



Transcript from February 10, 2010 to February 10, 2010

All times are Pacific Time

February 10, 2010

- 12:25 am **amynolanapr:** RT @KellyeCrane Whoa- it's already the end of Tuesday. #solopr is tomorrow (1-2pmET)! Let me know if you have Qs (if you need anonymity, DM)
- 12:45 am **lisavielee:** @KellyeCrane Thank you so much for all the advice on tweet chats. Just finished the first one for client & they were very happy. #solopr
- 1:56 am **ks_austin:** Good advice: How to Succeed in the Age of Going Solo <http://on.wsj.com/d87Gv7> #solopr #pr
- 1:30 pm **Mikinzie:** (New GUEST Post) 5 Tips for Planning Your First Press Conference by @samemac <http://bit.ly/9GxBUz> #PRStudChat #Brazen #jourmchat #solopr
- 3:05 pm **Mikinzie:** (New Post) 5 Tips for Planning Your First Press Conference by @samemac <http://bit.ly/9GxBUz> #PRStudChat #Brazen #solopr
- 3:34 pm **amynolanapr:** Bummed that I'll miss #solopr chat today. But excited to have lunch with a dear PR friend from DC who's in town this week.
- 3:45 pm **KellyeCrane:** Today's #solopr chat will be another great one. If you're interested in independent PR consulting, join us from 1-2pm ET
- 3:45 pm **allenmireles:** RT @KellyeCrane: Today's #solopr chat will be another great one. If you're interested in independent PR consulting, join us from 1-2pm ET
- 3:49 pm **SoloDovePR:** RT @KellyeCrane: Today's #solopr chat will be another great one. If you're interested in independent PR consulting, join us from 1-2pm ET
- 3:50 pm **WalkerNEWS:** @SoloDovePR Today's #solopr chat will be another great one. If you're interested in independent PR consulting, join us from 1-2pm ET
- 4:02 pm **MSBeachPRAM:** Indy PR pros, join #solopr chat today from 12-1 p.m. CST.
- 4:11 pm **abeckwith:** RT @MSBeachPRAM: Indy PR pros, join #solopr chat today from 12-1 p.m. CST.
- 4:24 pm **MarchellGillis:** Great read for new consultants RT ks_austin How to Succeed in the Age of Going Solo <http://on.wsj.com/d87Gv7> #solopr #pr #in
- 4:25 pm **stephmajercik:** RT @Mikinzie (New Post) 5 Tips for Planning Your First Press Conference by @samemac <http://bit.ly/9GxBUz> #PRStudChat #Brazen #solopr
- 4:25 pm **MarchellGillis:** Great read for new consultants RT @ks_austin How to Succeed in the Age of Going Solo <http://on.wsj.com/d87Gv7> #solopr #pr #in
- 4:55 pm **rmpapag:** RT @AmberCadabra 3 Reasons Expertise Costs Money <http://bit.ly/bPgr2h> #solopr is not free and it sometimes your clients need a reminder
- 5:06 pm **SarahDawley:** In advance of our weekly #solopr chat.. RT @missjennybar How to Succeed in the Age of Going Solo - WSJ.com: <http://bit.ly/ci6A0c>
- 5:11 pm **coworkYYC:** RT @sarahdawley In adv of our weekly #solopr chat.. RT @missjennybar How to Succeed in the Age of Going Solo - WSJ.com <http://bit.ly/ci6A0c>
- 5:26 pm **MichaelWillett:** RT @stephmajercik RT @Mikinzie 5 Tips for Planning First Press Conference by @samemac <http://bit.ly/9GxBUz> #PRStudChat #Brazen #solopr
- 5:29 pm **amynolanapr:** New PProSeeds blog post - Mission Entrepreneurship: Branding Yourself for the 21st Century. <http://bit.ly/d9IM7A> #solopr
- 5:29 pm **MichaelWillett:** RT @SarahDawley In advance of weekly #solopr chat. RT @missjennybar How to Succeed in the Age of Going Solo @WSJ <http://bit.ly/ci6A0c>

5:30 pm **mdbarber**: Just 30 minutes until #solopr. Will you be there? Great chance to get your questions answered about being a solo PR professional.

5:33 pm **MichaelWillett**: RT @rmpapag RT @AmberCadabra 3 Reasons Expertise Costs \$ <http://bit.ly/bPgr2h> #solopr is not free-sometimes your clients need a reminder

5:48 pm **amynolanapr**: RT @MichaelWillett: RT @rmpapag RT @AmberCadabra 3 Reasons Expertise Costs \$ <http://bit.ly/bPgr2h> #solopr is not free!

5:56 pm **amynolanapr**: Sorry I'll miss #solopr today. I'm sure it'll be another round of sound advice & encouragement. Catch you next week!

5:58 pm **krisTK**: Almost time for this week's #solopr for PR consultants and freelancers. Noon CT Wednesdays.

5:58 pm **krisTK**: @amynolanapr We'll miss you. Hope you're having another good week. #solopr

6:00 pm **karensxim**: Followers, headed into #solopr chat 4 next hour, will be tweeting more than usu. pls mute if needed, or join via tweetchat #solopr

6:00 pm **shonali**: OK, I'm heading to #soloPR now, I miss my solo peeps. Snooze me if I'm too talkative. #fb

6:00 pm **VirtuelMC**: will be in & out od #solopr as I prep to see a client at 11am ;)

6:01 pm **mdbarber**: @amynolanapr Have a great get together with you friend. We'll catch you later. #solopr

6:01 pm **PRjeff**: Ditto. RT @karensxim: Followers, headed into #solopr chat 4 next hour, mute if needed, or join via tweetchat #solopr

6:02 pm **jesslaw**: New to #solopr this week! Jessica Lawlor, student at Temple University, #solopr

6:02 pm **KellyeCrane**: Hello and welcome to this week's #solopr chat, for those in and interested in PR consulting. If you're joining, please say hello #solopr

6:03 pm **stpaulgal49**: #solopr Do I need to do something other than tweet normally to participate in the #solopr discussion (other than be on the right page)?

6:03 pm **PRjeff**: Welcome! RT @jesslaw: New to #solopr this week! Jessica Lawlor, student at Temple University #solopr

6:03 pm **KellyeCrane**: Welcome! Saw you had some recent solo success. RT @jesslaw: New to #solopr this week! Jessica Lawlor, student at Temple University #solopr

6:03 pm **krisTK**: Hello. I'm based in south MS but work on projects all over. 20 yrs in PR, six as indy, APR. Looking forward to another great #solopr

6:03 pm **jesslaw**: @PRjeff thanks..looking forward to learning from you all! #solopr

6:04 pm **karensxim**: @jesslaw Welcome Jessica! #solopr

6:04 pm **jesslaw**: @KellyeCrane Yes I did! Thanks so much for the welcome. #solopr

6:04 pm **shonali**: @stpaulgal49 It helps if you use Tweetgrid.com to follow/respond, that's what I do. #soloPR

6:04 pm **mdbarber**: Good morning everyone from Anchorage, AK. Almost 10 year solo pr; 30+ as PR pro. Looking forward to sharing again today. #solopr

6:04 pm **KellyeCrane**: @stpaulgal49 Nothing but tweeting, though you may want to try Tweetchat - easier to follow #solopr

6:04 pm **rmpapag**: Hello #solopr peeps, looking forward to a great hour.

6:04 pm **shonali**: @jesslaw Excellent, good to see you here! #soloPR

6:05 pm **PRjeff**: Greetings - Based in #Phx, but clients nationwide. Solo approx. 15 of my 22 yrs in PR. #solopr

6:05 pm **KellyeCrane**: FYI- If you're a lurker because you're still employed, know that you can DM me Qs and will be confidential. #solopr

6:05 pm **KellyeCrane**: Q1: What advice do chatters have for switching industries- e.g. B2B to consumer PR? #solopr

- 6:05 pm **alexiaharris**: Joining #solopr. Alexia from Akron, Ohio. Creative sage, strategic thinker and lover of all things PR and social media.
- 6:06 pm **stpaulgal49**: I'm on Tweetchat, now I get it! My first foray into this kind of dialogue. Cool! #solopr
- 6:06 pm **mdbarber**: If you're lurking and not sure you can/should join in, please do. It's the sharing that makes this a great chat. #solopr
- 6:06 pm **GeriRosman**: Greetings from snowy NJ! #solopr
- 6:06 pm **shonali**: RT @KellyeCrane: Q1: What advice do chatters have for switching industries- e.g. B2B to consumer PR? #soloPR
- 6:06 pm **markrobertspr**: I know a group of solo PR experts who always have the right answers. Go to #solopr chat.
- 6:06 pm **KateRobins**: Sorry I'm late. Got whirled around in the on-line bowl. Focus...Focus... #solopr
- 6:07 pm **karensxim**: Hello, Karen Swim (yes that's really my last name) solo writer/marketer from Michigan #solopr
- 6:07 pm **luannsaid**: Hi! A little late. #solopr pro in Austin, TX.
- 6:07 pm **PRjeff**: RT @markrobertspr: I know a group of solo PR experts who always have the right answers. Go to #solopr chat. #solopr
- 6:07 pm **lisavielee**: Joining #solopr a little late today...
- 6:07 pm **karensxim**: RT @shonali: RT @KellyeCrane: Q1: What advice do chatters have for switching industries- e.g. B2B to consumer PR? #solopr
- 6:07 pm **KCDPR**: Re@KellyeCrane : Get on top of trade news/reading trade publications in new industry #solopr
- 6:07 pm **KellyeCrane**: Thanks, Mark! RT @markrobertspr: I know a group of solo PR experts who always have the right answers. Go to #solopr chat. #solopr
- 6:07 pm **LScribner**: Hello from San Diego! #solopr pro with tech bkgnd
- 6:07 pm **KellyeCrane**: @stpaulgal49 Great - glad you like it! #solopr
- 6:08 pm **stpaulgal49**: Hi all from Minnesota. Yes, I'd rather be in Arizona. Anybody need help in AZ?? ;-)#solopr
- 6:08 pm **KellyeCrane**: Good advice: RT @KCDPR: Q1: Get on top of trade news/reading trade publications in new industry #solopr
- 6:08 pm **KCDPR**: Hi all #solopr gang -- here in sunny San Diego, wish i had a snow day today :)
- 6:08 pm **svcathy**: @KellyeCrane Hello - joining #solopr from Silicon Valley.
- 6:08 pm **shonali**: Re: Q1, I think like anything else, you have to educate yourself. Research, listen, watch, get to know people in that area. #soloPR
- 6:08 pm **denmeister**: Hi from foggy California - Trying to round up courage to go solo. #solopr
- 6:09 pm **KateRobins**: I'm searching for #solopr live on TweetGrid Search - <http://tweetgrid.com/search?q=%23solopr>
- 6:09 pm **GeriRosman**: Q1: Likely easier to start w/1-2 smaller consumer clients than pursue big ones initially. Gain experience, credibility #solopr
- 6:09 pm **krisTK**: Q1: Timely question. Newest client focuses on trade pubs, not consumer. Don't want editors to get sick of me. #solopr
- 6:09 pm **LScribner**: Q1. Coming from a B2B bkgnd myself, I don't feel the jump to B2C is huge, but blogger relationships are much more important #solopr
- 6:09 pm **luannsaid**: Q1: If ur switching industries, you prob. have at least one client there. Get inside their heads & learn about the culture frm them. #solopr
- 6:09 pm **annvidean**: Glad to be participating in #solopr chat from Mesa, AZ.
- 6:09 pm **stpaulgal49**: I'm interested to know how many of us typically work on monthly retainers, and how many of us rely on projects billed hourly? #solopr

- 6:09 pm **Narciso17:** @KellyeCrane Q1: Keep It Relevant & About Providing Value. 4get Abt Trying 2 Sound Like an 'Expert' - Ur Client is 'The Expert' #solopr
- 6:09 pm **damnedhead:** hi from Detroit - I just sat down at my puter & followed @karensim in here #solopr
- 6:09 pm **lisavielee:** RT GeriRosman: Q1:Likely easier to start w/1-2 smaller consumer clients than pursue big ones initially. Gain experience, credibility #solopr
- 6:09 pm **mdbarber:** Q1 -- Biggest thing in switching from 1 specialty to another is understanding of the industry. Network with other pros in area. #solopr
- 6:10 pm **CathyWebSavvyPR:** RT @stpaulgal49: I'm interested to know how many of us typically work on monthly retainers, and how many of us rely on projects billed hourly? #solopr
- 6:10 pm **KellyeCrane:** Q1: It's great if you have opportunities to move laterally into the area. For ex., work with companies that do both B2B and B2C. #solopr
- 6:10 pm **karensim:** Research the market, connect with others in space, don't be afraid to leverage your unique perspective #solopr
- 6:10 pm **krisTK:** Q1: Set up Alerts, RSS feeds for new industry. Identify the players, issues. #solopr
- 6:10 pm **KateRobins:** Q1 Find a safe place to make benign mistakes #solopr
- 6:10 pm **MichaelWillett:** Yes, indeed! RT @KellyeCrane Good advice: RT @KCDPR Q1: Get on top of trade news/reading trade publications in new industry #solopr
- 6:10 pm **KellyeCrane:** @damnedhead Hey DRH! Long time no speak - glad to have you join. #solopr
- 6:10 pm **luannsaid:** @krisTK Trade editors LOVE repeat contributors who are smart & helpful. They'll be your best friends. #solopr
- 6:10 pm **JoeCascio:** Hi from snowy CT. I'm a software developer looking to understand needs in the PR biz. #solopr
- 6:10 pm **karensim:** @damnedhead lol! Hi *waving and smiling* now this gets really good, yay you're here! #solopr
- 6:10 pm **KeeyanaHall:** About to join #solopr for the first time!
- 6:10 pm **SoloDovePR:** helloo fellow PR pros.. hope the snow isnt getting you down #solopr ..Sandra freelance Publicist NJ
- 6:10 pm **GeriRosman:** retainer. I'm lucky. Only take projects recommended from contacts so I know I'll get paid #solopr
- 6:10 pm **NahumG:** RT @shonali: Re: Q1, I think like anything else, you have to educate yourself. Research, listen, watch, get to know people in that area. #soloPR
- 6:11 pm **Narciso17:** @KellyeCrane Q1: Get Well Read Enough to be Dangerous, but Not an 'Expert' - Pave the Way 4 Ur Clients to 'Close the Deal' #solopr
- 6:11 pm **mdbarber:** @KateRobins Making those benign mistakes is always key to success isn't it! #solopr
- 6:11 pm **damnedhead:** @karensim aww, shucks. #solopr
- 6:11 pm **karensim:** @KeeyanaHall Welcome aboard! #solopr
- 6:11 pm **shonali:** Also re: Q1, I think people forget asking is very powerful. Want to switch? ASK for advice. ASK for contacts. ASK for help. #soloPR
- 6:11 pm **rjdavila:** True! RT @luannsaid: @krisTK Trade editors LOVE repeat contributors who are smart & helpful. They'll be your best friends. #solopr
- 6:11 pm **CathyWebSavvyPR:** RT @luannsaid: @krisTK Trade editors LOVE repeat contributors who are smart & helpful. They'll be your best friends. #solopr
- 6:11 pm **PRjeff:** Q1: If you switch industries, make sure you have a passion 4 that industry, along with the knowledge of it #solopr
- 6:11 pm **mdbarber:** Welcome to all the new "faces" today. #solopr
- 6:11 pm **luannsaid:** Love that. RT @KateRobins: Q1 Find a safe place to make benign mistakes #solopr

- 6:11 pm **damnredhead:** @KellyeCrane thanks, glad to be here. I just kinda found myself here. #solopr
- 6:11 pm **lisavielee:** @shonali You are right! It never hurts to ask! #solopr
- 6:11 pm **karensxim:** RT @KateRobins: Q1 Find a safe place to make benign mistakes (wise words) #solopr
- 6:11 pm **wordymouth:** RT @Narciso17: @KellyeCrane Q1: Get Well Read Enough to be Dangerous, but Not an 'Expert' - Pave the Way 4 Ur Clients to 'Close the Deal' #solopr
- 6:12 pm **MichaelWillett:** RT @KellyeCrane Q1: Great to have opportunities to move laterally into the area. EG work with comapanies that do both B2B & B2C . #solopr
- 6:12 pm **mdbarber:** RT @shonali: Also re: Q1, People forget asking is very powerful. Want to switch? ASK for advice. ASK for contacts. ASK for help. #solopr
- 6:12 pm **KellyeCrane:** Q1: If you can do activities with current clients that appeal to B2C cos, like social media, etc - can show relevant experience #solopr
- 6:12 pm **CathyWebSavvyPR:** @luannsaid all editors love PR peeps/contributers who are smart and reliable - agreed #solopr
- 6:12 pm **KateRobins:** @mdbarber Been in this racket 20 years, solo for a coupla months and could write a book about the latter. #solopr
- 6:12 pm **stpaulga49:** I agree, client is expert; listening to clients discuss their industry and asking questions is the fastest & surest way to learn. #solopr
- 6:12 pm **NahumG:** RT @shonali: RT @KellyeCrane: Q1: What advice do chatters have for switching industries- e.g. B2B to consumer PR? #soloPR
- 6:12 pm **hdbbstephen:** RT @karensxim: Research the market, connect with others in space, don't be afraid to leverage your unique perspective #solopr
- 6:12 pm **rexx:** @JoeCascio Nice to see other developers! What kind of software are you building? #solopr
- 6:12 pm **cherissef:** I am actually home today, going to try and join #solopr. It has been a long time. #solopr
- 6:12 pm **damnredhead:** this looks helpful/informative. I'm thinking about switching industries myself. I'm kinda (read: VERY) bored. #solopr
- 6:13 pm **karensxim:** @hdbbstephen Hey new photo? I like it! :-)) #solopr
- 6:13 pm **KellyeCrane:** RT @shonali: Q1, I think like anything else, you have to educate yourself. Research, listen, watch, get to know people in that area #solopr
- 6:13 pm **krisTK:** Q1: Two resources I've found helpful: LinkedIn for Q&A and Group Discussions and PRSA's Prof Resource Center (PRC) award summaries #solopr
- 6:13 pm **luannsaid:** @PRjeff Easy for me to be passionate about ANY industry as long as my client is passionate. #solopr
- 6:13 pm **KellyeCrane:** FYI- If you have Qs, @ or DM me and I'll add them to the list #solopr
- 6:13 pm **PRPiper:** Joining #solopr a little late today - can't even blame it on the snow down here in Florida. :)
- 6:13 pm **TMariePR:** Time for #solopr Hey Guys! Detroit PR Pro here!!
- 6:13 pm **Narciso17:** @KellyeCrane Great Points Fm @shonali - ALSO, Ask Clients What Media is Important to Them...?...What's a HomeRun 4 Them? #solopr
- 6:13 pm **KateRobins:** @NahumG Listen to learn. Then apply what you bring to what you didn't already know. And keep listening. #solopr
- 6:13 pm **CathyWebSavvyPR:** I'm getting real-time search results at TweetGrid <http://tweetgrid.com/> #solopr
- 6:14 pm **stpaulga49:** @krisTK I second that. I've found LinkedIn connections extremely helpful in finding resources and getting advice. #solopr
- 6:14 pm **KeeyanaHall:** @karensxim Thanks! Glad to be here...I'm very excited! #solopr
- 6:14 pm **LScribner:** Q1 I actually find consumer tech much more fun than B2B tech, which is mired in traditional PR practices pretty much #solopr

- 6:14 pm **PRjeff:** RT @krisTK: Q1: 2 resources Ive found helpful: Linkedin 4 Q&A & Group Discussions & PRSAs Prof Resource Center (PRC) award summaries #solopr
- 6:14 pm **KellyeCrane:** RT @krisTK: Q1: 2 resources Ive found helpful: Linkedin for Q&A/ Group Discussions and PRSAs Prof Resource Ctr (PRC) award summaries #solopr
- 6:14 pm **CathyWebSavvyPR:** RT @KellyeCrane: Q1: What advice do you have for switching industries- e.g. B2B to consumer PR? #solopr
- 6:14 pm **CathyWebSavvyPR:** RT @stpaulgal49: @krisTK I second that. I've found LinkedIn connections extremely helpful in finding resources and getting advice. #solopr
- 6:14 pm **rmpapag:** I am the same way @luannsaid RT @PRjeff Easy for me to be passionate about ANY industry as long as my client is passionate. #solopr
- 6:14 pm **TMariePR:** Just about to eat lunch, turn on School Daze and get into #solopr
- 6:14 pm **karenswym:** Q1: I'm a huge fan of combining industry knowledge w/outside prevents echo chamber effect #solopr
- 6:14 pm **damnredhead:** thanks for reminding me about LI - I'm guilty of neglecting it big time. #solopr
- 6:14 pm **CathyWebSavvyPR:** RT @KellyeCrane: FYI- If you're a lurker because you're still employed, know that you can DM me Qs and will be confidential. #solopr
- 6:15 pm **shonali:** Re: Q1 Sometimes switching industries is catch-22 if you don't have experience. Consider pro bono projects to build your portfolio. #soloPR
- 6:15 pm **KateRobins:** @luannsaid Right. I can work for anyone who believes in their work, is honest, and it's all legal. A lot out there to learn. #solopr
- 6:15 pm **rexr:** @LScribner Very keen observation. I wonder why B2B takes longer to change. #solopr
- 6:15 pm **KellyeCrane:** True! RT @PRjeff: Q1: If you switch industries, make sure you have a passion 4 that industry (along with the knowledge of it) #solopr
- 6:15 pm **krisTK:** @luannsaid Thanks. I worry. Don't want to be the PR pro that makes them roll eyes and groan. #solopr
- 6:15 pm **KeeyanaHall:** @TMariePR Nice to see you here :) #solopr
- 6:15 pm **KateRobins:** @CathyWebSavvyPR I'm always up for dicussions about subbing. #solopr
- 6:15 pm **rockstarjen:** Not gonna make #solopr chat today! :(If you're even remotely interested i going solo, you should join @KellyeCrane & crew right now.
- 6:16 pm **luannsaid:** Yep. I find bloggers to be the most insightfully passionate players in any industry. Follow key ones & you'll learn the issues fast. #solopr
- 6:16 pm **NicolePRxec:** RT @KellyeCrane: Q1: What advice do chatters have for switching industries- e.g. B2B to consumer PR? #soloPR
- 6:16 pm **moxiePR:** RT @TMariePR Just about to eat lunch, turn on School Daze and get into #solopr |ooohhh I'm jealous!
- 6:17 pm **KateRobins:** @shonali Yes. And loads of humility. Sub contract gigs help you learn fast, keep you on track, and accountable. #solopr
- 6:17 pm **CathyWebSavvyPR:** @KateRobins I was RTing the moderator, that ppl could ask questions confidentially :) #solopr
- 6:17 pm **mdbarber:** Q1 – Remember also that the fundamentals of the profession are the same no matter your specialty. More is the same than different. #solopr
- 6:17 pm **stpaulgal49:** It seems to me that skills and competencies are transferable to any field; I've always had to learn my clients' biz end to end. #solopr
- 6:17 pm **NicolePRxec:** RT @shonali: Re: Q1 Sometimes switching industries is catch-22 if u don't have exp. Consider probono projects 2 build ur portfolio. #soloPR
- 6:17 pm **damnredhead:** I'm always searching for something different because I get bored easily & tire of echo-chamber B.S. #solopr
- 6:17 pm **alisonlaw:** Hi, all! I'm late but happy to make it to today's #solopr chat. Intro: Alison Law, celebrating 2 years of solo PR-dom this month in Atlanta.

- 6:17 pm **annvidian:** @rockstarjen RT #solopr chat: If you're even remotely interested i going solo, you should join @KellyeCrane & crew right now.
- 6:17 pm **annebentley:** Hello PR pros! Anne from Northern VA joining. #solopr
- 6:17 pm **shonali:** RT @mdbarber: Q1 Remember that the fundamentals of the profession are same no matter your specialty. More is same than different. #soloPR
- 6:17 pm **CathyWebSavvyPR:** @KateRobins but let's chat - subbing isn a good #solopr chat topic - when workload gets busy - good 2 have peeps to pll in
- 6:18 pm **karensim:** RT @stpaulgal49: ... skills and competencies are transferable to any field; Ive always had to learn my clients biz end to end. #solopr
- 6:18 pm **LScribner:** @rexr I think the B2B target audience is narrower so PR strategy/tactics follow suit #solopr
- 6:18 pm **KateRobins:** @rexr Because they don't feel the consumer heat. Can believe their own p.r. until something really, really big happens. #solopr
- 6:18 pm **stpaulgal49:** @alisonlaw I've been solo for ten years, never going back to partners or employees. Life is so simple now! #solopr
- 6:19 pm **KateRobins:** @CathyWebSavvyPR Was that an is or isn't? We'll pick it up later. :) #solopr
- 6:19 pm **shonali:** Me too. RT @stpaulgal49: Skills, competencies are transferable to any field; I've always had to learn clients' biz end-end. #soloPR
- 6:19 pm **CathyWebSavvyPR:** RT @stpaulgal49: @alisonlaw I've been solo for ten years, never going back to partners or employees. Life is so simple now! #solopr
- 6:19 pm **annvidian:** @stpaulgal49 Love this simple life. I relate - solo for 14 years. #solopr
- 6:19 pm **krisTK:** RT @mdbarber: Q1 -- Remember fundamentals of profession are the same no matter your specialty. More same than different #solopr
- 6:19 pm **LauraScholz:** Jumping in late to #solopr
- 6:20 pm **KateRobins:** RT @annvidian: @rockstarjen RT #solopr chat: If you're even remotely interested i going solo, you should join @KellyeCrane & crew right now.
- 6:20 pm **CathyWebSavvyPR:** @KateRobins sorry and "is" #solopr yes - later
- 6:20 pm **luannsaid:** @LScribner I agree. Consumer market is huge...need to find a niche there & once you've done that, similar to focused B2B #solopr
- 6:20 pm **stina6001:** RT @Narciso17: @KellyeCrane Great Points Fm @shonali - ALSO, Ask Clients What Media is Important to Them?...What's a HomeRun 4 Them? #solopr
- 6:20 pm **CathyWebSavvyPR:** RT @LScribner: @rexr I think the B2B target audience is narrower so PR strategy/tactics follow suit #solopr
- 6:21 pm **KellyeCrane:** Q2: How do you balance the tax/financial planning side of their business (since tax man = tax returns only) #solopr
- 6:21 pm **SoloDovePR:** RT @PRjeff: Q1: If you switch industries, make sure you have a passion 4 that industry (along with the knowledge of it) #solopr
- 6:21 pm **karensim:** RT @KellyeCrane: Q2: How do you balance the tax/financial planning side of their business (since tax man = tax returns only) #solopr
- 6:21 pm **cherissef:** RT @KellyeCrane: Q2: How do you balance the tax/financial planning side of their business (since tax man = tax returns only) #solopr
- 6:21 pm **BettyEllis:** Agree! RT @mdbarber: Q1 Fundamentals of the profession are the same no matter your specialty. More is the same than different. #solopr
- 6:21 pm **svcathy:** @KellyeCrane Q1 Agree w/ @shonali - take on pro bono opps when u can. Strike up conversations w/ those of influence in the industry #solopr
- 6:22 pm **CathyWebSavvyPR:** @LScribner Q1 Agreed - the basic skills and tools translate form B2C & B2B, but we need to adapt/learn/tweak 2 new indistyr #solopr
- 6:22 pm **shonali:** RT @KellyeCrane: Q2: How do you balance the tax/financial planning side of their business (since tax man = tax returns only) #soloPR

- 6:22 pm **stpaulgal49:** @krisTK @mdbarber I agree, fundamentals are crucial. Writing/editing most important in my book, then production, media relations. #solopr
- 6:22 pm **Narciso17:** Thx 4 Sharing That @stina6001 - Just b/c u may get something in a high Circ. paper, It May Not Necessarily Affect Ur Client's Sales #solopr
- 6:22 pm **CathyWebSavvyPR:** RT @KellyeCrane: Q2: How do you balance the tax/financial planning side of their business (since tax man = tax returns only) #solopr
- 6:22 pm **BettyEllis:** Yes! RT @stpaulgal49: Skills and competencies are transferable to any field; I've always had to learn my clients' biz end to end. #solopr
- 6:22 pm **rexr:** @KateRobins @LScribner Great insights. #solopr
- 6:22 pm **wordymouth:** RT @mdbarber: Q1 -- Remember also that the fundamentals of the profession are the same no matter your specialty. More is the same than different. #solopr
- 6:22 pm **mdbarber:** Q2 -- Tax planning for our business? If so, hire the professionals. We invested in financial planning last year; really helped. #solopr
- 6:22 pm **jesslaw:** Excited to hear answers to Q2..Freelancing always scares me because of the taxes aspect #solopr
- 6:22 pm **rmpapag:** Q2 - As an LLC...tax is easy breezy. Financial planning - I look a previous year and budget accordingly. #solopr
- 6:22 pm **alisonlaw:** RT @KellyeCrane: Q2: How do you balance the tax/financial planning side of their business (since tax man = tax returns only) #solopr
- 6:23 pm **lisavielee:** @KellyeCrane Q2: I outsource major accounting and tax stuff but do my own bookkeeping to save \$\$ #solopr
- 6:23 pm **KateRobins:** @KellyeCrane My money guy is a solo and helped me set up. That's been really helpful. Already seen a lot of what works/doesn't. #solopr
- 6:23 pm **stpaulgal49:** @shonali I have a CPA who is also a Certified Financial Planner. Advises on all financial moves. The challenge? To follow advice! #solopr
- 6:23 pm **KatTayls:** Just joining in to the #solopr meeting! First-timer here :)
- 6:23 pm **CathyWebSavvyPR:** Q2 keeping record is important. need to 1099 form subs, but is splitting fees or referrals = a diff. place on yr tax form #solopr
- 6:23 pm **damnedhead:** @rmpapag I agree - LLC is the way to go #solopr
- 6:23 pm **alisonlaw:** @stpaulgal49 Thanks for the encouragement! Always love to hear success stories. Congrats on 10+ years! #solopr
- 6:24 pm **SarahDawley:** Can only peek in on the #solopr chat today, sorry. Any PRs out there who are intrigued by the solo lifestyle, check it out! @KellyeCrane
- 6:24 pm **wordymouth:** RT @rmpapag: RT @AmberCadabra 3 Reasons Expertise Costs Money <http://bit.ly/bPgr2h> #solopr is not free and it sometimes your clients need a reminder
- 6:24 pm **CathyWebSavvyPR:** @KatTayls welcome to @kellyecrane's chat - #solopr
- 6:24 pm **Narciso17:** @KellyeCrane Leverage Their Experts as Resources 4 Various Members of the Press #solopr
- 6:24 pm **cloudspark:** @KellyeCrane Q2: hire a CPA who specializes in small business tax and financial planning #soloPR
- 6:24 pm **stpaulgal49:** @jesslaw I am an S-corp so taxes are very simple. Corp pays no taxes, income flows thru 2 me, I pay tax on all rev after write-offs. #solopr
- 6:24 pm **shonali:** LOL! RT @stpaulgal49: I have a CPA who's also a CFP. Advises on all financial moves. The challenge? To follow advice! #soloPR
- 6:24 pm **KellyeCrane:** RT @stpaulgal49: I have a CPA who is also Certified Financial Planner.Advises on all financial moves.The challenge?To follow advice! #solopr
- 6:24 pm **CathyWebSavvyPR:** RT @lisavielee: @KellyeCrane Q2: I outsource major accounting and tax stuff but do my own bookkeeping to save \$\$ [same here] #solopr
- 6:24 pm **mdbarber:** Q2 -- I Am an S corp. It's what works for me but again -- ask the experts. It's a good investment. They know what works for you #solopr

- 6:24 pm **PRPiper:** Q2: Critical to take planning serious from day 1 & set annual goals/timetables. Your accountant is critical team member. #solopr
- 6:24 pm **KateRobins:** @jesslaw As a lib arts major, it used to make me wiggly. But I'm loving fine print now. Soloing's made me a learning addict. #solopr
- 6:24 pm **lisavielee:** Q2: It also is worth it to speak with a retirement advisor. There are ways to save for future and save on taxes at same time. #solopr
- 6:25 pm **KellyeCrane:** RT @cloudspark: Q2: hire a CPA who specializes in small business tax and financial planning #solopr
- 6:25 pm **alecjr:** #solopr tax planning is something we take serious (since starting AJR in 03) we meet reg. w/ our CPA and fin advisor to min. tax exposure
- 6:25 pm **mdbarber:** RT @cloudspark: @KellyeCrane Q2: hire a CPA who specializes in small business tax and financial planning #solopr
- 6:25 pm **KeeyanaHall:** Exactly! RT @jesslaw: Excited to hear answers to Q2..Freelancing always scares me because of the taxes aspect #solopr
- 6:25 pm **KatTayls:** Q2: After this year's taxes, I've learned that whether you incorporate or not, taxman sees you as self employed. TG for Turbo Tax. #solopr
- 6:25 pm **luannsaid:** @KellyeCrane Q2: I don't do a very good job on little things like receipts. Think I need a bookkeeper in addition to my CPA. #solopr
- 6:25 pm **etrendzshop:** RT @GeriRosman: Greetings from snowy NJ! #solopr > Is Bart loving the snow?
- 6:25 pm **stpaulgal49:** @alisonlaw Thanks, Alison! If I can do it, you can do it! I thought profit was a dirty word until I was 35 years old! #solopr
- 6:25 pm **CathyWebSavvyPR:** @lisavielee I do know ome people who trade Pr/marketing assistance for VA help with bill paying/records keeping #solopr
- 6:25 pm **mdbarber:** RT @lisavielee: Q2: speak with a retirement advisor. There are ways to save for future and save on taxes at same time. #solopr
- 6:25 pm **CathyWebSavvyPR:** RT @mpapag: Q2 - As an LLC...tax is easy breezy. Financial planning - I look a previous year and budget accordingly. #solopr
- 6:25 pm **KCDPR:** LLC helps but as solo it was rec. I create S-corp --seems better fit #solopr
- 6:25 pm **alecjr:** #solopr met at least 4x / yr with CPA and ditto for Fin. advisor, a solid team is instrumental to successful tax planning
- 6:25 pm **TMariePR:** RT @KeeyanaHall: Exactly! RT @jesslaw: Excited to hear answers to Q2..Freelancing always scares me because of the taxes aspect #solopr
- 6:26 pm **BettyEllis:** Hi, All. Solo in Greenville, SC, for 12 yrs. PR and training. Q2: Helps that my husband is a CPA. Dive in and use Turbo Tax. Ask ?s #solopr
- 6:26 pm **KateRobins:** @mdbarber Right. If they know you well, your assets, family ups and downs, they can read a lot of value into your situation. #solopr
- 6:26 pm **krisTK:** Q2: This is the year for me to formalize biz structure. It's been fine so far, but time to upgrade #solopr
- 6:26 pm **LauraScholz:** Ditto. RT @mdbarber: RT @cloudspark: @KellyeCrane Q2: hire a CPA who specializes in small business tax and financial planning #solopr
- 6:26 pm **alisonlaw:** Me too! RT @luannsaid: Q2 I dont do a very good job on little things like receipts. Think I need a bookkeeper in addition to my CPA. #solopr
- 6:26 pm **LScribner:** Like @@stpaulgal49 I'm also a corp, if ur 1099 ur getting ripped off! Get a good CPA. Mine's specialty is small biz #solopr
- 6:26 pm **WalkerNEWS:** #solopr Q2- I've been on my own for 3 years. The best thing I've ever done: save EVERYTHING and hire an accountant. It's worth it!
- 6:26 pm **KCDPR:** Seems best route, thx RT @stpaulgal49: I am an S-corp so taxes are very simple. Corp pays no taxes, income flows thru 2 me. #solopr
- 6:26 pm **CathyWebSavvyPR:** @luannsaid I hear that! just tweaked my system 4 this year, after waing through last year's receipts etc mess #solopr

- 6:26 pm **alecjr:** #solopr 1 more thing - it's not what you make, but what you keep (why give to IRS, when tax code can save you \$\$)
- 6:26 pm **WalkerNEWS:** RT @mdbarber: RT @cloudspark: @KellyeCrane Q2: hire a CPA who specializes in small business tax and financial planning #solopr
- 6:26 pm **KellyeCrane:** Q2: If new, a CPA is often not pricey. I believe mine charges around ~\$300 for my taxes, and pays for herself in \$ saved #solopr
- 6:26 pm **LScribner:** @luannsaid LOL I put all of my receipts for the year into a shoe box:) works for me! #solopr
- 6:27 pm **krisTK:** Q1: I track expenses, balance accounts, save receipts. Then provide reports, summaries to the pro. #solopr
- 6:27 pm **shonali:** Anyone have a recommendation for a good CPA/CFP in the DC/MD area? #soloPR
- 6:27 pm **KCDPR:** Re: Q2, I set up a solo 401k plan w/ full 100% company match #solopr
- 6:27 pm **KellyeCrane:** RT @PRPiper: Q2: Critical to take planning serious from day 1 & set annual goals/timetables. Your accountant is critical team member #solopr
- 6:27 pm **WalkerNEWS:** #solopr Q2 I developed an LLC when I launched. Now it's turning into a full company so it's good to get the legal prep done in the beginning
- 6:27 pm **mdbarber:** If you use something like QuickBooks to track income & expenses, and time, it makes the tax season easier. Give them a disk & done. #solopr
- 6:27 pm **stpaulgal49:** @alisonlaw You may not need a bookkeeper if you use QuickBooks, which makes doing yr own bookkeeping easy. Tracks all rev, expense. #solopr
- 6:27 pm **lisavielee:** Do you use QuickBooks? RT @krisTK : I track expenses, balance accounts, save receipts. Then provide reports, summaries to the pro. #solopr
- 6:57 pm **CathyWebSavvyPR:** RT @KellyeCrane: RT @aribadler Media relations is about relationships. Network, connect 1-on-1. Takes time, but time well spent! #solopr
- 6:57 pm **KellyeCrane:** RT @CathyWebSavvyPR: Q4 Social media gives you the oppty to connect...media are active on Twitter/FB. the personal approach works. #solopr
- 6:57 pm **karensim:** RT Q4: How should one build media contacts for yourself when the co youve worked for doesnt have a great relation w press? #solopr
- 6:57 pm **BettyEllis:** Yes! RT @alecjr: #solopr Q3 join your local business chamber of commerce, do a free seminar, position yourself as an expert, not a vendor
- 6:57 pm **shonali:** Also, re: Q4, be prepared to take the flak for your co. from journos initially. Show them you can deal with it & it'll get better #solopr
- 6:57 pm **luannsaid:** Q4: Have something newsworthy for them. End of story. #solopr
- 6:57 pm **mdbarber:** RT @krisTK: Q4: I offer reporters leads, ideas w no benefit to me. "I heard this, thought it might interest you too." Be a resource #solopr
- 6:57 pm **damnedhead:** @krisTK absolutely - become a resource to your resources. it's reciprocal. #solopr
- 6:57 pm **alisonlaw:** RT @krisTK: Q4: I offer reporters leads, ideas that have no benefit to me. "I heard this, & thought it might interest you." #solopr
- 6:57 pm **KellyeCrane:** RT @AdrienneBiggs: ...follow & get to know the top writers/shows/bloggers that regularly cover your subject, pitch smart #solopr
- 6:57 pm **cloudspark:** @shonali great advice on Q4: take the flak. #solopr
- 6:58 pm **CathyWebSavvyPR:** Q4 Best thing to do is ID the top 1 folks most likely 2 write about your clients. Find ways 2 build rel. - read their pubs. it helps #solopr
- 6:58 pm **KellyeCrane:** RT @luannsaid: Q4: Have something newsworthy for them. End of story. #solopr
- 6:58 pm **shonali:** Re Q4 ... and see how you can help them even when there's nothing in it for you. Can you help their story? They'll come around. #solopr
- 6:58 pm **jantallent:** RT @CathyWebSavvyPR: RT @aribadler Media relations is about relationships. Network, connect 1-on-1. Takes time, but time well spent! #solopr

- 6:58 pm **SoloDovePR:** @CathyWebSavvyPR the link slips me right now but check out @arikhanson he's pulling it together or just search #happro #solopr
- 6:58 pm **CathyWebSavvyPR:** RT @krisTK: Q4: I offer reporters leads, ideas w no benefit to me. "I heard this, thought it might interest you too." Be a resource #solopr
- 6:58 pm **karensxim:** Q4: Just like any sales situation, acknowledge, fix, build relationship #solopr
- 6:59 pm **chatterboxpr:** re Q4: W/media staff turnover on the rise, personal connects w/ indiv. staff is important, u never know what their next gig will be #solopr
- 6:59 pm **Narciso17:** @KellyeCrane Introduce urself as the person that'll help navigate the 'media waters' - essentially put urself in harm's way #solopr
- 6:59 pm **mdbarber:** RT @shonali: Re Q4 see how you can help them even when theres nothing in it for you. Can u help their story? Theyll come around. #solopr
- 6:59 pm **jesslaw:** An addition Q to Q4: How do you find media contact info? As a #solopr do you have mediamap or access to databases? #solopr
- 6:59 pm **cloudspark:** Q4 always do the research + read what ur reporters cover, let them know you've done the homework on ur end #solopr
- 6:59 pm **KateRobins:** RT @karensxim: Q4: Just like any sales situation, acknowledge, fix, build relationship #solopr
- 6:59 pm **krisTK:** Q4: know PR pros who are willing to jump on tight deadline (and those who arent). Be able to help media find sources FAST. #solopr
- 6:59 pm **alisonlaw:** RT @cloudspark: Q4 always do the research + read what ur reporters cover, let them know youve done the homework on ur end #solopr
- 6:59 pm **CathyWebSavvyPR:** Q4 sometimes as an outside provider you can educate a co on better media relations -- sometimes not. #solopr
- 6:59 pm **shonali:** @jesslaw If you do a lot of media work, I think that's important. Currently I have Vocus. Expensive but worth it. #solopr
- 6:59 pm **rmpapag:** Could not have said it better RT @karensxim: Q4: Just like any sales situation, acknowledge, fix, build relationship #solopr
- 6:59 pm **annebentley:** Jumping off everyone ~ thanks for the great chat! #solopr
- 7:00 pm **wordymouth:** RT @CathyWebSavvyPR: RT @krisTK: Q4: I offer reporters leads, ideas w no benefit to me. "I heard this, thought it might interest you too." Be a resource #solopr
- 7:00 pm **troygparker:** Seems most press are getting into twitter and are very responsive to DMs #solopr
- 7:00 pm **gardenofwords:** RT @CathyWebSavvyPR: Q4 Best thing to do is ID the top 1 folks most likely 2 write about your clients. Find ways 2 build rel. - read their pubs. it helps #solopr
- 7:00 pm **krisTK:** @jesslaw A lot of us share subscriptions, resources to cut costs. #solopr
- 7:00 pm **chatterboxpr:** re Q4: I also forward queries from reporters to my colleagues, even if the pitch doesn't work for my client roster. #solopr
- 7:00 pm **jesslaw:** @krisTK that's definitely a great solution! #solopr
- 7:00 pm **KellyeCrane:** RT w/#solopr In closing, please plan to participate in the #HAPPO event on 2/19 to help PR pros find jobs. More info: <http://bit.ly/9q1AjJ>
- 7:00 pm **Narciso17:** @KellyeCrane build the relationship on YOU 1st and then bring in the client as part of the mix - smooth out bumps as much as u can #solopr
- 7:00 pm **CathyWebSavvyPR:** Q4 best advice to ANY co. wprking w/ the media - make pitches targeted - match story idea 2 pub/reporter. BE available 2 answ. Qu #solopr
- 7:01 pm **annvidean:** RT @luannsaid Q4:How to build media contacts when your co doesnt have great press relatns? Offer something newsworthy. End of story. #solopr
- 7:01 pm **KeeyanaHall:** RT @jesslaw: An addition Q to Q4: How do you find media contact info? As a #solopr do you have mediamap or access to databases? #solopr
- 7:01 pm **damnredhead:** @shonali you use vocus? I did a demo but wasn't willing to cough up the cash. good to know it's worth it, was hesitant. #solopr

7:01 pm **BlakeRhodes**: RT @KatTayls: Q3: It is useful to educate client on the value you provide. Leads to more enjoyable work relationship and referrals! #solopr

7:01 pm **karensim**: Thanks at rmpapag @KateRobins for RTs #solopr

7:01 pm **shonali**: RT @KellyeCrane: w/#solopr In closing, please plan to participate in #HAPPO event on 2/19 to help PR pros find jobs. <http://bit.ly/9q1AjJ>

7:01 pm **alecjr**: @jesslaw #solopr gr8 Q. we do ol' fashioned research (re: google) into the client media needs, trade pubs and shows (cont)

7:01 pm **mdbarber**: So good chatting with you all again this week. Thanks @kellyecrane #solopr

7:01 pm **karensim**: Thanks @KellyeCrane and all the great PR pros for another great chat! #solopr

7:02 pm **CathyWebSavvyPR**: RT @KellyeCrane: RTPlz plan to participate in the #HAPPO event on 2/19 2 help PR pros find jobs. info: <http://bit.ly/9q1AjJ> #solopr

7:02 pm **KellyeCrane**: Thanks again everyone for another terrific #solopr chat! As always, keep using the hashtag all week to share info. #solopr

7:02 pm **SoloDovePR**: #solopr In closing, please plan to participate in the #HAPPO event on 2/19 to help PR pros find jobs. More info: <http://bit.ly/9q1AjJ>

7:02 pm **krisTK**: Me too. I want reporters to call ME first. RT @chatterboxpr: I forward queries from reporters to my colleagues #solopr

7:02 pm **chatterboxpr**: Great chat today guys. Have a great week. #solopr

7:02 pm **jesslaw**: @alecjr Last week, I did that for a client. Took a long time but I eventually found what I needed #solopr

7:02 pm **shonali**: Since @kellyecrane said I could, if you're a woman in business, do follow @wgbiz, #wgbiz & join the LinkedIn group (discl: I'm ed.) #solopr

7:02 pm **alisonlaw**: Thank you @KellyeCrane for another terrific #solopr chat! As always, keep using the hashtag all week to share info. #solopr

7:02 pm **karensim**: RT @damnredhead: @shonali was hesitant too, thanks for info on Vocus #solopr

7:02 pm **rmpapag**: Another great #solopr session with @KellyeCrane - excellent insights & recommendations!

7:02 pm **CathyWebSavvyPR**: Q4 biggest complaint I heard from reporters: off-target pitches and not contact Ph #, or no response when they call. #solopr

7:03 pm **KCDPR**: Had fun and learned a lot #solopr crowd...until then!

7:03 pm **alecjr**: @jesslaw ... #solopr we also audit what the media are saying about their competitors and industry, easy way to build relevant lists

7:03 pm **Narciso17**: @KellyeCrane Keep on Rockin, PR Folks...!...And Keep it Real...and Fun! #solopr

7:03 pm **shonali**: Even if you're not yet a woman in business, great resources for those who want to be! www.womengrowbusiness.com @wgbiz #wgbiz Tx! #solopr

7:03 pm **amylizmartin**: Great #solopr chat today all! Sorry I couldn't be more active - working on some travel plans to get ppl out of DC tomorrow :)

7:03 pm **CathyWebSavvyPR**: @KellyeCrane Great chat - thanks for putting this together - good to find my peeps as they say - Let's go do good work! #solopr

7:04 pm **KatTayls**: Thank you for the RTs @damnredhead @KellyeCrane during #solopr discussion; and thanks @PRPiper for leading me to it. Great new group!

7:04 pm **annebentley**: @KateRobins I second this! #solopr

7:04 pm **TMariePR**: bout to take a quick nap #solopr it ws great !

7:04 pm **shonali**: Thanks all for a great #soloPR - great to see you all. Thanks, @kellyecrane! #solopr

7:04 pm **alecjr**: @jesslaw it helps that i have interns and 2 AE's but when i was #solopr i did just that see my last tweet to you

- 7:04 pm **rmpapag:** Re: Vocus I use it daily for all my clients...happy to answer any queries for you #solopr
- 7:04 pm **MichaelWillett:** RT @shonali Since @kellyecrane said I could, if you're a woman in business, do follow @wgbiz #wgbiz Join LinkedIn group I'm ed. #solopr
- 7:04 pm **CathyWebSavvyPR:** RT @krisTK: Me too. I want reporters to call ME first. RT @chatterboxpr: I forward queries from reporters to my colleagues #solopr
- 7:04 pm **KatTayls:** Thanks to @BlakeRhodes too (whoops!) you should join in next time :) #solopr
- 7:05 pm **4GreenPs:** @KellyeCrane Thanks, loved the twitter chat, 1st time on "live," altho I've read the archives. Will check out your LI group! Thanks! #solopr
- 7:05 pm **MichaelWillett:** Yes! RT @krisTK Me too. I want reporters to call ME first. RT @chatterboxpr I forward queries from reporters to my colleagues #solopr
- 7:05 pm **CathyWebSavvyPR:** @gardenofwords thanks fo the RT #solopr
- 7:05 pm **CathyWebSavvyPR:** RT @troygparker: Seems most press are getting into twitter and are very responsive to DMs #solopr
- 7:05 pm **luannsaid:** Great minds at #solopr chat as always. Thanks for the insights.
- 7:05 pm **CathyWebSavvyPR:** For those new to PR check the badpitchblog - to see what not to do. (not affiliatesd) #solopr
- 7:06 pm **CathyWebSavvyPR:** RT @KellyeCrane: Thanks again everyone for another terrific #solopr chat! As always, keep using the hashtag all week to share info. #solopr
- 7:06 pm **MichaelWillett:** RT @CathyWebSavvyPR RT @KellyeCrane Plz plan to participate in #HAPPO event on 2/19 2 help PR pros find jobs. <http://bit.ly/9q1AjJ> #solopr
- 7:06 pm **wordymouth:** Great #solopr topics this week. Thanks @KellyeCrane for leading the discussion.
- 7:06 pm **krisTK:** I always feel refreshed after #solopr. Thanks for another great conversation.
- 7:06 pm **PRPiper:** @KatTayls Glad you enjoyed #solopr today. Great chat every week thanks to @kellyecrane & other PR pros.
- 7:06 pm **damnredhead:** glad I participated, I always forget about scheduled chats. I'll keep a column in tweetdeck from now on. #solopr
- 7:06 pm **KeeyanaHall:** @KateRobins That sounds like a great idea (the credit union). This is a lot to think about :) #solopr
- 7:07 pm **KeeyanaHall:** Had a GREAT first #solopr chat. Hopefully I'll be able to participate again next week :)
- 7:07 pm **GetPushing:** @KatTayls When is #solopr. never heard of it, but interested.
- 7:07 pm **shonali:** @damnredhead I do, I really like the interface, as well as the people. But yes, it's expensive. #solopr
- 7:08 pm **MichaelWillett:** RT @annvidean RT @luannsaid Q4:Build media contacts when co doesnt have great press relats?Offer something newsworthy-End of story #solopr
- 7:08 pm **lisavielee:** @CathyWebSavvyPR Great ideas about bartering today #solopr
- 7:08 pm **BettyEllis:** @AerialEllis Thanks for the RT! #SoloPR
- 7:09 pm **PRPiper:** @GetPushing #solopr is every Weds. 1pm est - hosted by @KellyeCrane
- 7:10 pm **damnredhead:** @shonali good to know - maybe I'll reconsider :) #solopr
- 7:10 pm **BettyEllis:** Thanks @KellyeCrane for another great chat! #solopr
- 7:11 pm **MichaelWillett:** Just finished-it's huge! 1-2 ET Wed. RT @GetPushing @KatTayls When is #solopr never heard of it, but interested.
- 7:13 pm **svcathy:** @KellyeCrane Thank you everyone. I will catch up on the second half of today's chat w/ the transcript. #solopr
- 7:13 pm **KatTayls:** Thanks! RT @MichaelWillett Just finished-it's huge! 1-2 ET Wed. RT @GetPushing When is #solopr never heard of it, but interested.
- 7:13 pm **KellyeCrane:** @damnredhead Note that Vocus, Cision and others can setup a share w/multiple #solopr pros. Everything is negotiable

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