded to one ever! [#soloPR](#)



[SoloPR 1:58pm via tchat.io](#)

Imp! RT @[AbbieF](#): A8 we always want to know if theres an incumbent, what the budget parameters are and why are they going out to bid. [#solopr](#)



[AbbieF 1:58pm via Twitter Web Client](#)

RT @[SoloPR](#): One more quickie: Q9: Do you do any advertising (print and online)? [#solopr](#)



[SoloPR 1:58pm via tchat.io](#)

One more quickie: Q9: Do you do any advertising (print and online)? [#solopr](#)



[dariasteigman 1:57pm via TweetDeck](#)

@[3HatsComm](#) Or minds made up but hoping to drive the price down. [#solopr](#)



[KellyeCrane 1:57pm via TweetDeck](#)

@[dariasteigman](#) Yes, I find RFPs are often just a formality, or the requestor wants ideas [#solopr](#)



[AbbieF 1:57pm via tchat.io](#)

A8 we always want to know if there is an incumbent, what the budget parameters are and why are they going out to bid. [#solopr](#)



[3HatsComm 1:57pm via TweetDeck](#)

@[dariasteigman](#) or fishing for ideas. or minds are already made up, just going thru motions (same w/ some job leads I see) [#soloPR](#)



[JanetLFalk 1:56pm via Twitter Web Client](#)

@[KellyeCrane](#) I do not reply to RFPs. I did not become a WBE because there are so few PR RFPs here. [#solopr](#)



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

@[EEPaul](#) Plus a lot of times ppl will underprice the strategy to get in the door. I won't go there. [#solopr](#)



[SoloPR 1:56pm via tchat.io](#)

RT @[AbbieF](#): A8 yes, we do respond to RFPs. We do have clients in the govt sector and that's the only way to get work there. [#solopr](#)



[SoloPR 1:56pm via tchat.io](#)

RT @[EEPaul](#): [#SoloPR](#) A8. Never needed to pursue RFPs. And don't want to get involved in what can turn into a reverse auction



[dariasteigman 1:55pm via TweetDeck](#)

A8 Rarely. Too much time talking to what something thinks they need vs what they really need. Or they're kicking tires. [#solopr](#)



[KellyeCrane 1:55pm via TweetDeck](#)

A8: But for me, I don't respond to RFPs unless I know I have the inside track (via internal contact there) [#solopr](#)



[AbbieF 1:55pm via tchat.io](#)

A8 for private sector we can ask more questions to determine if the cattle-call approach is worth the effort. [#solopr](#)



[JanetLFalk 1:55pm via Twitter Web Client](#)

I won a \$100 Starbucks gift card. I use it ONLY for networking and add to it. There's always a location nearby for a convo [#solopr](#)



[NovaComms 1:55pm via TweetDeck](#)

RT @akenn: A8. I was part of one with another agency but otherwise don't have access to them [#solopr](#)



[AbbieF 1:55pm via tchat.io](#)

A8 yes, we do respond to RFPs. We do have clients in the govt sector and that's the only way to get work there. [#solopr](#)



[KellyeCrane 1:55pm via TweetDeck](#)

A8: RFPs are important in some verticals (e.g., government) [#solopr](#)



[EEPaul 1:55pm via TweetDeck](#)

[#SoloPR](#) A8. Never needed to pursue RFPs. And don't want to get involved in what can turn into a reverse auction



[akenn 1:54pm via tchat.io](#)

A8. I was part of one with another agency but otherwise don't have access to them [#solopr](#)



[NovaComms 1:54pm via TweetDeck](#)

A8: Perhaps it's the industry or change of times but I don't see as many RFPs any more
[#solopr](#)



[SoloPR 1:54pm via tchat.io](#)

RT @3HatsComm: A7 ...I counter-schedule vs what others may do - i.e. not pitch on busy Monday morning or w/ same holiday msg [#soloPR](#)



[AbbieF 1:53pm via Twitter Web Client](#)

RT @SoloPR: Q8: Do you pursue RFPs? [#solopr](#)



[SoloPR 1:53pm via tchat.io](#)

Q8: Do you pursue RFPs? [#solopr](#)



[SDITSystems 1:53pm via RoundTeam](#)

RT @PaulaJohns: Same here... RT: @NovaComms @KerryModcom All of my clients come through referrals so location tends not to be an issue [#solopr](#)...



[KristK 1:53pm via tchat.io](#)

Today's chat has been a great motivator that biz development must rise on my to-do list.
[#slacker](#) [#fillthepipeline](#) [#solopr](#)



[SoloPR 1:53pm via tchat.io](#)

Great insights, everyone! We have a couple more Qs submitted by @KerryModcom...
[#solopr](#)



[juliebhunt 1:53pm via Twitter for Android](#)

RT @dariasteigman: A7 I have a standing biz dev appt in my calendar. Mostly to remind me to do the research & outreach on a regular basis. [#solopr](#)



[NovaComms 1:52pm via TweetDeck](#)

@3HatsComm @akenn Davina, I have a great, reasonable web person if you want a few small fixes! [#solopr](#)



[AbbieF 1:52pm via tchat.io](#)

A7 we are a client and talk about it as such. doesn't mean we sometimes push our work aside for the paying clients... [#solopr](#)



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

@mdbarber At least it nags at me. :) [#solopr](#)



[SoloPR 1:52pm via tchat.io](#)

Thx for sharing # RT @AbbieF: A7 but looking at my timesheets, I'd say average about 5-8 hours a week in dedicated time. [#solopr](#)



[RAlexanderMedia 1:52pm via Twitter Web Client](#)

@KellyeCrane [#solopr](#) Right! Just like it's impt to think long-term for clients, as agencies/[#soloPR](#) pros we have to do that for ourselves.



[3HatsComm 1:52pm via TweetDeck](#)

@NovaComms @akenn cobbler's kid's shoes syndrome, sadly my website has suffered from that for years [#soloPR](#)



[mdbarber 1:52pm via tchat.io](#)

Must go a little early today. Great chatting folks and thanks to @[KellyeCrane](#) for organizing. [#solopr](#)



[NovaComms 1:52pm via TweetDeck](#)

@[dariasteigman](#) Yes, you said it better than I did [#solopr](#)



[JanetLFalk 1:52pm via Twitter Web Client](#)

Write (and edit) monthly newsletter in evenings based on recent client success or inspiration. [#solopr](#)



[SoloPR 1:51pm via tchat.io](#)

Yes, schedule it! MT @[dariasteigman](#): A7 I have a standing biz dev appt in my calendar. [#solopr](#)



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

Or 1st priority that gets pushed aside. :) RT @[NovaComms](#): Marketing ourselves is always the last priority somehow. [#solopr](#)



[mdbarber 1:51pm via tchat.io](#)

@[dariasteigman](#) - glad I'm not the only one! [#solopr](#)



[EEP Paul 1:51pm via TweetDeck](#)

Pleased to hear [#SoloPR](#) counts as new bus devt. Hoping forthcoming [#UKsoloPR](#) tweetchat will do the same for UK-based PRs



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

A7: In many ways, it's like influencer relations. Don't only reach out to folks when you need something. [#solopr](#)



[AbbieF 1:51pm via tchat.io](#)

A7 but looking at my timesheets, I'd say average about 5-8 hours a week in dedicated time. [#solopr](#)



[3HatsComm 1:51pm via TweetDeck](#)

A7 when I do make time, I counter-schedule vs what others may do - i.e. not pitch on busy Monday morning or w/ same holiday msg [#soloPR](#)



[mdbarber 1:51pm via Twitter Web Client](#)

RT @[KellyeCrane](#): A7: It's easy to let new business activities slide when you have steady client work, but try not to do this! [#solopr](#)



[NovaComms 1:51pm via TweetDeck](#)

@[akenn](#) Marketing ourselves is always the last priority somehow. [#solopr](#)



[AbbieF 1:50pm via tchat.io](#)

A7 if you consider all the things you can do for biz dev, you really are doing it all the time. [#solopr](#)



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

A7: It's easy to let new business activities slide when you have steady client work, but try not to do this! [#solopr](#)



[dariasteigman 1:50pm via TweetDeck](#)

@[mdbarber](#) Ha! That was abt to be my next tweet. I move it around or ignore it when I get busy. Sigh. [#solopr](#)



[akenn](#) 1:50pm via [tchat.io](#)

@[NovaComms](#) feels like my blogging & networking/prof dev always getting pushed due to client work. Geez, now I sound like a client! [#solopr](#)



[mdbarber](#) 1:50pm via [Twitter Web Client](#)

RT @[SoloPR](#): I like it! RT @[AbbieF](#): A7 when am I not conducting new business activities? [#solopr](#)



[NovaComms](#) 1:50pm via [TweetDeck](#)

@[RAlexanderMedia](#) @[SoloPR](#) I “do lunch” a lot :) Luckily I live in the Little Italy part of San Francisco [#solopr](#)



[mdbarber](#) 1:50pm via [tchat.io](#)

@[dariasteigman](#) how often do you actually KEEP that appointment? I do that, but often decide I don't have time. [#trueconfession](#) [#solopr](#)



[SoloPR](#) 1:49pm via [tchat.io](#)

I like it! RT @[AbbieF](#): A7 when am I not conducting new business activities? [#solopr](#)



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

guilty. RT @[KeeyanaHall](#): Q7: Honestly, not as often as I should. [#soloPR](#)



[JanetLFalk](#) 1:49pm via [Twitter Web Client](#)

@SoloPR Try to block out 4:30 pm, when it is too late to call anyone. I do research; I draft emails and send next day. [#solopr](#)



[SoloPR 1:49pm via tchat.io](#)

Oh yes, this chat is a huge driver of referrals for many! RT @akenn: A7 does this chat count? [#solopr](#)



[mdbarber 1:49pm via Twitter Web Client](#)

RT @dariasteigman: A7 I have a standing biz dev appt in my calendar. Mostly to remind me to do the research & outreach on a regular basis. [#solopr](#)



[RAlexanderMedia 1:49pm via Twitter Web Client](#)

@SoloPR Much of our outreach comes thru in-person mtgs, lunches/coffees etc. it varies depending on potential clients' schedules. [#solopr](#)



[dariasteigman 1:49pm via TweetDeck](#)

A7 I have a standing biz dev appt in my calendar. Mostly to remind me to do the research & outreach on a regular basis. [#solopr](#)



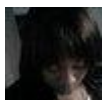
[EEPaul 1:48pm via TweetDeck](#)

[#SoloPR](#) blog and social media means new business activities almost never stop



[KellyeCrane 1:48pm via TweetDeck](#)

A7: The key is to have a regular routine that you will stick to [#solopr](#)



[KeeyanaHall 1:48pm via Echofon](#)

Q7: Honestly, not as often as I should. [#solopr](#)



[NovaComms 1:48pm via TweetDeck](#)

@[akenn](#) And I thought you were full up with clients so what do you mean never enough?! ;) [#solopr](#)



[AbbieF 1:48pm via tchat.io](#)

A7 when am I not conducting new business activities? [#solopr](#)



[NovaComms 1:48pm via TweetDeck](#)

@[akenn](#) Yes it does! [#solopr](#)



[KellyeCrane 1:48pm via TweetDeck](#)

RT @[SoloPR](#): Q7: When do you conduct new business activities (how often, days/times, etc.)? [#solopr](#)



[AbbieF 1:48pm via Twitter Web Client](#)

RT @[SoloPR](#): Q7: When do you conduct new business activities (how often, days/times, etc.)? [#solopr](#)



[KellyeCrane 1:48pm via TweetDeck](#)

@[KerryModcom](#) People move around so much these days, keeping up with my networking has yielded widespread opps [#solopr](#)



[akenn 1:47pm via tchat.io](#)

A7 does this chat count? Inspiring me, but real answer is "never enough" [#solopr](#)

#solopr transcript – 2/25/2015

For more information and resources, visit <http://soloprpro.com/>



[KeeyanaHall 1:47pm via Echofon](#)

A6: Been using a spreadsheet thus far. Thinking I need to get with the times ;). [#solopr](#)



[mdbarber 1:47pm via Twitter Web Client](#)

RT @SoloPR: Q7: When do you conduct new business activities (how often, days/times, etc.)? [#solopr](#)



[SoloPR 1:47pm via tchat.io](#)

Q7: When do you conduct new business activities (how often, days/times, etc.)? [#solopr](#)



[PaulaJohns 1:46pm via tchat.io](#)

Same here... RT: @NovaComms @KerryModcom All of my clients come through referrals so location tends not to be an issue [#solopr](#)



[mdbarber 1:46pm via Twitter Web Client](#)

RT @KellyeCrane: @KeeyanaHall @mdbarber I'll tell you there is a learning curve/onboarding needed w/Contactually. It's been worth it to me. [#SoloPR](#)



[EEPaul 1:46pm via TweetDeck](#)

@KerryModcom Kerry, my customers often find me through my blog, and through my involvement with industry organisations [#solopr](#)



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

@KeeyanaHall @mdbarber I'll tell you there is a learning curve/onboarding needed w/Contactually. It's been worth it to me. [#SoloPR](#)



[JanetLFalk 1:46pm via Twitter Web Client](#)

@[3HatsComm](#) Ask me about my 1 2 3 approach to noncommunicative clients. i may have posted in FB page. [#soloPR](#)



[mdbarber 1:45pm via tchat.io](#)

@[JanetLFalk](#) it keeps everything I need about a contact in one place. Ties to my calendar and tasks as I already have/like/use them. [#soloopr](#)



[SoloPR 1:45pm via tchat.io](#)

Q7 is up next... [#soloopr](#)



[NovaComms 1:45pm via TweetDeck](#)

@[KerryModcom](#) All of my clients come through referrals so location tends not to be an issue [#soloopr](#)



[KeeyanaHall 1:45pm via Echofon](#)

@[KellyeCrane](#) I've heard wonderful things about contactually. Now I'll look into it! [#soloPR](#)



[KerryModcom 1:45pm via tchat.io](#)

F/u to posts on those with mainly non-local clients--how did you find and acquire them? [#soloopr](#)



[juliebhunt 1:45pm via Twitter for Android](#)

RT @[PaulaJohns](#): So true, for international it's gold. MT @[RAlexanderMedia](#):
@[PaulaJohns](#) [#soloopr](#) Skype saves the day! Esp w/ international c...

#soloopr transcript - 2/25/2015

For more information and resources, visit <http://solooprpro.com/>



[dariasteigman](#) 1:45pm via TweetDeck

So true. RT @[KristK](#): A6: Thinking needing a system to track biz dev contacts is a good problem to have. [#solopr](#)



[JanetLFalk](#) 1:44pm via Twitter Web Client

@[mdbarber](#) is BusyContacts designed for small biz? What makes it work for you? [#solopr](#)



[3HatsComm](#) 1:44pm via TweetDeck

you're my hero. RT @[akenn](#): Kind of contrarian to #6 - not sure I want to get back in touch w some folks. Qualify them & move on. [#solopr](#)



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

@[mdbarber](#) I'll have to look at it. I'm not sure WHAT I want, but I haven't found it yet. [#solopr](#)



[mdbarber](#) 1:44pm via tchat.io

Amen! RT @[KristK](#): A6: Thinking needing a system to track biz dev contacts is a good problem to have. [#solopr](#)



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

A6: Before I went the CRM route, I used a tracking table in MS Word to keep notes [#solopr](#)



[KristK](#) 1:44pm via tchat.io

A6: Thinking needing a system to track biz dev contacts is a good problem to have.
[#solopr](#)



[JanetLFalk 1:44pm via Twitter Web Client](#)

@[KellyeCrane](#) Are Streak and Contractually designed for small biz or have features other CRMs do not? [#solopr](#)



[mdbarber 1:44pm via tchat.io](#)

Thanks! RT @[KellyeCrane](#): Yes, it can. Contactually also auto-logs Gmail emails, so you don't have to remember to bcc an address [#solopr](#)



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

A6 more than a tool, curious about the f/u - how do you find out the real (not corp brush off) reason you didn't get biz? [#soloPR](#)



[KellyeCrane 1:43pm via TweetDeck](#)

@[dariasteigman](#) Good point- it is a very individual preference [#solopr](#)



[dariasteigman 1:43pm via TweetDeck](#)

Good point. RT @[akenn](#): Kind of contrarian answer to #6 - not sure I want to get back in touch w some folks. Qualify them & move on. [#solopr](#)



[juliebhunt 1:43pm via Twitter for Android](#)

RT @[PaulaJohns](#): Q5. I'm using Skype video calls instead of mtgs more and more. Many clients/prospects in my sweet spot are out of town. [#soloPR](#)...



[mdbarber 1:43pm via tchat.io](#)

@[dariasteigman](#) check out BusyContacts. It's new and Pretty easy. [#solopr](#)



[KerryModcom 1:43pm via tchat.io](#)

A6 - Excel is a good standby. [#solopr](#)



[akenn 1:43pm via tchat.io](#)

F/u to contrarian post: why do you track certain leads? who do you keep in your files & why? [#solopr](#)



[KellyeCrane 1:43pm via TweetDeck](#)

@[mdbarber](#) Yes, it can. Contactually also auto-logs Gmail emails, so you don't have to remember to bcc an address [#solopr](#)



[KeishaMcCotry 1:43pm via Echofon](#)

RT @[AbbieF](#): A5 technology gives the chance to be "in-person" without leaving our desk. Skype/google hangouts, etc. may be good option. [#solopr](#)...



[mdbarber 1:43pm via tchat.io](#)

So true! RT @[akenn](#): Kind of contrarian answer to #6 - not sure I want to get back in touch w some folks. Qualify them & move on. [#solopr](#)



[mdbarber 1:43pm via tchat.io](#)

@[akenn](#) there is that! Good point. [#solopr](#)



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

A6 I've yet to find a CRM or contacts program that works with my brain. Tried Nimble. Tried Contactually. [#solopr](#)



[akenn 1:42pm via tchat.io](#)

Kind of contrarian answer to #6 - not sure I want to get back in touch w some folks. Qualify them & move on. [#solopr](#)



[mdbarber 1:42pm via tchat.io](#)

@[KellyeCrane](#) does it integrate enough you don't have to remember to open a new app? That's my problem. [#solopr](#)



[SoloPR 1:42pm via tchat.io](#)

It works! RT @[dariasteigman](#): A6 Pen. Paper. (Or MS doc.) Reminders in my calendar. [#solopr](#)



[EEPPaul 1:42pm via TweetDeck](#)

RT @[KellyeCrane](#): A6: I'm using a CRM tool now called Contactually and I like it - integrates w/Gmail [#solopr](#)



[SoloPR 1:41pm via tchat.io](#)

MT @[mdbarber](#): A6 - a new contacts program that's more of a CRM; ties to my calendar, tasks & email. All in one. BusyContacts. [#solopr](#)



[dariasteigman 1:41pm via TweetDeck](#)

A6 Pen. Paper. (Or MS doc.) Reminders in my calendar. [#solopr](#)



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

A6: Many [#SoloPR](#) pros report liking Streak.



[mdbarber 1:41pm via tchat.io](#)

A6 - Did just get a new contacts program that's more of a CRM; ties to my calendar, tasks & email. All in one. BusyContacts. [#solopr](#)



[RAlexanderMedia 1:41pm via Twitter Web Client](#)

@[SoloPR](#) @[JanetLFalk](#) [#solopr](#) Yes! Most important takeaway of a meeting can sometimes be wrapping up with next steps in mind.



[KellyeCrane 1:40pm via TweetDeck](#)

A6: I'm using a CRM tool now called Contactually and I like it - integrates w/Gmail [#solopr](#)



[mdbarber 1:40pm via tchat.io](#)

A6 -- Hoping for some great ideas here. I just use my calendar reminders, contacts and "to do" program. Need something more robust. [#solopr](#)



[JanetLFalk 1:40pm via Twitter Web Client](#)

Do you use a software product or Excel or post-its to track your prospecting process? Looking for recommendations. [#solopr](#)



[SoloPR 1:39pm via tchat.io](#)

RT @[JanetLFalk](#): Make sure everyone is in the room at meeting with proposal. Get agreement that you can follow-up after x time. [#solopr](#)



[kcwriter 1:39pm via TweetChat powered by oneQube](#)

RT @AbbieF: A4 still need a reason before you cold-call. there needs to be something you can connect to. [#solopr](#)



[KellyeCrane](#) 1:39pm via TweetDeck

@akenn I think it depends on whether they're used to working w/ remote workers. If they're largely virtual, less of a big deal, IMO [#solopr](#)



[PaulaJohns](#) 1:38pm via TweetDeck

@JanetLFalk It's kind of a premium light. You can be anonymous and you get free intros. Here's a link: [linkedin.com/personalplus](https://www.linkedin.com/personalplus) [#soloPR](#)



[NovaComms](#) 1:38pm via TweetDeck

@akenn Good point. You're seen as a virtual entity, not a person they've connected with in some way [#solopr](#)



[AbbieF](#) 1:38pm via Twitter Web Client

RT @SoloPR: Q6: How do you track your prospecting process? What tools/methods do you use? [#solopr](#)



[Robinsonpost](#) 1:38pm via Twitter Web Client

A5: @SoloPR Sometimes email doesn't quite cut it, but when distance is a factor, [#videochat](#) can be very helpful. [#solopr](#)



[mdbarber](#) 1:38pm via Twitter Web Client

RT @SoloPR: Q6: How do you track your prospecting process? What tools/methods do you use? [#solopr](#)



[JanetLFalk 1:38pm via Twitter Web Client](#)

@[KellyeCrane](#) Make sure everyone is in the room at meeting with proposal. Get agreement that you can follow-up after x time. [#solopr](#)



[SoloPR 1:38pm via tchat.io](#)

Q6: How do you track your prospecting process? What tools/methods do you use?
[#solopr](#)



[NovaComms 1:38pm via TweetDeck](#)

@[SoloPR](#) We are jamming today!! [#solopr](#)



[akenn 1:37pm via tchat.io](#)

I've worked w 2 clients (1 yr + each) + never met in person. IMO it weakens relationship + makes it easier to call things off [#solopr](#)



[SoloPR 1:37pm via tchat.io](#)

Terrific convo going on today! Q6 is coming up... [#solopr](#)



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

@[RAlexanderMedia](#) Thanks! Yes, don't know why it's harder for many to sell ourselves than our clients. [#solopr](#)



[EEPaul 1:37pm via TweetDeck](#)

[#soloPR](#) - A5 same here. London-based, but only one of my current clients is in London. Do occ international work too.



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

Same here- 15+ yrs RT @[KarenSwim](#): A5: None of my clients are local and that has pretty much been the case for 10 years. [#solopr](#)



[mdbarber](#) 1:36pm via tchat.io

Same. Went 12 most wo mtg largest. RT @[KarenSwim](#): A5: None of my clients r local & that has pretty much been the case for 10 years. [#solopr](#)



[RAlexanderMedia](#) 1:36pm via Twitter for iPhone

@[EEPPaul](#) @[PaulaJohns](#) Thanks! Skype to the rescue, right?! [#solopr](#)



[JanetLFalk](#) 1:36pm via Twitter Web Client

I agree with @[MMToolbox](#); insist on meeting to go over proposal and get clarity on scope, fees. [#solopr](#)



[thriveprusa](#) 1:36pm via Twitter Web Client

RT @[dariasteigman](#): THIS. RT @[AbbieF](#): If you're going to cold-call, do UR homework. I know how I react when someone calls me and has no idea [#solopr](#)



[KarenSwim](#) 1:36pm via tchat.io

A5: None of my clients are local and that has pretty much been the case for 10 years. [#solopr](#)



[mdbarber](#) 1:35pm via Twitter Web Client

RT @[AbbieF](#): A5 technology gives the chance to be "in-person" without leaving our desk. Skype/google hangouts, etc. may be good option. [#solopr](#)...



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

A5: When you have a mtg/call, ask re: decision-making process /timeline. That will help you know when to follow-up [#solopr](#)



[RAlexanderMedia 1:35pm via Twitter Web Client](#)

@[KellyeCrane](#) [#solopr](#) Smart! So much comes from finessing over the phone/email — but we comms pros should know how to do that, right?! ;)



[PaulaJohns 1:35pm via TweetDeck](#)

So true, for international it's gold. MT @[RAlexanderMedia](#): @[PaulaJohns](#) [#solopr](#) Skype saves the day! Esp w/ international clients/contacts.



[JanetLFalk 1:34pm via Twitter Web Client](#)

I was hired by a [#soloPR](#) from Denver based on LinkedIn and phone. Did not meet in NYC for 10 months.



[AbbieF 1:34pm via tchat.io](#)

A5 technology gives the chance to be "in-person" without leaving our desk. Skype/google hangouts, etc. may be good option. [#solopr](#)



[RAlexanderMedia 1:34pm via Twitter Web Client](#)

@[NovaComms](#) @[SoloPR](#) [#solopr](#) Haha, we're definitely on the wavelength, Jennifer! :D



[EEPaul 1:34pm via TweetDeck](#)

RT @[RAlexanderMedia](#): @[PaulaJohns](#) [#solopr](#) Skype saves the day! Especially with international clients/contacts.> Agree 100%



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

A5: Sometimes a phone call seems like less of a commitment on their part. Use it as a bridge to get an in-person mtg, if needed [#solopr](#)



[3HatsComm 1:34pm via TweetDeck](#)

@[sfair60](#) when people are more open in discussing plans, ideas, options in person vs. putting it in writing, a meeting works. [#soloPR](#)



[NovaComms 1:33pm via TweetDeck](#)

Agreed RT @[dariasteigman](#): A5 If you're in same city, I think it helps to meet. Creates the rel'ship, which is key to business. [#solopr](#)



[mdbarber 1:33pm via tchat.io](#)

A5 -- In-person not always possible but it certainly helps finish deals. More important to succinctly summarize skills; why hire. [#solopr](#)



[NovaComms 1:33pm via TweetDeck](#)

Yes! MT @[AbbieF](#) A5 i don't believe you can conduct biz dev completely via email. so much is based on culture fit & personality. [#solopr](#)



[RAlexanderMedia 1:33pm via Twitter Web Client](#)

@[PaulaJohns](#) [#solopr](#) Skype saves the day! Especially with international clients/contacts.



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

A5 If you're in same city, I think it helps to meet. Creates the rel'ship, which is key to business. [#solopr](#)



[JanetLFalk 1:33pm via Twitter Web Client](#)

@[PaulaJohns](#) what is LinkedIn Personal Plus and how does it compare to my (free) premium account? [#solopr](#)



[SoloPR 1:33pm via tchat.io](#)

Succinct! J RT @[akenn](#): A5. It can, but shouldn't [#solopr](#)



[NovaComms 1:33pm via TweetDeck](#)

Jinx! MT @[RAlexanderMedia](#): @[SoloPR](#) Preliminary conversation on email/via phone or Skype etc but in-person mtg helps seal the deal. [#solopr](#)



[RAlexanderMedia 1:33pm via Twitter Web Client](#)

@[SoloPR](#) However, problematic when too much lukewarm potential business is discussed in meeting after meeting — time is precious! [#solopr](#)



[mdbarber 1:33pm via Twitter Web Client](#)

RT @[PaulaJohns](#): Q5. I'm using Skype video calls instead of mtgs more and more. Many clients/prospects in my sweet spot are out of town. [#soloPR](#)...



[RiselahENG 1:32pm via TweetDeck](#)

A5: On occasions there's no time. Phone/email/skype with bullet points works. Then you meet to celebrate results [#soloPR](#)



[PaulaJohns 1:32pm via tchat.io](#)

Q5. I'm using Skype video calls instead of mtgs more and more. Many clients/prospects in my sweet spot are out of town. [#soloPR](#)



[mdbarber](#) 1:32pm via [Twitter Web Client](#)

RT @[KristK](#): A5: Begin with call/email and set up meeting if possible. Talk thru their issues and follow up w proposal or at least thank you [#solopr](#)



[SoloPR](#) 1:32pm via [tchat.io](#)

Very true MT @[AbbieF](#) A5 i don't believe you can conduct biz dev completely via email. so much is based on culture fit & personality. [#solopr](#)



[mdbarber](#) 1:32pm via [Twitter Web Client](#)

RT @[KellyeCrane](#): A5: It's important to have a conversation, though this can often be done by phone vs. in-person (I have many non-local cli [#solopr](#)



[RAlexanderMedia](#) 1:32pm via [Twitter Web Client](#)

@[SoloPR](#) Preliminary conversation on email/via phone or Skype etc... But sometimes an in-person mtg helps to seal the deal. [#solopr](#)



[3HatsComm](#) 1:32pm via [TweetDeck](#)

A5 'it depends' - on the project, on the client, their comfort w/ email, calls. Sometimes a meeting is a necessary evil :) [#soloPR](#)



[NovaComms](#) 1:32pm via [TweetDeck](#)

A5: For new biz, starting with email is fine, but phone calls, Skype or in-person is best before closing the deal in my mind [#solopr](#)



[SoloPR](#) 1:32pm via [tchat.io](#)

Yes! RT @ep_comms: ...point potentials to work that you've done that addresses a problem you can solve for them [#SoloPR](#)



[KristK 1:31pm via tchat.io](#)

A5: Begin with call/email and set up meeting if possible. Talk thru their issues and follow up w proposal or at least thank you note [#solopr](#)



[KerryModcom 1:31pm via Twitter Web Client](#)

RT @dariasteigman: @RAlexanderMedia @KellyeCrane If materials are relevant, ppl read them, know who you are. Snail mail helps b/c ppl open [#solopr](#)



[KellyeCrane 1:31pm via TweetDeck](#)

A5: It's important to have a conversation, though this can often be done by phone vs. in-person (I have many non-local clients) [#solopr](#)



[mdbarber 1:31pm via Twitter Web Client](#)

RT @SoloPR: Q5: How important is it to have a meeting? Can it all be done by email? [#solopr](#)



[sfair60 1:31pm via tchat.io](#)

A5 There is nothing more valuable than a face-to-face meeting to understand their needs. [#solopr](#)



[ep_comms 1:31pm via Twitter Web Client](#)

Instead of JUST cold calling/emailing, point potentials to work that you've done that addresses a problem you can solve for them [#SoloPR](#)



[AbbieF 1:31pm via tchat.io](#)

A5 i don't believe you can conduct biz dev completely via email. so much of this is based on culture fit and personality. [#solopr](#)



[dariasteigman 1:31pm via TweetDeck](#)

@[RAlexanderMedia](#) @[KellyeCrane](#) If materials are relevant, ppl read them, know who you are. Snail mail helps b/c ppl open letters. [#solopr](#)



[NovaComms 1:31pm via TweetDeck](#)

@[RAlexanderMedia](#) Yes!! Came last year for some [#socialmedia](#) client trainings, but nothing on the books ...yet [#solopr](#)



[akenn 1:31pm via tchat.io](#)

A5. It can, but shouldn't [#solopr](#)



[redmedia REDMEDIAPR 1:31pm via TweetDeck](#)

Honestly - I like OCCASIONAL meetings - nothing beats face to face [#solopr](#)



[KristK 1:30pm via Twitter Web Client](#)

RT @[SoloPR](#): Q5: How important is it to have a meeting? Can it all be done by email? [#solopr](#)



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

Yes, I *hate* wasting my time RT @[AbbieF](#): A4 our time is valuable, need to weigh ROI on cold-calling vs likelihood of a next step. [#solopr](#)



[AbbieF 1:30pm via Twitter Web Client](#)

RT @SoloPR: Q5: How important is it to have a meeting? Can it all be done by email? [#solopr](#)



[KristK 1:30pm via tchat.io](#)

@3HatsComm yep, they want revenue doubled in first week but resist change. [#solopr](#)



[PaulaJohns 1:30pm via tchat.io](#)

Just an fyi -- the LinkedIn Personal Plus plan is less than \$100 a year -- worth it to me for new biz stalking. :) [#soloPR](#)



[3HatsComm 1:30pm via TweetDeck](#)

@JanetLFalk heh.. I know from my end, they always go to VM (and hardly ever leave a msg). Same w/ emails: block spam, delete. [#soloPR](#)



[SoloPR 1:30pm via tchat.io](#)

Q5: How important is it to have a meeting? Can it all be done by email? [#solopr](#)



[RAlexanderMedia 1:30pm via Twitter Web Client](#)

@NovaComms @JanetLFalk We'll have to figure it out & make that reason happen! [#NYC](#) [#solopr](#) [#NovaComms](#) [#RAMedia](#)



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

@JanetLFalk Oh, sorry! [#solopr](#)



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

THIS. RT @AbbieF: If you're going to cold-call, do UR homework. I know how I react when someone calls me and has no idea what I do. [#solopr](#)



[mdbarber 1:29pm via tchat.io](#)

Very good point. RT @AbbieF: A4 our time is valuable, need to weigh ROI on cold-calling vs likelihood of a next step. [#solopr](#)



[RAlexanderMedia 1:29pm via Twitter Web Client](#)

@dariasteigman @KellyeCrane [#solopr](#) Clever approach! Advanced warning but materials provided in advance for familiarity/reference.



[SoloPR 1:29pm via tchat.io](#)

Q5 is up next... [#solopr](#)



[REDMEDIAPR 1:29pm via TweetDeck](#)

I feel like I need an outline for [#coldcalling](#) to stay on track LOL [#solopr](#)



[JanetLFalk 1:29pm via Twitter Web Client](#)

@KellyeCrane @SoloPR not funny. Frustrating. Probably caller ID did me in. [#solopr](#)



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

Ditto. RT @KellyeCrane: When I started, sent ppl my info unsolicited, told them I'd call them on X date to see if they had needs. [#solopr](#)



[AbbieF 1:29pm via tchat.io](#)

A4 our time is valuable, need to weigh ROI on cold-calling vs likelihood of a next step. [#solopr](#)



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

A4: One thing I believe, having spoken to lots of [#SoloPR](#) pros- the best new biz tactic is the one you'll do regularly!



[3HatsComm 1:28pm via TweetDeck](#)

@[KristK](#) similar story.. if someone's on my radar, they think they have awareness and PR covered. only need they see is sales. [#soloPR](#)



[RiselahENG 1:28pm via TweetDeck](#)

RT @[REDMEDIAPR](#): THIS RT @[AbbieF](#): A4 If you're going to cold-call, do your homework. I know how I react when someone calls me- has no idea w[#solopr](#)



[mdbarber 1:28pm via tchat.io](#)

A4 - If you see pop'y, research it & understand at least some of the circumstances, there's not really anything to lose. [#solopr](#)



[REDMEDIAPR 1:28pm via TweetDeck](#)

THIS RT @[AbbieF](#): A4 If you're going to cold-call, do your homework. I know how I react when someone calls me- has no idea what I do. [#solopr](#)



[ccwriter 1:28pm via Twitter for iPad](#)

RT @[dariasteigman](#): Yes. And it's brought me new biz. RT @[SoloPR](#): Q4: Have you ever “cold called,” and what were the results? [#solopr](#)



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

LOL! RT @[JanetLFalk](#): @[SoloPR](#) Cold calling leads directly to voice mail [#soloPR](#)



[mdbarber](#) 1:28pm via Twitter Web Client

RT @[AbbieF](#): A4 still need a reason before you cold-call. there needs to be something you can connect to. [#solopr](#)



[RAlexanderMedia](#) 1:28pm via Twitter Web Client

@[JanetLFalk](#) @[NovaComms](#) [#solopr](#) Nice to connect with you, Janet! NYC is most certainly a PR/media hotspot!



[AbbieF](#) 1:27pm via tchat.io

A4 still need a reason before you cold-call. there needs to be something you can connect to. [#solopr](#)



[KristK](#) 1:27pm via tchat.io

A4: I cold-called local school. At mtg, learned HE did comms and thought them great. Couldnt call his baby ugly. [#solopr](#)



[KellyeCrane](#) 1:27pm via TweetDeck

A4: [#SoloPR](#) Pro premium member @[westthirdgroup](#) wasn't able to join us today, but he espouses cold calling quite a bit.



[RAlexanderMedia](#) 1:27pm via Twitter Web Client

@[Kidventurous](#) [#solopr](#) Smart! Very professional and leaves the recipient in the position to respond based on his/her needs & inclinations.



[mdbarber](#) 1:27pm via [Twitter Web Client](#)

RT @[AbbieF](#): A4 If you're going to cold-call, do your homework. I know how I react when someone calls me and has no idea what I do. [#solopr](#)



[SoloPR](#) 1:27pm via [tchat.io](#)

A success story! RT @[dariasteigman](#): Yes. And it's brought me new biz. [#solopr](#)



[JanetLFalk](#) 1:26pm via [Twitter Web Client](#)

@[SoloPR](#) Cold calling leads directly to voice mail [#soloPR](#)



[EEPaul](#) 1:26pm via [TweetDeck](#)

Checking out the [#soloPR](#) tweetchat while at another event [#multitasking](#)



[makasha](#) 1:26pm via [Twubs](#)

RT @[KristK](#) RT @[SoloPR](#): Q4: Have you ever "cold called," and what were the results? [#solopr](#)



[mdbarber](#) 1:26pm via [tchat.io](#)

Too bad Greg isn't here for Q4; he's the king of cold calling. But I've done it, on occasion. It's hard to go that way. [#solopr](#)



[Kidventurous](#) 1:26pm via [TweetDeck](#)

A4. Cold call, no. Cold email, all the time, and I've had very good success. ALL of my clients & hot leads are from cold emails. [#solopr](#)



[AbbieF](#) 1:26pm via [tchat.io](#)

A4 If you're going to cold-call, do your homework. I know how I react when someone calls me and has no idea what I do. [#solopr](#)



[NovaComms](#) 1:26pm via [TweetDeck](#)

@[JanetLFalk](#) @[RAlexanderMedia](#) I'm ALWAYS looking for a reason to head to NYC for client work :) [#solopr](#)



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

A4: When I started I sent people my info unsolicited, told them I'd call them on X date to see if they had needs, then called. [#solopr](#)



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

Yes. And it's brought me new biz. RT @[SoloPR](#): Q4: Have you ever "cold called," and what were the results? [#solopr](#)



[mdbarber](#) 1:26pm via [Twitter Web Client](#)

RT @[AbbieF](#): A4 cold-calling is tough for comm pros. often clients don't know they need what we do until THEY decide they need it. [#solopr](#)



[mdbarber](#) 1:26pm via [tchat.io](#)

Goo pt. RT @[dariasteigman](#): @[KellyeCrane](#) It's only stalker-y if they know it. It makes perfect sense to find opp to meet in person. [#solopr](#)



[AbbieF 1:25pm via tchat.io](#)

A4 cold-calling is tough for comm pros. often clients don't know they need what we do until THEY decide they need it. [#solopr](#)



[JanetLFalk 1:25pm via Twitter Web Client](#)

@[RAlexanderMedia](#) @[NovaComms](#) Glad to see more NYC folks in [#solopr](#)



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

@[KellyeCrane](#) It's only stalker-y if they know it. :) It makes perfect sense to find opp to meet in person. [#solopr](#)



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

f/u @[KellyeCrane](#) how to not appear stalker-y, like you're only using A to get to B? esp w/ a casual connection? [#soloPR](#)



[AbbieF 1:25pm via tchat.io](#)

Divide & conquer. If more than one of you at a meeting/event, work the room. Meet more people & discuss follow-up strategies. [#solopr](#)



[KristK 1:25pm via Twitter Web Client](#)

RT @[SoloPR](#): Q4: Have you ever “cold called,” and what were the results? [#solopr](#)



[mdbarber 1:25pm via Twitter Web Client](#)

RT @[SoloPR](#): Q4: Have you ever “cold called,” and what were the results? [#solopr](#)



[SoloPR 1:24pm via tchat.io](#)

Q4: Have you ever “cold called,” and what were the results? [#solopr](#)



[SoloPR 1:24pm via tchat.io](#)

Great stuff, everyone! Q4 is up next... [#solopr](#)



[ep_comms 1:24pm via Twitter Web Client](#)

@[Kidventurous](#) great idea, Erin. [#solopr](#)



[Kidventurous 1:24pm via TweetDeck](#)

@[dariasteigman](#) Interesting. I'm going to check that out! [#solopr](#)



[SoloPR 1:24pm via tchat.io](#)

Takes pressure off! RT @[riselah](#): @[KellyeCrane](#) Yup. Making the rounds at events. Having people identify the name with the face [#solopr](#)



[JanetLFalk 1:24pm via Twitter Web Client](#)

@[EdGandia](#) has samples of Warm Emails. I am using that approach. Show you know something about them; show expertise. ask to connect. [#solopr](#)



[RAlexanderMedia 1:24pm via Twitter Web Client](#)

@[KellyeCrane](#) [#solopr](#) Sometimes one event or otherwise hard-to-get in-person meeting can make all the difference! [#solopr](#)



[mdbarber](#) 1:24pm via [Twitter Web Client](#)

RT @[dariasteigman](#): @[Kidventurous](#) I use Vibe, which pulls in more social profiles. After LI bought Rapportive, it became far less useful. [#solopr](#)...



[riselah](#) 1:23pm via [TweetDeck](#)

@[KellyeCrane](#) Yup. Making the rounds at events. Having people identify the name with the face [#solopr](#)



[AbbieF](#) 1:23pm via [Twitter Web Client](#)

RT @[dariasteigman](#): @[Kidventurous](#) I use Vibe, which pulls in more social profiles. After LI bought Rapportive, it became far less useful. [#solopr](#)...



[jgombita](#) 1:23pm via [Twitter Web Client](#)

Thinking that journalists who search @[LinkedIn](#) for potential whistleblowers also aren't going to be thrilled with this move. [#solopr](#)



[dariasteigman](#) 1:23pm via [TweetDeck](#)

@[Kidventurous](#) I use Vibe, which pulls in more social profiles. After LI bought Rapportive, it became far less useful. [#solopr](#)



[mdbarber](#) 1:23pm via [Twitter Web Client](#)

RT @[KellyeCrane](#): A3: Also, a little stalker-y, but if your target publicly states they're going to a networking event, you can go meet them [#solopr](#)



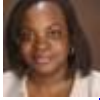
[3HatsComm](#) 1:23pm via [TweetDeck](#)

ITA. RT @[KellyeCrane](#): A3: Connect on SoMe, comment on blogs- nice ways to put your name in front of a target before you reach out [#solopr](#)



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

A3: Also, a little stalker-y, but if your target publicly states they're going to a networking event, you can go meet them there [#solopr](#)



[kcwriter 1:22pm via TweetChat powered by oneQube](#)

RT @[KerryModcom](#) I recommend identifying sectors where you have the most experience as a good starting place. [#solopr](#)



[thriveprusa 1:22pm via Twitter Web Client](#)

RT @[jgombita](#): @[KellyeCrane](#) did you see that @[LinkedIn](#)'s interface changed in the last 24 hours? Some surnames only appear if you are premium [#solopr](#)



[RiselahENG 1:22pm via TweetDeck](#)

RT @[KellyeCrane](#): A3: Connecting on social media, commenting on blogs- nice ways to put your name in front of a target before you reach out [#solopr](#)



[Kidventurous 1:22pm via TweetDeck](#)

RT @[NovaComms](#): A3: Using [#socialmedia](#) like LinkedIn to find a common connection to make an introduction helps with new biz potentials. [#solopr](#)...



[mdbarber 1:22pm via Twitter Web Client](#)

RT @[AbbieF](#): A3 other social channels as well (Twitter is a great resource to find common connections). [#solopr](#)



[KellyeCrane 1:22pm via TweetDeck](#)

A3: Connecting on social media, commenting on blogs- nice ways to put your name in front of a target before you reach out [#solopr](#)



[mdbarber 1:22pm via Twitter Web Client](#)

RT @Kidventurous: Gmail app must-have: Rapportive. Enter an email address & it pulls up the LinkedIn profile. Also, helpful for decoding em [#solopr](#)



[jgombita 1:21pm via Twitter Web Client](#)

@KellyeCrane I'm not thrilled @LinkedIn (of which I am a beta user; 2003) is now pushing Premium pricing in exchange for basic info. [#solopr](#)



[KerryModcom 1:21pm via tchat.io](#)

I'm always up for connecting with other agencies--sometimes they either partner or else pass along jobs when too busy. [#solopr](#)



[SoloPR 1:21pm via tchat.io](#)

Good tip MT @AbbieF: A3 always have a reason for your contact to refer you... make it worth their while. [#solopr](#)



[AbbieF 1:21pm via Twitter Web Client](#)

RT @Kidventurous: Gmail app must-have: Rapportive. Enter an email address & it pulls up the LinkedIn profile. Also, helpful for decoding em [#solopr](#)



[Kidventurous 1:21pm via TweetDeck](#)

Gmail app must-have: Rapportive. Enter an email address & it pulls up the LinkedIn profile. Also, helpful for decoding email addys. [#solopr](#)



[AbbieF 1:21pm via tchat.io](#)

A3 other social channels as well (Twitter is a great resource to find common connections). [#solopr](#)



[dariasteigman 1:20pm via TweetDeck](#)

@[3HatsComm](#) Exactly. And too often ppl forget the research (aka, leg work) part -- which is also key. [#solopr](#)



[redmedia REDMEDIAPR 1:20pm via TweetDeck](#)

RT @[NovaComms](#): A3: Using [#socialmedia](#) like LinkedIn to find a common connection to make an introduction helps with new biz potentials. [#solopr](#)...



[NovaComms 1:20pm via TweetDeck](#)

@[SoloPR](#) Exactly. I find many don't offer integrated [#communications](#) or [#socialmedia](#), so I can help with value add services [#solopr](#)



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

Good to know MT @[jgombita](#): @[LinkedIn](#)'s interface changed in the last 24 hours- some surnames only appear if you are premium user. [#solopr](#)



[akenn 1:20pm via tchat.io](#)

What are your fave ways to prospect on LI? RT @[Kidventurous](#) @[thespottedduck](#) Yes! I'm on LinkedIn all the time prospecting! [#solopr](#)



[BernadetteDavis 1:20pm via Twitter Web Client](#)

RT @[dariasteigman](#): This can be very effective. RT @[KellyeCrane](#): Look at the people section of local biz chronicle- write a note offering he#[solopr](#)



[SoloPR 1:20pm via tchat.io](#)

Many do this w/design, digital firms RT @[NovaComms](#): ...opportunity to partner w/ an agency for additional services they don't offer [#solopr](#)



[RiselahENG 1:19pm via TweetDeck](#)

RT @[jgombita](#): @[KellyeCrane](#) did you see that @[LinkedIn](#)'s interface changed in the last 24 hours? Some surnames only appear if you are premium#[solopr](#)



[3HatsComm 1:19pm via TweetDeck](#)

@[dariasteigman](#) it's research and networking, that's how it's done. [#soloPR](#)



[Kidventurous 1:19pm via TweetDeck](#)

@[thespottedduck](#) Yes! I'm on LinkedIn all the time prospecting! [#solopr](#)



[BernadetteDavis 1:19pm via Twitter Web Client](#)

RT @[KellyeCrane](#): A3: LinkedIn can be hugely helpful in showing you who you know that's connected to your target [#solopr](#)



[RAlexanderMedia 1:19pm via Twitter Web Client](#)

@[Kidventurous](#) @[NovaComms](#) [#solopr](#) Such a strong way to unite interesting skills & similar viewpoints on marketing/brand development.



[NovaComms 1:19pm via TweetDeck](#)

@[Kidventurous](#) @[RAlexanderMedia](#) Fantastic! [#solopr](#)



[jgombita 1:19pm via Twitter Web Client](#)

@[KellyeCrane](#) did you see that @[LinkedIn](#)'s interface changed in the last 24 hours? Some surnames only appear if you are premium user. [#solopr](#)



[NovaComms 1:19pm via TweetDeck](#)

A3: Using [#socialmedia](#) like LinkedIn to find a common connection to make an introduction helps with new biz potentials. [#solopr](#)



[mdbarber 1:19pm via Twitter Web Client](#)

RT @[KellyeCrane](#): A3: LinkedIn can be hugely helpful in showing you who you know that's connected to your target [#solopr](#)



[RAlexanderMedia 1:18pm via Twitter Web Client](#)

@[NovaComms](#) [#solopr](#) We should connect! Our firm is a new outfit based out of NYC & we'd love to explore partnering!



[Kidventurous 1:18pm via TweetDeck](#)

@[RAlexanderMedia](#) @[NovaComms](#) Yes! I'm doing that now w/ two agencies. Many don't really do PR (media outreach) and we can add value. [#solopr](#)



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

A3 Old school works too. I'll snail mail info to targeted prospects & follow up. [#solopr](#)



[KristK 1:18pm via Twitter Web Client](#)

RT @[KellyeCrane](#): A3: LinkedIn can be hugely helpful in showing you who you know that's connected to your target [#solopr](#)



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

A3: LinkedIn can be hugely helpful in showing you who you know that's connected to your target [#solopr](#)



[KeeyanaHall 1:18pm via Twitter Web Client](#)

Agreed MRT @[NovaComms](#): @[Kidventurous](#) Could also provide opportunity to partner w/agency for additional services they don't offer [#solopr](#)



[NovaComms 1:18pm via TweetDeck](#)

@[RAlexanderMedia](#) @[Kidventurous](#) Agreed! Still looking for my first partnership of that kind, but it will come! [#solopr](#)



[AbbieF 1:18pm via tchat.io](#)

A3 warm prospecting-someone or some reason to connect. Use LinkedIn to find common connection and ask for intro. [#solopr](#)



[kcwriter 1:18pm via TweetChat powered by oneQube](#)

A1 If you see ideal clients/biz opps beyond your traditional network, go for it. But networking takes time so target efforts [#solopr](#)



[Kidventurous 1:17pm via TweetDeck](#)

Also, many on PR Web *with* an agency have a marketing or SEO agency, so if you do media relations, reach out. [#solopr](#)



[mdbarber 1:17pm via Twitter Web Client](#)

RT @SoloPR: Q3: What is “warm prospecting?” How do you get the door open? [#solopr](#)



[KristK 1:17pm via Twitter Web Client](#)

RT @SoloPR: Q3: What is “warm prospecting?” How do you get the door open? [#solopr](#)



[SoloPR 1:17pm via tchat.io](#)

Q3: What is “warm prospecting?” How do you get the door open? [#solopr](#)



[3HatsComm 1:17pm via TweetDeck](#)

RT @KellyeCrane: A2: Look at the people section of your local biz chronicle- write a note to those newly able to hire you, offering help [##solopr](#)



[dariasteigman 1:17pm via TweetDeck](#)

This can be very effective. RT @KellyeCrane: Look at the people section of local biz chronicle- write a note offering help [#solopr](#)



[RAlexanderMedia 1:16pm via Twitter Web Client](#)

@NovaComms @Kidventurous [#solopr](#) Great tip! Partnering w/ affiliate firms in certain niches is an amazing way to develop a strong biz net.



[mdbarber 1:16pm via tchat.io](#)

A2 -- Make presos about the types of work you want to do. Your prospects will likely be in the audience...esp if you invite them. [#solopr](#)



[KeeyanaHall 1:16pm via Twitter Web Client](#)

RT @[KellyeCrane](#): A2: Look at the people section of your local biz chronicle- write a note to those newly able to hire you, offering help [##solopr](#)



[SoloPR 1:16pm via tchat.io](#)

Excellent tips on Q2- Q3 is up next... [#solopr](#)



[Kidventurous 1:16pm via TweetDeck](#)

RT @[NovaComms](#): @[Kidventurous](#) Could also provide an opportunity to partner with an agency for additional services they don't offer [#solopr](#)



[AbbieF 1:16pm via tchat.io](#)

A2 what you are passionate about. whether that's the environment, animals rights, etc, there is bound to be a biz dev opp. [#solopr](#)



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

@[3HatsComm](#) Yes- cold or warm prospecting, as we'll get to in a moment [#solopr](#)



[NovaComms 1:16pm via TweetDeck](#)

@[Kidventurous](#) Could also provide an opportunity to partner with an agency for additional services they don't offer [#solopr](#)



[thespottedduck 1:16pm via Twitter for iPhone](#)

Same here. RT @[Kidventurous](#): A2. Then, I look to see if prospects have an agency rep. [#solopr](#)



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

A2: Look at the people section of your local biz chronicle- write a note to those newly able to hire you, offering help [#solopr](#)



[KeeyanaHall](#) 1:15pm via Twitter Web Client

RT @[mdbarber](#): A2 Make a target list of companies and then go where they go in the community. Maybe nonprofit boards; comm events. [#solopr](#)



[RiselahENG](#) 1:15pm via TweetDeck

RT @[KeeyanaHall](#): A2: Take your passions/interests & survey what's going on in the community around you. [#solopr](#)/AGREE community is key



[KristK](#) 1:15pm via Twitter Web Client

RT @[Kidventurous](#): A2. I use PR Web a lot to prospect. If the company is interesting & there's an in-house contact (not an agency), then I r[#solopr](#)



[Kidventurous](#) 1:15pm via TweetDeck

@[SoloPR](#) I've had a lot of good success going that route. [#solopr](#)



[mdbarber](#) 1:15pm via tchat.io

A2 -- Make sure your industry colleagues know you, your reputation and your goals too. They can help with referrals. [#solopr](#)



[dariasteigman](#) 1:15pm via TweetDeck

RT @NovaComms: A2: When identifying new business opps, think of ways you could be additive to their current offerings or outside support [#solopr](#)...



[KeeyanaHall 1:15pm via Twitter Web Client](#)

A2: Take your passions/interests & survey what's going on in the community around you. [#solopr](#)



[NovaComms 1:15pm via TweetDeck](#)

A2: When identifying new business opps, think of ways you could be additive to their current offerings or outside support [#solopr](#)



[RiselahENG 1:15pm via TweetDeck](#)

Just joining in! glad to be back on [#SoloPR](#)



[SoloPR 1:14pm via tchat.io](#)

RT @mdbarber: A2 -- Make a target list of companies and then go where they go in the community. Maybe nonprofit boards; comm events. [#solopr](#)



[SoloPR 1:14pm via tchat.io](#)

Hot tip! RT @Kidventurous: A2. ...If the company is interesting & there's an in-house contact (not an agency), then I reach out. [#solopr](#)



[RAlexanderMedia 1:14pm via Twitter Web Client](#)

@SoloPR Also driven by passion—blogging/interacting w influencers on topics that excite our team is a great way to show expertise. [#solopr](#)



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

A2 I start w/ a sector, then look for the right orgs -- and THEN start to ID the pathway in.
[#solopr](#)



[akenn 1:14pm via tchat.io](#)

One thing I've learned from this group: so important to do this @[NovaComms](#) Never be afraid to put your [#newbiz](#) intentions out there [#solopr](#)



[AbbieF 1:14pm via Twitter Web Client](#)

RT @[SoloPR](#): Q2: How do you ID opportunities? [#solopr](#)



[KellyeCrane 1:14pm via TweetDeck](#)

Yes, or related RT @[KerryModcom](#): I recommend identifying sectors where you have the most experience as a good starting place. [#solopr](#)



[NovaComms 1:13pm via TweetDeck](#)

@[KristK](#) Glad you're able to join! [#solopr](#)



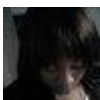
[KristK 1:13pm via Twitter Web Client](#)

RT @[mdbarber](#): A2 -- Make a target list of companies and then go where they go in the community. Maybe nonprofit boards; comm events. [#solopr](#)



[SoloPR 1:13pm via tchat.io](#)

RT @[thespottedduck](#): A2: It starts with knowing your strengths & ID'ing the types of challenges and industries you want to work with. [#solopr](#)



[KeeyanaHall 1:13pm via Twitter Web Client](#)

RT @Kidventurous: A2. I ID opps less through people I know and more through my interests. Then, I look to see if propsects have an agency r#solopr



[mdbarber 1:13pm via tchat.io](#)

A2 -- Make a target list of companies and then go where they go in the community. Maybe nonprofit boards; comm events. [#solopr](#)



[KristK 1:13pm via tchat.io](#)

A2: Be on the lookout for organizations with aspirations or questions. Both are open to good ideas, PR counsel. [#solopr](#)



[SoloPR 1:13pm via tchat.io](#)

This! MT @NovaComms: A1: Never be afraid to put your [#newbiz](#) intentions out there...never know when it might manifest into a client [#solopr](#)



[NovaComms 1:13pm via TweetDeck](#)

And passion! RT @KerryModcom: I recommend identifying sectors where you have the most experience as a good starting place. [#solopr](#)



[Kidventurous 1:13pm via TweetDeck](#)

A2. I ID opps less through people I know and more through my interests. Then, I look to see if propsects have an agency rep. [#solopr](#)



[KerryModcom 1:12pm via tchat.io](#)

I recommend identifying sectors where you have the most experience as a good starting place. [#solopr](#)



[AbbieF 1:12pm via tchat.io](#)

A2 and don't forget current clients, there may be other depts that could use your services, let it be known your available for more. [#solopr](#)



[NovaComms 1:12pm via TweetDeck](#)

RT @[KellyeCrane](#): A2: Proactively think about the companies/projects you'd like to be working on. Look at how you can e considered [#solopr](#)



[thespottedduck 1:12pm via Twitter for iPhone](#)

A2: It starts with knowing your strengths and ID'ing the types of challenges and industries you want to work with. [#solopr](#)



[BernadetteDavis 1:12pm via Twitter Web Client](#)

RT @[NovaComms](#): A1: [#Networking](#) is a constant part of [#bizdev](#) as a [#SoloPR](#) person. "ABA" always be advertising.



[KellyeCrane 1:12pm via TweetDeck](#)

A2: Proactively think about the companies/projects you'd like to be working on. Look at how you can e considered [#solopr](#)



[mdbarber 1:12pm via Twitter Web Client](#)

RT @[AbbieF](#): A2 some of the best biz dev opps have come from simply letting people know I'd like to talk more. [#solopr](#)



[dariasteigman 1:12pm via TweetDeck](#)

@[akenn](#) @[AbbieF](#) I wish. Though I'm getting better at expensing them when I do biz at the ballpark. [#solopr](#)



[mdbarber](#) 1:12pm via [tchat.io](#)

LOL! RT @[akenn](#): Why @[dariasteigman](#) expenses Nats tix :) MT @[AbbieF](#) never know where new biz opps will be. Could be at a ballgame [#solopr](#)



[AbbieF](#) 1:12pm via [tchat.io](#)

A2 some of the best biz dev opps have come from simply letting people know I'd like to talk more. [#solopr](#)



[kcwriter](#) 1:11pm via [TweetChat powered by oneQube](#)

Finally back on a [#solopr](#) chat! Missed you guys!



[RAlexanderMedia](#) 1:11pm via [Twitter Web Client](#)

@[SoloPR](#) Staying on top of industry newsletters/trades, etc. Which influencers are making a difference? Then ID'ing potential clients [#solopr](#)



[akenn](#) 1:11pm via [tchat.io](#)

Why @[dariasteigman](#) expenses Nats tix :) RT @[AbbieF](#) never know when new biz opps will present themselves. Could be at a ballgame [#solopr](#)



[mdbarber](#) 1:11pm via [Twitter Web Client](#)

RT @[SoloPR](#): Q2: How do you ID opportunities? [#solopr](#)



[tiffanytsmith](#) 1:10pm via [Twitter for iPhone](#)

RT @NovaComms: A1: Never be afraid to put your [#newbiz](#) intentions out there. You never know when it might manifest into a client [#solopr](#)



[AbbieF 1:10pm via tchat.io](#)

A2 opportunities are made. anyone I meet has the potential to be a referral. [#solopr](#)



[KeeyanaHall 1:10pm via Echofon](#)

@[AbbieF](#) I absolutely agree! Never know when a new biz opp might arise from new environment/situation. [#soloPR](#)



[KerryModcom 1:10pm via Twitter Web Client](#)

RT @NovaComms: A1: Never be afraid to put your [#newbiz](#) intentions out there. You never know when it might manifest into a client [#solopr](#)



[3HatsComm 1:10pm via TweetDeck](#)

Happy Wednesday BTW and hello [#soloPR](#)



[BernadetteDavis 1:10pm via Twitter Web Client](#)

RT @SoloPR: Q2: How do you ID opportunities? [#solopr](#)



[KristK 1:10pm via Twitter Web Client](#)

RT @SoloPR: Q2: How do you ID opportunities? [#solopr](#)



[BernadetteDavis 1:10pm via Twitter Web Client](#)

Joining [#solopr](#) - looking forward to today's topic. (I'm a solo in DFW).



[SoloPR 1:10pm via tchat.io](#)

Q2: How do you ID opportunities? [#solopr](#)



[KristK 1:10pm via Twitter Web Client](#)

RT @[NovaComms](#): A1: Never be afraid to put your [#newbiz](#) intentions out there. You never know when it might manifest into a client [#solopr](#)



[mdbarber 1:10pm via Twitter Web Client](#)

RT @[AbbieF](#): A1 [#solopr](#) so much that goes into networking, you've got to put yourself where new biz can occur, that's not always the traditi...



[SoloPR 1:10pm via tchat.io](#)

Great answers to Q1! Q2 is coming up... [#solopr](#)



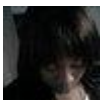
[3HatsComm 1:10pm via TweetDeck](#)

A1 gonna throw in the wrinkle and ask what's a 'traditional' vs a 'non traditional' network? [#soloPR](#)



[mdbarber 1:09pm via Twitter Web Client](#)

RT @[AbbieF](#): A1 if you rely on others to hire you, you are constantly networking. [#solopr](#)



[KeeyanaHall 1:09pm via Echofon](#)

RT @[AbbieF](#): A1 [#solopr](#) so much that goes into networking, you've got to put yourself where new biz can occur, that's not always the traditi...



[RAlexanderMedia](#) 1:09pm via Twitter Web Client

RT @SoloPR: MT @RAlexanderMedia: When change is on the horizon—we like to be proactive surrounding new trends in the industry... [#solopr](#)



[SoloPR](#) 1:09pm via tchat.io

RT @AbbieF: A1 [#solopr](#) ...you've got to put yourself where new biz can occur, that's not always the traditional places.



[NovaComms](#) 1:09pm via TweetDeck

A1: Never be afraid to put your [#newbiz](#) intentions out there. You never know when it might manifest into a client [#solopr](#)



[KerryModcom](#) 1:09pm via tchat.io

I agree that it should be part of a comprehensive approach. Cast a wide net. [#solopr](#)



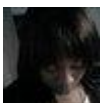
[KristK](#) 1:09pm via Twitter Web Client

RT @SoloPR: Q1: When does it make sense to go beyond traditional networking to gain new business? [#solopr](#)



[REDMEDIAPR](#) 1:09pm via TweetDeck

Always. you NEVER know when/where that great opportunity might present itself [#solopr](#)



[KeeyanaHall](#) 1:09pm via Echofon

RT @KarenSwim: A1: Always. It should not be an either/or but part of a comprehensive biz development plan [#solopr](#)



[AbbieF 1:09pm via tchat.io](#)

A1 if you rely on others to hire you, you are constantly networking. [#solopr](#)



[KristK 1:09pm via tchat.io](#)

Kristie here from the MS Gulf Coast. A bit late to the chat but didn't want to miss today's discussion on biz development [#solopr](#)



[SoloPR 1:09pm via tchat.io](#)

MT @[RAlexanderMedia](#): When change is on the horizon—we like to be proactive surrounding new trends in the industry... [#solopr](#)



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

@[KarenSwim](#) Great minds. Or maybe lessons learned? [#solopr](#)



[NovaComms 1:08pm via TweetDeck](#)

A1: [#Networking](#) is a constant part of [#bizdev](#) as a [#SoloPR](#) person. “ABA” always be advertising.



[SoloPR 1:08pm via tchat.io](#)

RT @[KarenSwim](#): A1: Always. It should not be an either/or but part of a comprehensive biz development plan [#solopr](#)



[KarenSwim 1:08pm via tchat.io](#)

Ha @[dariasteigman](#) we were typing the same thing, I love that [#solopr](#)



[thespottedduck 1:08pm via Twitter for iPhone](#)

A1: Anytime you foresee an opening for a new client, you should tap your networks - and start pitching. [#solopr](#)



[AbbieF 1:08pm via tchat.io](#)

A1 [#solopr](#), you never know when new biz opps will present themselves. Could be at a ballgame or the grocery store :) [#solopr](#)



[RAlexanderMedia 1:08pm via Twitter Web Client](#)

@SoloPR When change is on the horizon—we like to be proactive surrounding new trends in the industry, ie. rise of Vine/Vimeo etc. [#solopr](#)



[KristK 1:08pm via Twitter Web Client](#)

RT @SoloPR: Great crowd gathering today, as we gear up to talk new biz strategies! [#solopr](#)



[SoloPR 1:08pm via tchat.io](#)

Nice! RT @mdbarber: A1 -- Reversing the question as my answer...when doesn't it make sense to reach beyond traditional networks? [#solopr](#)



[makasha 1:08pm via Twubs](#)

just logged in [#solopr](#)



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

Bingo >> RT @KarenSwim: A1: Always. It should not be an either/or but part of a comprehensive biz development plan [#solopr](#)

#solopr transcript – 2/25/2015

For more information and resources, visit <http://soloprpro.com/>



[KellyeCrane 1:07pm via TweetDeck](#)

@[SoldierOfSocial](#) Hi David - I'm sure you're used to it! [#solopr](#)



[AbbieF 1:07pm via tchat.io](#)

A1 [#solopr](#) so much that goes into networking, you've got to put yourself where new biz can occur, that's not always the traditional places.



[KarenSwim 1:07pm via tchat.io](#)

A1: Always. It should not be an either/or but part of a comprehensive biz development plan [#solopr](#)



[mdbarber 1:07pm via tchat.io](#)

A1 -- Reversing the question as my answer...when doesn't it make sense to reach beyond traditional networks? [#solopr](#)



[dariasteigman 1:07pm via TweetDeck](#)

Always. Cast a wider net. RT @[SoloPR](#): Q1: When does it make sense to go beyond traditional networking to gain new business? [#solopr](#)



[KellyeCrane 1:07pm via TweetDeck](#)

A1: One's network can still play a role, but if you're looking to do something different you may need to reach further... [#solopr](#)



[SoldierOfSocial 1:07pm via Twitter for iPhone](#)

@[KellyeCrane](#), David, listening in from 'unusually' cool and rainy Seattle [#solopr](#)



[mdbarber](#) 1:06pm via [tchat.io](#)

RT @SoloPR: Q1: When does it make sense to go beyond traditional networking to gain new business? [#solopr](#)



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

@NovaComms @akenn I keep looking at the pictures from spring training. And hoping it warms up by Opening Day. [#solopr](#)



[NovaComms](#) 1:06pm via [TweetDeck](#)

@REDMEDIAPR Good to see you!! [#solopr](#)



[KarenSwim](#) 1:06pm via [Twitter Web Client](#)

RT @SoloPR: Q1: When does it make sense to go beyond traditional networking to gain new business? [#solopr](#)



[JanetLFalk](#) 1:06pm via [Twitter Web Client](#)

@sfair60 Nice to see you. [#soloPR](#)



[SoloPR](#) 1:06pm via [tchat.io](#)

Q1: When does it make sense to go beyond traditional networking to gain new business? [#solopr](#)



[NovaComms](#) 1:06pm via [TweetDeck](#)

@dariasteigman @akenn Can't complain that's for sure. Took a gorgeous walk along the Bay yesterday. [#blessed](#) [#solopr](#)



redmedia [REDMEDIAPR 1:06pm via TweetDeck](#)

Hi everyone so glad to make a [#solopr](#) chat again. Lindsay from Oregon/Atlanta



[SoloPR 1:05pm via tchat.io](#)

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



[thespottedduck 1:05pm via Twitter for iPhone](#)

@[JanetLFalk](#) I haven't signed anyone, just being more vocal about my efforts, and more proactive. [#solopr](#)



[JanetLFalk 1:05pm via Twitter Web Client](#)

@[tiffanytsmith](#) Welcome. It's a great group. [#soloPR](#)



[SoloPR 1:05pm via tchat.io](#)

We talk a lot about the importance of networking and referrals for new biz. Today we'll discuss prospecting *beyond* one's network. [#solopr](#)



[AbbieF 1:05pm via tchat.io](#)

@[mdbarber](#) hi Mary [#solopr](#)



[PaulaJohns 1:05pm via Twitter Web Client](#)

Paula here, joining the chat from San Diego area. RT @[SoloPR](#) Great crowd gathering today, as we gear up to talk new biz strategies! [#solopr](#)



[sfair60 1:05pm via tchat.io](#)

Checking in from OKC. [#solopr](#)



[dariasteigman 1:05pm via TweetDeck](#)

@[akenn](#) Yey. I don't envy you. Crazy winter, isn't it? Unless you're @[NovaComms](#). :)
[#solopr](#)



[SoloPR 1:05pm via tchat.io](#)

Today's chat topic was inspired by a conversation in the [#SoloPR](#) PRO Premium Facebook group (learn how to join: soloprpro.com/join)



[mdbarber 1:04pm via tchat.io](#)

@[AbbieF](#) Hey Abbie. Welcome to the chat. [#solopr](#)



[JanetLFalk 1:04pm via Twitter Web Client](#)

NYC-based PR Pro works with small biz, nonprofits and law firms. Relaxing after 7500 word annual report about bank. Subcontract to [#solopr](#)



[AbbieF 1:04pm via tchat.io](#)

@[KellyeCrane](#) hey Kelley, really looking forward to this chat [#solopr](#)



[NovaComms 1:04pm via TweetDeck](#)

RT @[SoloPR](#): Great crowd gathering today, as we gear up to talk new biz strategies!
[#solopr](#)



[SoloPR 1:04pm via tchat.io](#)

Great crowd gathering today, as we gear up to talk new biz strategies! [#solopr](#)



[NovaComms 1:04pm via TweetDeck](#)

@[akenn](#) @[dariasteigman](#) Alison, the pictures are mind-blowing!!! [#solopr](#)



[tiffanytsmith 1:04pm via Twitter for iPhone](#)

Hi, everyone. I have to multitask, but I'm here! [#solopr](#) [#FirstTimer](#)



[NovaComms 1:04pm via TweetDeck](#)

@[dariasteigman](#) Jeez, I feel for you East Coasters! [#solopr](#)



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

@[AbbieF](#) Hi Abbie! [#solopr](#)



[akenn 1:04pm via Twitter Web Client](#)

@[dariasteigman](#) we're going for the all-time snow record up here in Boston! {peeks over snowbank} [#solopr](#)



[mdbarber 1:03pm via tchat.io](#)

Good morning friends from Gig Harbor. Hope you're all having a great day. [#solopr](#)



[SoloPR 1:03pm via tchat.io](#)

If you're new to chatting, we suggest using a tool like tchat.io – makes it easier to keep up. Remember to use the [#SoloPR](#) hashtag!



[NovaComms 1:03pm via TweetDeck](#)

@[RAlexanderMedia](#) It's a great, smart group. [#solopr](#)



[dariasteigman 1:03pm via TweetDeck](#)

It's [#solopr](#) time. Jumping in from Washington, DC, where we've broken cold records again. Oh joy.



[NovaComms 1:02pm via TweetDeck](#)

@[AbbieF](#) @[HMA_PR](#) Welcome Abbie. [#solopr](#)



[RAlexanderMedia 1:02pm via Twitter Web Client](#)

@[NovaComms](#) Thanks so much for the tweet! Excited to be a part of the [#solopr](#) Twitter community!



[NovaComms 1:02pm via TweetDeck](#)

Good morning [#SoloPR](#) friends. Jennifer from San Francisco here - [#socialmedia](#) consultant.



[RAlexanderMedia 1:02pm via Twitter Web Client](#)

RT @[NovaComms](#): Welcome! MT @[RAlexanderMedia](#): The [#RAMedia](#) Team is diving headfirst into today's [#SoloPR](#) chat! Looking forward to connecting



[AbbieF 1:02pm via TweetChat powered by oneQube](#)

Hi everyone-I'm signing in from Phoenix's @[HMA_PR](#). Looking forward to chatting with you. [#solopr](#)



[akenn 1:02pm via Twitter Web Client](#)

RT @[KellyeCrane](#): It's [#SoloPR](#) chat day! Join us 1-2pm ET/10-11am PT to talk new biz strategies! <http://t.co/tzG7hExigsoloprpro.com/solopr-topic-c...>



[RAlexanderMedia 1:02pm via Twitter Web Client](#)

@[SoloPR](#) @[KellyeCrane](#) Hi Kelly! The team from new communications outfit Reed Alexander Media here! [#solopr](#)



[NovaComms 1:02pm via TweetDeck](#)

Welcome! MT @[RAlexanderMedia](#): The [#RAMedia](#) Team is diving headfirst into today's [#SoloPR](#) chat! Looking forward to connecting



[KellyeCrane 1:01pm via TweetDeck](#)

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



[SoloPR 1:01pm via tchat.io](#)

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



[KarenSwim 1:01pm via tchat.io](#)

Hi all, hopping in while multitasking but excited for today's chat. [#solopr](#)



[SoloPR 1:01pm via tchat.io](#)

#solopr transcript – 2/25/2015

For more information and resources, visit <http://soloprpro.com/>

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