

Transcript from October 28, 2009 to October 28, 2009

October 28, 2009

- 8:20 am **KellyeCrane:** Looking forward to today's #solopr chat (1-2pm Eastern) - moderated by @cherissef!
- 8:23 am **cherissef:** RT @KellyeCrane: Looking forward to today's #solopr chat (1-2pm Eastern) - moderated by @cherissef!
- 9:11 am **MassInno:** at Open Coffee talking with @ctanowitz about weekly PR Open Coffee meetings (Tues) where they offer entrepreneurs help if they tweet #solopr
- 10:25 am **LuAnnGlowacz:** RT @KellyeCrane: Looking forward to today's #solopr chat (1-2pm Eastern) - moderated by @cherissef!
- 10:26 am **cherissef:** Looking forward to #solopr chat at 1 pm EST. It is the best hour of my week. Join us!
- 11:01 am **MichaelWillett:** RT @LuAnnGlowacz RT @KellyeCrane Looking forward to today's #solopr chat (1-2pm Eastern)-moderated by @cherissef !
- 11:55 am **SunRiseCom:** Yay! Going to make the #solopr chat today :) #solopr
- 11:56 am **cherissef:** Today's #solopr chat starts in 5 minutes. Join us from 1 pm to 2 pm est. #solopr
- 11:56 am **AlexisDias:** I'm so excited for this! <http://bit.ly/33UWcb> #solopr
- 11:58 am **smrus:** Ugh... just found out that I can't attend #solopr chat this AM. Have Client mtg. I'll try 2 sneak out early & catch the end.
- 11:59 am **cherissef:** Welcome to this week's #soloPR chat for ind. pros in PR and related fields. We welcome those interested in this career path. #solopr
- 11:59 am **cherissef:** If you have #solopr questions you'd like us to discuss, please @me without the hashtag, and we'll add them to the list! #solopr
- 12:00 pm **SarahDawley:** About to join the #solopr chat, sorry to those who aren't interested for the following onslaught of tweets.
- 12:00 pm **cherissef:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #soloPR. #solopr
- 12:01 pm **cherissef:** @AlexisDias Welcome! #solopr
- 12:01 pm **cherissef:** @SunRiseCom Nice to have you on today! #solopr
- 12:02 pm **SunRiseCom:** @cherissef Thanks! #solopr
- 12:03 pm **goldinpr:** Hello from NYC, excited to be joining the #solopr chat for the first time. Have heard great things!
- 12:03 pm **LuAnnGlowacz:** Time for #solopr chat! Hi, I'm an agency veteran w/3 yrs solo under my belt. In Austin, TX.
- 12:03 pm **robinskann:** Kate Robins. Solo person after many years in big cos. #solopr
- 12:04 pm **cherissef:** Q1: Are you guys ready to begin? Here is the first question, how do you go about building your media lists within a solo's budget? #solopr
- 12:04 pm **cherissef:** @goldinpr Welcome nice that you could join us! #solopr
- 12:05 pm **krisTK:** Hello. I'm in south MS but work on projects all over. 19 yrs in PR, six as indy, APR. Looking forward to another great #solopr
- 12:05 pm **robinskann:** I have my lists from yrs but they change. Looking into Vocus. #solopr
- 12:05 pm **cherissef:** I should introduce myself. Consultant in Tampa over 12 yrs experience working with non-profits. #solopr

- 12:06 pm **MichaelWillett:** Hi, Mike Willett, Willett Corporate Communications on [#solopr](#)
- 12:06 pm **Rachel_366:** Q1: you can share a license with other [#solopr](#). Only one person may be on at a time
- 12:07 pm **robinskann:** RE: Vocus w/in budget, seeking other solos to join acc. [#solopr](#)
- 12:07 pm **cherissef:** Q1: Here is the first question, how do you go about building your media lists within a solos budget? [#solopr](#)
- 12:07 pm **goldinpr:** I've been investigating pooling resources with other [#solopr](#) pros to cover ocsts for services like Cision, etc. - a team approach
- 12:07 pm **krisTK:** q1: have Bacon's books I buy used that give me good base, Gebbie Press is inexp alternative, share w others [#solopr](#)
- 12:07 pm **ruthseeley:** In Lethbridge, AB, with both agency and corporate experience. Happily joining in to [#solopr](#) again this week.
- 12:07 pm **rockstarjen:** Hi everyone - 5-year solo here in San Diego. Listening to Pointer Sisters while I wait. :) [#solopr](#)
- 12:07 pm **krisTK:** @dianasager seems like slow start today [#solopr](#)
- 12:07 pm **Rachel_366:** Oops I forgot to introduce myself! I'm Rachel from Atlanta and I just started in the PR world (and I guess real world too) [#solopr](#)
- 12:07 pm **LuAnnGlowacz:** Q1: I usually do my own research, the hard way. When I need extensive lists, I will "rent" access to a database from a friend. [#solopr](#)
- 12:08 pm **cherissef:** @Rachel_366 Q1: Can you explain a little what you mean? [#solopr](#)
- 12:08 pm **akenn:** Q1-good question! I often build from scratch - w/research on web - mostly because my smaller clients have smaller sized target lists [#solopr](#)
- 12:08 pm **robinskann:** Team apps the way to go. Cision or Vocus? Why? [#solopr](#)
- 12:08 pm **rockstarjen:** Q1: I share a database account with other solos. Works great. [#solopr](#)
- 12:08 pm **akenn:** Q1: But I've also bought lists (PIMS was one source) and shared Bacons seats w/others. [#solopr](#)
- 12:08 pm **markrobertspr:** Hello. New to [#solopr](#) enjoying lunch and chat with @KrisTK. Here to listen in for great solopr tips.
- 12:08 pm **rockstarjen:** Q1 But I find most of my targets online. Use the database more for the initial search. [#solopr](#)
- 12:08 pm **cherissef:** RT @rockstarjen: Q1: I share a database account with other solos. Works great. [#solopr](#)
- 12:09 pm **cherissef:** RT @robinskann: Team apps the way to go. Cision or Vocus? Why? [#solopr](#)
- 12:09 pm **lisagerber:** Good morning from Sandpoint, Idaho: ind. pro for 5 yrs. in tourism, food, wine. :) [#solopr](#)
- 12:09 pm **SarahDawley:** Good idea! RT @rockstarjen Q1: I share a database account [of media contacts] with other solos. Works great. [#solopr](#)
- 12:09 pm **cherissef:** Q1: I also build my list the old fashion way. I do my own research. Try to update when I can. [#solopr](#)
- 12:10 pm **Rachel_366:** Q1: I have a mentor who splits the cost of her media list program (Vocus) with another PR pro and they both have access [#solopr](#)
- 12:10 pm **JaneDvorakAPR:** Hi from snowy Denver, independent pro for 20 years, messaging, branding, comm. relations [#SoloPR](#)
- 12:10 pm **ruthseeley:** Q1: re building media lists - I build them the same way I did while at agency - slowly, painfully, w/constant updates/corrections. [#solopr](#)
- 12:11 pm **Rachel_366:** But, only one user may be logged on at a time, which can be tedious but it is worth the cost I think [#solopr](#)
- 12:11 pm **MichaelWillett:** Q1 I have just built up my own contact list over time, now including media I find that are on Twitter. [#solopr](#)

- 12:11 pm **Bill_Green:** Hi also from snowy Denver. #solopr
- 12:11 pm **robinskann:** Makes a lot of sense to split list. Indivs handle their own relationships from there. #solopr
- 12:12 pm **cherissef:** RT @ruthseeley:buildingmedia lists -Ibuild them the same way Idid while at agency - slowly,painfully,w/constant updates/corrections. #solopr
- 12:12 pm **ruthseeley:** Q1: My strategy has always been to make info widely available via but to keep media lists v. focused & highly targeted. #solopr
- 12:12 pm **cherissef:** Important! RT @MichaelWillett:Q1 I have just built up my own contact list over time, now including media I find that are on Twitter. #solopr
- 12:12 pm **eatingforfun:** <http://twitter.com/lisagerber> Good morning from Sandpoint, Idaho: ind. pro for 5 yrs. in tourism, food, wine. :) #solopr
- 12:12 pm **Bill_Green:** Q1: I'm spending a lot of time at Barnes & Noble, also using @Filtrbox to monitor reporters/bloggers I should be contacting. #solopr
- 12:12 pm **Bobbiec:** Q1 I actually build most of my lists by hand -- reading articles, finding the writers, etc. online -- quality over quantity. #solopr
- 12:13 pm **MarchellGillis:** #solopr I like a database complemented with old fashion updates not dependent on the vendor
- 12:13 pm **LuAnnGlowacz:** Q1: Yes, the database is only a starting point. I'll check names to make sure they are exactly appropriate each time. Very targeted. #solopr
- 12:13 pm **ruthseeley:** Add-on to Q1 would be: has anyone had success w/buying media lists? I worry w/all the recent layoffs they'll be out of date. #solopr
- 12:14 pm **rockstarjen:** @Bobbiec totally agree with quality or quantity. take more time, but so worth it. #solopr
- 12:14 pm **robinskann:** How much time though can you put into building by hand? Guess I'm gauging what I can promise and deliver. #solopr
- 12:14 pm **cherissef:** Q1: Sounds like a lot of us create our own lists. I like the idea of time @ Barnes and Twitter contacts. Teaming up with others key! #solopr
- 12:15 pm **cherissef:** @ruthseeley I have never bought a media list. Are there any you can trust? #solopr
- 12:15 pm **robinskann:** RE: Add-on to Q1 @ruthseeley the layoffs and shifts to new media forms is why I'm interested in a Vocus #solopr
- 12:16 pm **LuAnnGlowacz:** Interesting. RT @Bill_Green: ...also using @Filtrbox to monitor reporters/bloggers I should be contacting. #solopr
- 12:16 pm **cherissef:** RT @Bobbiec:Q1I actually build most of my lists by hand -- reading articles, finding the writers, etc. online-quality over quantity. #solopr
- 12:17 pm **wvpmc:** Lists not so much the challenge- building relationships with rapidly changing scope, esp online - one at a time #solopr
- 12:17 pm **akenn:** @Bill_Green How does @Filtrbox work to monitor reporters/bloggers? #solopr
- 12:18 pm **cherissef:** Q2 Do you have a mentor? If you do, how did you approach or build relationship? #solopr
- 12:18 pm **LuAnnGlowacz:** @ruthseeley Updates not so much the issue--Ciscion recently got in trouble for listing media who didn't opt-in. #solopr
- 12:18 pm **JaneDvorakAPR:** Add-on Q1: if you are working a specific area you should have a solid list; I prefer the call/relationship to a list #SoloPR
- 12:18 pm **KellyeCrane:** Enjoying today's #solopr chat from a tiny plane about to takeoff. Great tips!
- 12:19 pm **Rachel_366:** Absolutely RT @wvpmc Lists not so much the challenge- building relationships with rapidly changing scope, esp online - one at a time #solopr
- 12:19 pm **sandrasays:** Ditto. RT @Bobbiec: Q1 I actually build most of my lists by hand -- reading articles, finding the writers, etc. online #solopr
- 12:19 pm **BettyEllis:** Ditto RT @Bobbiec: Q1 I build most of my lists by hand--reading articles, finding the writers, etc. online--quality over quantity. #solopr

- 12:19 pm **robinskann:** @wvpmc. Right building rels when people are straddling several desks is a new skill. Persistence. #solopr
- 12:19 pm **SunRiseCom:** Q2: My mentors have been people I previously worked with/up under. #solopr
- 12:19 pm **cherissef:** RT @KellyeCrane: Enjoying today's #solopr chat from a tiny plane about to takeoff. Great tips! #solopr
- 12:20 pm **Bobbiec:** @cherissef @vidapr @rockstarjen #solopr it works because I have only a few retainer clients. Would be hard to justify hourly #solopr
- 12:20 pm **cherissef:** RT @cherissef: Q2 Do you have a mentor? If you do, how did you approach or build relationship? #solopr
- 12:20 pm **Bill_Green:** @akenn @Filtrbox is a tool to monitor discussions. Reporters/articles show up and opens the door for a conversation. Online/offline. #solopr
- 12:20 pm **Rachel_366:** Q2: Yes, my mentors are people I have interned for #solopr
- 12:20 pm **MichaelWillett:** Wow! RT @LuAnnGlowacz @ruthseeley Updates not so much the issue-Cision recently got in trouble for listing media who didn't opt-in #solopr
- 12:21 pm **lisagerber:** @cherissef Q2 Everyone should have a mentor! and you can return the favor later on, by mentoring someone. #solopr
- 12:21 pm **mdbarber:** Hi folks. Trying to scan/work at the same time but saw the mentoring? Check out PRSA's College of Fellows. Pairing based on need. #solopr
- 12:21 pm **rockstarjen:** i don't have one mentor, but learn from many i respect on a regular basis (both in & out of PR). #solopr
- 12:21 pm **SarahDawley:** Q2: Was lucky to meet my mentor by chance right out of school. She has now encouraged me to become a full-fledged #solopr (as of Friday!)
- 12:21 pm **robinskann:** RE: Cision. Thanks. Noted. Bad. #solopr
- 12:21 pm **cherissef:** RT @lisagerber: @cherissef Q2 Everyone should have a mentor! and you can return the favor later on, by mentoring someone. #solopr
- 12:21 pm **SarahDawley:** Q2: I think the key is to not put limits on where you think a mentor can be found. Mine was hiding in the back of an ad agency! #solopr
- 12:22 pm **JaneDvorakAPR:** I have several mentors -- young & old! And, I mentor future PR pros too. #SoloPR
- 12:22 pm **cherissef:** @SarahDawley That is great! #solopr
- 12:22 pm **robinskann:** RT @mdbarber: saw the mentoring? Check out PRSAs College of Fellows. Pairing based on need. #solopr
- 12:22 pm **JaneDvorakAPR:** Q2: Mentoring starts simply -- just ask! Most pros are happy to share nuggets of wisdom #SoloPR
- 12:22 pm **MarchellGillis:** #solopr I have a mentor but I learn from a number of folks
- 12:23 pm **LuAnnGlowacz:** Q2: Mostly have "collaborators" in related industries like social media, marketing -- we mentor each other. #solopr
- 12:23 pm **cherissef:** RT@SarahDawley:Q2:I think the key is to not put limits on where you think a mentor...Mine was hiding in the back of an ad agency! #solopr
- 12:23 pm **cherissef:** RT @JaneDvorakAPR: I have several mentors -- young & old! And, I mentor future PR pros too. #solopr
- 12:23 pm **akenn:** @Bill_Green thanks for explaining @Filtrbox. Looking forward to checking it out! #solopr
- 12:23 pm **robinskann:** Note to self: Join PRSA. #solopr
- 12:24 pm **SunRiseCom:** Q2: When first starting as a solo, focused on acquiring PR mentors. Now, my attention is on getting more "business" mentors. #solopr
- 12:24 pm **robinskann:** RT @akenn: @Bill_Green thanks for explaining @Filtrbox. Looking forward to checking it out! #solopr
- 12:24 pm **cherissef:** RT @mdbarber: Trying to scan/work at the same time but saw the mentoring? Check out PRSAs College of Fellows. Pairing based on need. #solopr

- 12:24 pm **JaneDvorakAPR:** Q2: RT @mdbarber Hi folks. Check out PRSA's College of Fellows. Pairing based on need. Colorado PRSA has outreach programs too #SoloPR
- 12:24 pm **MichaelWillett:** Another firm just called me claiming to be cheaper RT @LuAnnGlowacz @ruthseeley ..Ciscionlisting media.. #solopr
- 12:24 pm **SarahDawley:** Great pt. Also, don't get discouraged by a no. RT @JaneDvorakAPR Q2: Mentoring starts simply - just ask! #SoloPR
- 12:25 pm **akenn:** I don't have a formal mentor right now, but count on networking groups - like #solopr chat - for industry/biz guidance when needed!
- 12:25 pm **VIDAPR:** #solopr Firm owner 6 years (<http://bit.ly/aCRv1>) and started in PR in '98. media placement, special events, social media- ent & lifestyle
- 12:25 pm **cherissef:** @robinskann I think we should have mentors from all walks of life. I have a business coach. #solopr
- 12:25 pm **BettyEllis:** #solopr Forgot to intro myself. Solo for 11.5 yrs. On Q2, I watch, listen, read, observe, and connect dots. Find mentors inside/outside PR.
- 12:25 pm **SarahDawley:** Q2: You don't have to directly interact w/someone for them to be a mentor. Follow them, watch them, listen to them, read about them. #solopr
- 12:26 pm **ruthseeley:** @cherissef I was recently offered a 'mommy blogger' list for C\$127. I think you get what you pay for. I'd want to see before buying. #solopr
- 12:26 pm **BettyEllis:** Ditto RT @LuAnnGlowacz: Q2: Mostly have "collaborators" in related industries like social media, marketing – we mentor each other. #solopr
- 12:26 pm **krisTK:** Q2: one of my mentors is my college advisor from 20 yrs ago. She's been w me the whole journey. #solopr
- 12:27 pm **lisagerber:** my friend @ginidietrich recommends Vistage for biz coaching. It's not available in my area, but sounds excellent. #solopr
- 12:27 pm **akenn:** Good point! RT @cherissef: @robinskann I think we should have mentors from all walks of life.... #solopr
- 12:27 pm **robinskann:** Blogger list sounds like a lot. #solopr
- 12:27 pm **cherissef:** @SarahDawley I like what you said...Twitter has opened up an entire world of mentoring for me. #solopr
- 12:27 pm **BettyEllis:** I landed a Swiss client who found me through the PRSA directory. Paid for my PRSA dues! RT @robinskann: Note to self: Join PRSA. #solopr
- 12:27 pm **cherissef:** RT @krisTK: Q2: one of my mentors is my college advisor from 20 yrs ago. Shes been w me the whole journey. #solopr
- 12:27 pm **GeriRosman:** #solopr
- 12:28 pm **Rachel_366:** You read my mind! RT @cherissef: @SarahDawley I like what you said...Twitter has opened up an entire world of mentoring for me. #solopr
- 12:28 pm **cherissef:** Gearing up for Q2... #solopr
- 12:29 pm **JasonKeeling:** PR CONSULTANTS, you might be interested in following @cherissef and the #solopr conversation.
- 12:29 pm **krisTK:** PRSA colleagues have been good referral sources for me. Never hesitate to pay my dues @BettyEllis @robinskann #solopr
- 12:29 pm **goldinpr:** Q2: I have a few "traditional" mentors from past lives that I value, but am discovering a world of mentors via social networking #solopr
- 12:29 pm **SarahDawley:** @cherissef Definitely. I consider everyone who participates in these #solopr chats mentors. We're sharing exp & knowledge with each other.
- 12:30 pm **ruthseeley:** Q2: Have never had a formal mentor; have learned from everyone I've worked with. Sometimes what to do; other times, what not to do. #solopr
- 12:30 pm **LuAnnGlowacz:** (Don't want to make nasty claims re Cision. Here are the rumors but do your own research.) <http://bit.ly/2x6ecU> & <http://ow.ly/v22p> #solopr
- 12:30 pm **BettyEllis:** Agree!! RT @cherissef: @SarahDawley I like what you said...Twitter has opened up an entire world of mentoring for me. #solopr

- 12:30 pm **moxiePR:** Joining #solopr
- 12:31 pm **mdbarber:** So true: RT @krisTK: PRSA colleagues have been good referral sources for me. Never hesitate to pay my dues! #solopr
- 12:31 pm **cherissef:** Q3 comes from the community: How often do you find yourself consulting on more than just PR and what does it ten to involve? #solopr
- 12:31 pm **BettyEllis:** RT @krisTK: PRSA colleagues have been good referral sources for me. Never hesitate to pay my dues @BettyEllis @robinskann #solopr
- 12:31 pm **cherissef:** I meant gearing up for question 3...:) #solopr
- 12:32 pm **rockstarjen:** @Bobbiec #solopr exactly. i'm in same boat. would be tough to master on shorter-term clients. @vidapr @cherissef
- 12:32 pm **JaneDvorakAPR:** Every and I mean EVERY ounce of biz I have is a direct link to a PRSA contact. #SoloPR
- 12:32 pm **LuAnnGlowacz:** Q3: My PR consulting sometimes blurs the lines of business consulting. #solopr
- 12:32 pm **robinskann:** Q3 Depends on what ppl think they mean by pr. Sometimes they're thinking listings and we back way up from there... #solopr
- 12:33 pm **amandamogul:** Joining- Amanda in DC. Hello everyone #solopr
- 12:33 pm **wvpmc:** Q3 over the years, as fast as I draw an envelope around what I do a client needs me to execute outside it LOL #solopr
- 12:33 pm **SunRiseCom:** Q3: marketing #solopr
- 12:33 pm **rockstarjen:** Q3 on a regular basis, i weigh in on marketing, marcom, social media too. #solopr
- 12:33 pm **SunRiseCom:** I'm finding the same thing. RT @LuAnnGlowacz: Q3: My PR consulting sometimes blurs the lines of business consulting. #solopr
- 12:33 pm **cherissef:** @amandamogul Welcome Amanda! #solopr
- 12:34 pm **Bill_Green:** Q3 We use all channels, particularly video, to get messages out and build brands. Definitely marketing positioning as well. #solopr
- 12:34 pm **juliebonnheath:** Me too! RT: @LuAnnGlowacz Q3: My PR consulting sometimes blurs the lines of business consulting. #solopr
- 12:34 pm **ruthseeley:** Q3: So glad someone asked this! Clients often to come to me w/out a marketing plan or w/out even knowing USP. Cart before horse. #solopr
- 12:34 pm **rockstarjen:** Q3 heck, sometimes even product features. :) #solopr
- 12:34 pm **MichaelWillett:** Can also follow all Top 100 PR People on Twitter RT @SarahDawley @cherissef everyone who participates in #solopr chats (are) mentors..
- 12:34 pm **LuAnnGlowacz:** Q3: And I often do more IT admin than should be legal! #solopr
- 12:35 pm **goldinpr:** Q3: tends to run the gamut, as PR becomes more broad, so does our role, general biz consulting..to even career development sometimes #solopr
- 12:35 pm **cherissef:** Q3 A large part of my focus now is social media, but I count it as pr. I spend a lot of time on branding, which I don't mind. #solopr
- 12:35 pm **amandamogul:** Q3: Marketing, social media and branding #solopr
- 12:35 pm **wvpmc:** @JaneDvorakAPR @BettyEllis PRSA, other prof colleagues are great referral sources - they recognize quality of what you do #solopr
- 12:35 pm **JaneDvorakAPR:** Q3: It is all about positioning and messaging, which ties to the business - then how communications can complement to make it happen #SoloPR
- 12:35 pm **cherissef:** RT @LuAnnGlowacz: Q3: And I often do more IT admin than should be legal! #solopr
- 12:36 pm **JaneDvorakAPR:** Q3: Sometimes it is just counseling on expectations and understanding the impact over the long haul, still comes back to business #SoloPR
- 12:36 pm **cherissef:** Well put! RT @JaneDvorakAPR: Q3: It is all about positioning and messaging, which ties to the business - then how communications... #solopr

- 12:37 pm **LuAnnGlowacz:** @cherissef My next blog post will start a series on branding's importance with PR and more. #solopr
- 12:37 pm **EvilPRGuy:** Q3: Strategy, Execution and Media outreach. I leave the marketing and ad stuff to the specialists. You can't do it all well. #solopr
- 12:37 pm **BettyEllis:** #solopr Q3 I've become more of a management consultant with a PR perspective because all you do/say adds adds to/subtracts from PR image.
- 12:37 pm **rockstarjen:** How it should be! RT @JaneDvorakAPR: Q3: It's all about positioning & messaging, which ties to biz - then how comm can complement #solopr
- 12:38 pm **cherissef:** Keeping an eye out! RT @LuAnnGlowacz: @cherissef My next blog post will start a series on brandings importance with PR and more. #solopr
- 12:38 pm **Bobbiec:** Q3 #solopr I do more marketing & business consulting (coaching) than straight PR these days, but it all has a PR sensibility to it
- 12:38 pm **cherissef:** @EvilPRGuy I agree! You have to know what areas you are strong in. #solopr
- 12:39 pm **MichaelWillett:** Makes lots of sense RT @cherissef Q3 Large part of my focus now is social media-I count it as pr-I spend a lot of time on branding.. #solopr
- 12:39 pm **cherissef:** @Bobbiec Does it seem like you get more business for the business coaching? #solopr
- 12:39 pm **akenn:** Q3: sometimes w/ smaller clients it's a discussion about which marketing efforts are actually more imp than PR for them @ the moment #solopr
- 12:39 pm **robinskann:** RT @BettyEllis:#solopr I've become more of a mgmnt consultant w/PR perspective. All you do/say adds adds to/subtracts from PR image. #solopr
- 12:41 pm **LuAnnGlowacz:** Yes. RT @Bobbiec: #solopr I do more marketing & business consulting than straight PR these days, but it all has a PR sensibility to it.
- 12:41 pm **cherissef:** RT@akenn:Q3:sometimesw/smaller clients its a discussion about which marketing efforts are actuallymore imp thanPR forthem@the moment #solopr
- 12:42 pm **EvilPRGuy:** @cherissef That's both the advantage and disadvantage of being a #solopr People hire you for your strengths, but you may need a hand.
- 12:43 pm **BettyEllis:** PR is at the heart of all business objectives/goals. We just call it messaging. That's why we must be strategic business partners. #solopr
- 12:43 pm **cherissef:** RT @EvilPRGuy:...Thats both the advantage and disadvantage of being a...People hire you for your strengths, but you may need a hand. #solopr
- 12:43 pm **msullivan:** My tip of the day for the #solopr : Delegate. Introduce your mother to the paper shredder. Apparently, they love them. Hours of fun!
- 12:43 pm **cherissef:** Gearing up for Q4...I can't believe how fast this hour goes! #solopr
- 12:44 pm **LuAnnGlowacz:** Can't communicate a client's vision if they aren't clear on it themselves. One reason PR gets pulled into business consulting. #solopr
- 12:44 pm **cherissef:** I like! RT @BettyEllis: PR is at the heart of all business objectives/goals. We just call it messaging.... #solopr
- 12:44 pm **cherissef:** @msullivan That is great! Everyone always wants to help. They are just waiting to be asked! #solopr
- 12:45 pm **BettyEllis:** @EvilPRGuy Yes, we must have a pool of subcontractors/vendors who can join your team when you need a special service/skill #solopr
- 12:45 pm **cherissef:** Q4: What are your key resources you use on a daily basis? Specifically online? Social Media? #solopr
- 12:46 pm **robinskann:** I'm willing to join. Call me. #solopr
- 12:46 pm **robinskann:** Google. #solopr
- 12:47 pm **ruthseeley:** @LuAnnGlowacz Very true re communicating unclear client vision. My Q is: why don't more marketing folks understand value of PR? #solopr
- 12:47 pm **EvilPRGuy:** @BettyEllis Yep. And since most of the media world has been laid off in the last year it's easy to find good people. #solopr

- 12:48 pm **LuAnnGlowacz:** Q4: Tweetdeck, Google Mail and Google Reader, coffee maker. Should use more often: the shower. #solopr
- 12:49 pm **robinskann:** @ruthseeley Because mktng and p.r. are different. I don't get mktng so much. #solopr
- 12:49 pm **EvilPRGuy:** Q4: Basecamp, PitchEngine, GoogleDocs, Bean, Skitch #solopr
- 12:49 pm **cherissef:** Love the coffee maker!RT@LuAnnGlowacz:Q4: Tweetdeck, Google Mail and Google Reader, coffee maker. Should use more often: the shower. #solopr
- 12:50 pm **krisTK:** @LuAnnGlowacz You know you work too much when a shower is highlight of your day. I'm there with you #solopr
- 12:50 pm **cherissef:** RT @cherissef: I like! RT @BettyEllis: PR is at the heart of all business objectives/goals. We just call it messaging.... #solopr
- 12:50 pm **cherissef:** RT @cherissef: Q4: What are your key resources you use on a daily basis? Specifically online? Social Media? #solopr
- 12:50 pm **ruthseeley:** @robinskann Marcomms (PR) supports marketing. But marketers don't seem to realize this! #solopr
- 12:50 pm **cherissef:** LOL! RT @krisTK: @LuAnnGlowacz You know you work too much when a shower is highlight of your day. Im there with you #solopr
- 12:50 pm **akenn:** Loving TweetChat for following #solopr chat today.
- 12:51 pm **BettyEllis:** I hear ya! RT @krisTK: @LuAnnGlowacz You know you work too much when a shower is highlight of your day. I'm there with you #solopr
- 12:51 pm **LuAnnGlowacz:** @ruthseeley I tell clients mrktg seems more importnt bc it ties more directly to sales. But mrktg has no legs to stand on w/out PR #solopr
- 12:51 pm **Rachel_366:** Forgot the hashtag! Q4: Tweetdeck, ActiveCollab and GoogleDocs is a lifesaver-literally! #solopr
- 12:51 pm **juliebonnheath:** Q4: Twitter, Facebook, Linked In, Freshbooks, My bank's website. LOL. #solopr
- 12:51 pm **cherissef:** @EvilPRGuy What are skitch and beans? #solopr
- 12:51 pm **EvilPRGuy:** I think that's off base. Many of the newer, smaller digital agencies definitely 'get' pr #solopr
- 12:51 pm **rockstarjen:** Q4 RSS (Google Reader) is my friend. #solopr
- 12:52 pm **cherissef:** RT @Rachel_366: Forgot the hashtag! Q4: Tweetdeck, ActiveCollab and GoogleDocs is a lifesaver-literally! #solopr
- 12:52 pm **MichaelWillett:** RT @LuAnnGlowac Can't communicate client vision if they aren't clear on it themselves-A reason PR pulled into business consulting #solopr
- 12:52 pm **cherissef:** Q4: Tweetdeck...google reader...email! #solopr
- 12:52 pm **cherissef:** My fave! RT @rockstarjen: Q4 RSS (Google Reader) is my friend. #solopr
- 12:53 pm **moxiePR:** Q4: twidroid, gmail, fashionweekdaily.com, theybf.com, and my ipod #solopr
- 12:53 pm **goldinpr:** Q4: #solopr Tweetdeck, Bloglines, Skype, IM, Google Docs...and agree with @LuAnnGlowacz, coffee maker is very imp!! LOL.
- 12:53 pm **cherissef:** Q4: See a lot of Google Docs..How are you using it? #solopr
- 12:53 pm **EvilPRGuy:** @cherissef Skitch is a web based screen grabber (great for clips), Bean is an open source txt editor, light, fast, no bloat. #solopr
- 12:54 pm **ShannonRenee:** @sarahdawley so, mentor by stalking???? #solopr
- 12:54 pm **SarahDawley:** Q4: Twitter, the local news, Google Reader/Docs and an astounding number of blogs to entertain, inspire and motivate me. #solopr
- 12:54 pm **ruthseeley:** In serious answer to Q4: Google Alerts & Twitter. RSS feed I've set up is scarily daunting these days. #solopr
- 12:54 pm **cherissef:** @EvilPRGuy Thanks! I'll have to check those out. #solopr
- 12:54 pm **BettyEllis:** #solopr Q4: Google, TweetDeck groups/hashtag chats, searches, email subsriptions to daily news feeds, RSS feeds, Facebook posts, LinkedIn

- 12:54 pm **LuAnnGlowacz:** It's been nearly three days since I showered. That's dedication. #solopr
- 12:55 pm **hashtager:** # RT @Rachel_366: Forgot the hashtag! Q4: Tweetdeck, ActiveCollab and GoogleDocs is a lifesaver-literally! #solopr
- 12:55 pm **ruthseeley:** Tools PR folks use: RT@LuAnnGlowacz:Q4: Tweetdeck, Google Mail and Google Reader, coffee maker. Should use more often: the shower. #solopr
- 12:55 pm **moxiePR:** I need to get into google reader #solopr
- 12:55 pm **JasonKeeling:** #SoloPR | Key online resources I use on daily basis: Google.com, Google Alerts, @Firefox browser, @WordPress content management, & Gmail.
- 12:56 pm **cherissef:** @LuAnnGlowacz I love your brutal honesty! I like how we keep it real on here. :) #solopr
- 12:56 pm **SunRiseCom:** Me too. RT @moxiePR: I need to get into google reader #solopr
- 12:56 pm **Rachel_366:** Q4: I use GoogleDocs to share files with collaborators. Often I use spreadsheets. Much more efficient than e-mailing #solopr
- 12:56 pm **cherissef:** Has anyone checked out Google Wave? #solopr
- 12:57 pm **cherissef:** RT @Rachel_366: Q4: I use GoogleDocs to share files with collaborators. Often I use spreadsheets. Much more efficient than e-mailing #solopr
- 12:57 pm **moxiePR:** Seeing google docs too. Can some fill me in on how they use it? #solopr
- 12:57 pm **robinskann:** @cherissef No. What is it? #solopr
- 12:58 pm **LuAnnGlowacz:** Oh, and then @JennaSnacks just sends this out: A Clean (Smelling) Workplace Increases Fairness and Generosity <http://bit.ly/4dNayX> #solopr
- 12:58 pm **robinskann:** Have to bail, folks. Another good one. Thanks. Kate #solopr
- 12:59 pm **ruthseeley:** @cherissef I gave my Google Wave invite to a journalist. Hopefully he'll explain to me how it works. :) #solopr
- 12:59 pm **cherissef:** @robinskann Well, I have not really figured out how to use it. It is in the testing stages, but a way to share content with others. #solopr
- 12:59 pm **LuAnnGlowacz:** Nope. Not sure #solopr pros are represented on the invite list:) RT @cherissef: Has anyone checked out Google Wave?
- 12:59 pm **rockstarjen:** Off to take a call. Have a great day everyone! #solopr
- 1:00 pm **moxiePR:** RT @cherissef Q4: See a lot of Google Docs..How are you using it? #solopr *diddo*
- 1:00 pm **cherissef:** Thanks for a great chat once again! Thanks for all the new pros that joined us this week. Same time and place next week! #solopr
- 1:00 pm **goldinpr:** My first experience with #solopr rocked! What an amazing group, with incredibly helpful insights! Will definitely join next week.
- 1:00 pm **BettyEllis:** @LuAnnGlowacz I hear ya! I've also found that when under intense deadlines a week can go by without actually leaving my house. #solopr
- 1:00 pm **cherissef:** Don't forget to keep chatting using the hashtag during the week! #solopr
- 1:01 pm **rockstarjen:** @cherissef thanks for moderating! #solopr
- 1:01 pm **cherissef:** @LuAnnGlowacz I can't figure out how to use the thing...but sounds like a good idea. #solopr
- 1:01 pm **EvilPRGuy:** @LuAnnGlowacz Yeah, Google Wave has a lot of potential. It's like the best of BaseCamp/Gmail/Dropbox Lovin' it so far #solopr
- 1:01 pm **Rachel_366:** Great chat! Hope everyone has a good day and see you all next week #solopr
- 1:01 pm **SunRiseCom:** Enjoyable chat. Enjoy the rest of your day everyone. #solopr
- 1:01 pm **Bill_Green:** Q4: Dropbox is great as a filesaver. Google Docs for real time collaboration. Skype. Google wave has potential. #solopr
- 1:01 pm **SarahDawley:** @ShannonRenee Yep! Socially acceptable stalking though, lol. Just meant that you can learn from ppl without having coffee w/them. #solopr

1:01 pm **cherissef:** @rockstarjen It was fun! Thanks! #solopr

1:02 pm **LuAnnGlowacz:** @moxiePR If you collaborate a lot of word documents or use multiple computers, Google docs is a good place to store your work. #solopr

1:02 pm **cherissef:** RT @Bill_Green: Q4: Dropbox is great as a fileserver. Google Docs for real time collaboration. Skype. Google wave has potential. #solopr

1:02 pm **cherissef:** @EvilPRGuy Can you become one of my contacts on google wave? #solopr

1:02 pm **ShannonRenee:** @sarahdawley LOL...I got you, it was just funny to see it writing #solopr

1:02 pm **jenmitch:** I have. Are you on it? RT @cherissef: Has anyone checked out Google Wave? #solopr

1:03 pm **moxiePR:** Learned a lot about the different "google" services thanks you guys #solopr

1:03 pm **LuAnnGlowacz:** @EvilPRGuy I have a feeling I'll like it. I tend to be happy with everything Google. #solopr

1:03 pm **markrobertspr:** I spent the chat asking @KrisTK questions. Wish you could have listened in to our #solopr chat! She's great!

1:04 pm **LuAnnGlowacz:** Thanks @cherissef for moderating! I promise I'll shower before the next #solopr

1:05 pm **cherissef:** @jenmitch I am on it, but I still learning it. Can you be one of my contacts? #solopr

1:06 pm **cherissef:** @LuAnnGlowacz Thanks! We will all appreciate it...wait...it does not matter...so don't push yourself too hard! LOL :) #solopr

1:06 pm **goldinpr:** @cherissef thanks for moderating! Loved my first experience with #solopr chat... great questions for discussion, thx again.

1:07 pm **ruthseeley:** Thanks to @cherissef for moderating #solopr this week. Interesting to see how the chat changes based on who participates, but always fun.

1:07 pm **cherissef:** @goldinpr Thanks for joining in! #solopr

1:07 pm **wvpmc:** thanks all - had to duck out to respond to a client need - great convo, as always! + great job moderating thx @cherissef #solopr

1:08 pm **MissMobley2U:** Mad I missed this #solopr chat! Is it every Wednesday at one? #solopr

1:08 pm **cherissef:** @wvpmc Thanks! #solopr

1:09 pm **cherissef:** @MissMobley2U Yes...it is every Wed. 1 to 2 pm EST...stay tuned for the transcript. I hope you can join us next week. #solopr

1:09 pm **LuAnnGlowacz:** @MissMobley2U **1pm ET** #solopr

1:10 pm **MichaelWillett:** Yes! RT @ruthseele Thanks to @cherissef 4 moderating #solopr Interesting to see how chat changes based on who participates, but always fun

1:15 pm **BettyEllis:** @cherissef Great session! Thanks. Add to Q4: Yousendit.com for emailing very large files without hassles. Better than an FTP site. #solopr

1:16 pm **JasonKeeling:** #SoloPR | Some useful tips on story pitching to journalists | <http://is.gd/4G8GF> by @JeremyPorter

1:25 pm **cherissef:** Here is the transcript for today's #solopr chat. <http://bit.ly/1v230y> Thanks!

1:33 pm **robinskann:** @cherissef Nice job! #solopr

1:42 pm **shonali:** Another question: #solopr pros, do you use online billing services/software? Pros/cons/recos? #fb

1:50 pm **DonnaPapacosta:** @shonali I don't use online billing sw because I can't find one that handles multiple currencies. #solopr

1:51 pm **shonali:** @DonnaPapacosta Huh. Interesting. Right now I just need to handle USD. #solopr

1:53 pm **VanessaFrench:** RT @cherissef: Here is the transcript for today's #solopr chat. <http://bit.ly/1v230y> Thanks!

3:26 pm **KellyeCrane:** Thanks to Cherrisse for moderating today! RT @cherissef: Here is the transcript for today's #solopr chat. <http://bit.ly/1v230y> Thanks!

3:37 pm **KellyeCrane:** [@ruthseeley](#) [@cherissef](#) Thanks, guys - I can tell it was another terrific convo. #solopr pros rock!

4:37 pm **krisTK:** Had a great lunch and F2F discussion w [@markrobertspr](#) about building a #solopr biz. Smart guy w lots of talent, good ideas.

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