



Transcript from February 3, 2010 to February 3, 2010

All times are Pacific Time

February 3, 2010

- 12:03 am **lisavielee:** @KellyeCrane Here's a question. Is there more to #solopr than media relations and writing? (I say yes!)
- 12:14 am **rajean:** Q. 4 #solopr chat @KellyeCrane- starting out, how many clients might equal part-time hours? (up to 25 hrs wk)
- 4:07 am **krisTK:** @recruit4mktg check out www.ipa.prsa.org for public #solopr directory. Good luck on search.
- 12:08 pm **rmpapag:** RT @WSJ: WSJ.com is free today! And if you like what you see, subscribe at a 30% discount <http://wsj.com> #solopr
- 1:05 pm **amynolanapr:** RT @KellyeCrane: Don't forget - the #solopr chat is tomorrow (Weds, 1-2pm Eastern). Send in your questions!
- 1:29 pm **amynolanapr:** @KellyeCrane Here's a question for chat: how do #solopr manage subs? How do you handle billing for sub work?
- 2:06 pm **KellyeCrane:** @LScribner @lisavielee @rajean @amynolanapr Thanks for all the questions - today's #solopr chat is going to be great (1-2pm ET)!
- 3:33 pm **PRtini:** @alexiaharris Have you ever sat in on #solopr chat? It's really helpful! Also, check out @kellyecrane's solopr blog. Lots of good info :)
- 4:28 pm **krisTK:** Will miss #solopr chat at noon CT today due to MS Coast Camber annual mtg at @beaubiloxi. Can't wait to review transcript.
- 4:31 pm **PRProSanDiego:** @krisTK We will miss YOU! #solopr
- 4:32 pm **KellyeCrane:** In case you missed it, professional-looking design is important for the #solopr pro: <http://bit.ly/9a4dgs>
- 5:08 pm **KellyeCrane:** Less than an hour until this week's #solopr chat (1-2pm ET) -- see you there!
- 5:10 pm **mdbarber:** Just 50 minutes until #solopr chat. Join us at 1 ET for an hour of sharing and learning. It's a great investment.
- 5:12 pm **PRjeff:** RT @KellyeCrane: Less than an hour until this week's #solopr chat (1-2pm ET) -- see you there!
- 5:18 pm **shonali:** RT @KellyeCrane: Less than an hour until this week's #solopr chat (1-2pm ET) -- see you there!
- 5:24 pm **CathyWebSavvyPR:** RT @shonali: RT @KellyeCrane: Less than an hour until this week's #solopr chat (1-2pm ET) -- see you there!
- 5:41 pm **KellyeCrane:** Last night I had a nightmare that it was #solopr chat time & I was stuck in traffic w/o my iphone. Was freaking out - ha!
- 5:42 pm **ezoteric5:** @mdbarber - Try this site <http://bit.ly/71guuY> -Just 50 minutes until #solopr chat. Join us at 1 ET for an hour of sharing and learni...
- 5:49 pm **LScribner:** RT @KellyeCrane: Less than an hour until this week's #solopr chat (1-2pm ET) -- see you there!
- 5:54 pm **rajean:** RT @KellyeCrane: @LScribner @lisavielee @rajean @amynolanapr Thanks for all the questions - today's #solopr chat is going to be great (1-2pm ET)!
- 5:56 pm **PRProSanDiego:** Are you an independent public relations practitioner? Would you like to be? Join us for our Twitter chat at 10 a.m. PST. Follow #soloPR
- 5:59 pm **Itwoods:** I'll be there. RT @PRProSanDiego: Are you an indie pr practitioner? Would u like to be? Join our Twitter chat at 10 a.m. PST. Follow #soloPR

- 6:00 pm **karensxim:** another hour, another great chat, entering #solopr chat for next hour, so please snooze or mute if needed or join :-)
- 6:00 pm **KellyeCrane:** Hi all- it's time for the #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it). #solopr
- 6:01 pm **katicarnahan:** RT @PRProSanDiego: Are you an independent public relations practitioner? Would you like to be? Join us for our Twitter chat at 10 a.m. PST. Follow #soloPR
- 6:01 pm **VirtueIMC:** Gonna try to follow #solopr while showing prospect the power of twitter
- 6:01 pm **lorenanr:** Going for extreme multitasking this AM- listening to Aztec Nat'l Signing Day stream, reading through #soloPR chat & posting new content.
- 6:02 pm **TMariePR:** Yay its time for #solopr!
- 6:02 pm **karensxim:** Good Afternoon! #solopr
- 6:02 pm **KellyeCrane:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #soloPR. #solopr
- 6:02 pm **KellyeCrane:** RT @TMariePR: Yay its time for #solopr!
- 6:02 pm **mdbarber:** Time for #solopr chat. Sorry to the non-PR types for all the tweets.
- 6:02 pm **karensxim:** @KellyeCrane Ick, I'm using tweetchat #solopr
- 6:02 pm **trishlambert:** Hey everyone! #solopr
- 6:03 pm **stina6001:** RT @KellyeCrane: Hi all- it's time for the #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it). #solopr
- 6:03 pm **KellyeCrane:** @karensxim I just switched. #solopr
- 6:04 pm **REVOLUTIONpr:** RT @KellyeCrane:it's time for the #soloPR chat for independent pros in PR & related fields (& those who want to learn more about it) #solopr
- 6:04 pm **PRjeff:** Greetings anew solo PR'ers-Indie for abt 15 of 22 yrs in PR. Mantra: clarity, impact, authenticity. In Phoenix area, but heart in CA #solopr
- 6:04 pm **KellyeCrane:** Q1 is from @LScribner -How much of an SEO expert should we be, or is this best outsourced to the real experts? #solopr
- 6:04 pm **Stefaniya:** Hi, I'm going to try to follow #solopr but am in spreadsheet hell so may not be able to tweet much. Yay taxes!
- 6:04 pm **VirtueIMC:** @lorenanr lol! Such is the life of a busy PR pro #solopr
- 6:04 pm **hopwood:** Hello from UK everyone. Looking forward to the chat (apologies for arriving late and leaving early) #solopr
- 6:05 pm **LauraScholz:** RT @KellyeCrane: Hi all- it's time for #soloPR chat for independent pros in PR/related fields (and those who want to learn more). #solopr
- 6:05 pm **PRjeff:** RT @KellyeCrane: Q1 is from @LScribner -How much of an SEO expert should we be, or is this best outsourced to the real experts? #solopr
- 6:05 pm **karensxim:** RT @KellyeCrane: Q1 is from @LScribner -How much of an SEO expert should we be, or is this best outsourced to the real experts? #solopr
- 6:05 pm **LScribner:** Hi everyone Lori here, based in usually warm San Diego:) #solopr
- 6:05 pm **mdbarber:** @hopwood Good morning/afternoon. So glad to have someone from the UK. Welcome #solopr
- 6:05 pm **KellyeCrane:** @Stefaniya Uh oh, you said the "T" word. :-) #solopr
- 6:05 pm **REVOLUTIONpr:** Hi from Nashville ... independent entertainment PR gal here ... #solopr
- 6:06 pm **LauraScholz:** Greetings, #solopr chat! I'm Laura Scholz, an Atlanta-based independent since 2007.
- 6:06 pm **annebentley:** Hello everyone @ #solopr
- 6:06 pm **trishlambert:** RT @KellyeCrane: Q1 is from @LScribner -How much of an SEO expert should we be, or is this best outsourced to the real experts? #solopr

6:06 pm **hopwood:** @mdbarber Why, thank you. #solopr

6:06 pm **KellyeCrane:** @hopwood Glad you could join this week! #solopr

6:06 pm **PRjeff:** Q1: PR practitioners need to know the basics of SEO, but sub out technical portions (unless you dig that stuff). #solopr

6:06 pm **VirtueIMC:** I am a HUGE proponent of outsourcing. I think you need to have a baseline understanding to create SEO-ready content #solopr

6:06 pm **Itwoods:** Hello everyone! LaTricia Woods here from Chandler, AZ. Pleased to join you today. #solopr

6:07 pm **KellyeCrane:** Glad to see veteran #solopr chatters and new faces alike today! #solopr

6:07 pm **karensim:** Q1: Important to have good working knowledge to be effective for clients but do not need to be expert #solopr

6:07 pm **karensim:** RT @VirtueIMC: I am a HUGE proponent of outsourcing. I think you need to have a baseline understanding to create SEO-ready content #solopr

6:07 pm **KellyeCrane:** RT @PRjeff: Q1: PR practitioners need to know the basics of SEO, but sub out technical portions (unless you dig that stuff). #solopr

6:07 pm **katicarnahan:** Hi from San Francisco! Glad to join today. #solopr

6:07 pm **chatterboxpr:** Q1: I think we should know enough to add value to our services, but recommend hiring experts for serious execution. #solopr

6:07 pm **mdbarber:** Hi all -- from just waking up Anchorage. As far as Q1 -- I sub out my SEO. But we need to understand enough to explain the need. #solopr

6:07 pm **KateRobins:** Kate here. W/ cocrastinators, NL tweet up. #solopr

6:07 pm **karensim:** @VirtueIMC you said that so much better, could not get my head & fingers to operate in sync #solopr

6:08 pm **akenn:** PRs need to have understanding of SEO, be able to incorp in press releases, etc but for major projects best to use expert #solopr

6:08 pm **trishlambert:** SEO technical stuff best subbed out, we need to know enough to make sure SEO doesn't get in the way of effective communication #solopr

6:08 pm **KellyeCrane:** RT @chatterboxpr: Q1: I think we should know enough to add value to our services, but recommend hiring experts for serious execution #solopr

6:08 pm **annebentley:** Agree on SEO outsourcing. I like to work with a group of experts and pull them into new projects as needed #solopr

6:08 pm **suzanneskyvara:** Just discovered this chat and joining for the first time. Hello from San Francisco #solopr

6:08 pm **hopwood:** Q1 Something like SEO will eat your time and energy if you try DIY. But watch your margins on anything you sub. #solopr

6:08 pm **KellyeCrane:** @mdbarber When you say you "sub out your SEO" - is that for Web sites? Client press releases? Other? #solopr

6:08 pm **lisavielee:** Hello #solopr from #indy. 5-year veteran of independent PR.

6:09 pm **REVOLUTIONpr:** Q1: Best people for each job. A PR pro should understand the basics. Leave the rest to techpros if disinterested in becoming expert. #solopr

6:09 pm **KellyeCrane:** RT @hopwood: Q1 Something like SEO will eat your time and energy if you try DIY. But watch your margins on anything you sub. #solopr

6:09 pm **KellySymone:** The best!! RT @revolutionPR: Hi from Nashville ... independent entertainment PR gal here ... #solopr

6:09 pm **MarchellGillis:** Hi everyone! #solopr

6:09 pm **arikhanson:** Q1: I support outsourcing, esp on the tech side, but think we're going to be expected to more--not less--in mo's/yr's ahead #solopr

6:09 pm **hopwood:** @KellyeCrane Thank you. Delighted to be here. It is 6.10 pm, dark and raining hard in UK so in no hurry to head home. #solopr

- 6:09 pm **mdbarber:** @KellyeCrane I use a expert when it's needed for Web sites; not for releases. #solopr
- 6:09 pm **LauraScholz:** Welcome! RT @suzanneskyvara: Just discovered this chat and joining for the first time. Hello from San Francisco #solopr
- 6:09 pm **mdbarber:** RT @REVOLUTIONpr: Q1:Best people for each job. Understand basics. Leave the rest to techpros if disinterested in becoming expert. #solopr
- 6:10 pm **LScribner:** I guess a follow on to Q1 is where are you learning SEO basics, webinars, etc? #solopr
- 6:10 pm **LauraScholz:** Ditto. RT @chatterboxpr: Q1: We should know enough to add value to our services, but recommend hiring experts for serious execution #solopr
- 6:10 pm **KellyeCrane:** RT @arikhanson: Q1:I support outsourcing, esp on the tech side, but think were going to be expected to more-not less-in mos/lyrs ahead #solopr
- 6:11 pm **KellyeCrane:** @mdbarber Thanks, good info. #solopr
- 6:11 pm **REVOLUTIONpr:** well said: RT @chatterboxpr: We should know enough to add value to our services, but recommend hiring experts for serious execution #solopr
- 6:11 pm **trishlambert:** Q1: Apply same criterion as 4 any other outsourcing: If it's not part of your core skill/offering, outsource. #solopr
- 6:11 pm **dwannolsen:** Woohoo, I made it on. Dwann in Jacksonville ..Hey, Karen! #solopr
- 6:11 pm **markrobertspr:** #solopr chat kicking it off with a great first question: How much of an SEO expert do solo PR practitioners really need to be?
- 6:11 pm **KellyeCrane:** If you're new - don't be shy to answer (very supportive group) #solopr
- 6:12 pm **chatterboxpr:** @REVOLUTIONpr Thanks. #solopr
- 6:12 pm **karensxim:** @dwannolsen Yeehaw! Hey Dwann! #solopr
- 6:12 pm **rajejan:** Sneaking into the #solopr chat to learn from new PR friends around the globe. A mile-high from Denver!
- 6:12 pm **lisavielee:** Books, online, blogs good sources 2 RT @LScribner: I guess a follow on to Q1 is where are you learning SEO basics, webinars, etc? #solopr
- 6:12 pm **MarchellGillis:** Q1: finding that clients want you to know more and be able to help them determine if they need to bring on an expert #solopr
- 6:12 pm **mdbarber:** @LScribner PRSA has had some SEO webinars. Check their calendar. Also, I've learned from subs. They'll help you & you give them biz. #solopr
- 6:12 pm **REVOLUTIONpr:** Good Q. I learn from tech articles. RT @LScribner: I guess a follow on to Q1 is where are you learning SEO basics, webinars, etc? #solopr
- 6:13 pm **karensxim:** Since I support PR pros on the content side, I am a fan of outsourcing :-) #solopr
- 6:13 pm **LScribner:** Exactly ! RT @trishlambert: Q1: Apply same criterion as 4 other outsourcing: If it's not part of ur core skill/offering, outsource. #solopr
- 6:13 pm **PRjeff:** Q1: One frustration-clients that expect great SEO results from using the FREE news release distribution services #solopr
- 6:14 pm **LauraScholz:** Good pt! RT @trishlambert: Q1: Apply same criterion as 4 other outsourcing: If it's not part of ur core skill/offering, outsource. #solopr
- 6:14 pm **REVOLUTIONpr:** Good tip. RT @mdbarber PRSA has had some SEO webinars. Also, Ive learned from subs. Theyll help you & you give them biz. #solopr
- 6:14 pm **KateRobins:** #solopr techie in tweetup grp sez seo arms race. Good content drives real results. Speak Eng and you're sticky.
- 6:14 pm **KellyeCrane:** Q1: Agree - a basic understanding of SEO has become critical to our jobs. But understanding all SEO is its own discipline #solopr
- 6:14 pm **karensxim:** @LScribner SearchEngine Watch, Web Magazine & good book Ultimate Guide to Search Engine Marketing #solopr
- 6:14 pm **MarchellGillis:** Learning for me coming from classes, webinars, articles #solopr

- 6:14 pm **KellyeCrane:** Uh oh - Twitter hiccup. Hang in there. #solopr
- 6:14 pm **karensxim:** RT @PRjeff: Q1: One frustration-clients that expect great SEO results from using the FREE news release distribution services (YES) #solopr
- 6:15 pm **chatterboxpr:** RT @PRjeff: Q1: clients that expect great SEO results from FREE news release distribution services --> I agree #solopr
- 6:15 pm **lisavielee:** Partnerships are key. RT @MarchellGillis: Q1 finding that clients want you to know more & help them determine if they need an expert #solopr
- 6:15 pm **akenn:** Also consider bringing in SEO expert for kick off session to understand best way to build SEO into releases, site updates, etc. #solopr
- 6:16 pm **REVOLUTIONpr:** hmmm will check out RT @karensxim: @LScribner SearchEngine Watch, Web Magazine & good book Ultimate Guide to Search Engine Marketing #solopr
- 6:16 pm **karensxim:** RT @akenn: Also consider bringing SEO expert 4 kick off session 2 understand best way to build SEO into releases, site updates, etc. #solopr
- 6:16 pm **rockstarjen:** 16+year pro (5 solo) here in SD, joining late. hi everyone! #solopr
- 6:16 pm **KellyeCrane:** @KateRobins Agree! Understanding how *quality* content can contain keywords is imp benefit PR pros can offer #solopr
- 6:16 pm **amandamogul:** Q1 But the question is about expectations. If clients expect SEO results we should gain a core competency #solopr
- 6:16 pm **karensxim:** @REVOLUTIONpr Glad to share & if you have questions, I'm happy to help #solopr
- 6:17 pm **mdbarber:** Re: partnerships. Can't stress enough need for relationships with others in similar fields. We have a group who meet/share regularly #solopr
- 6:17 pm **chatterboxpr:** @amandamogul Exactly, it's all about managing the clients' expectations. #solopr
- 6:17 pm **karensxim:** I think it's important to help clients w/expectations, no one can be an expert at everything #solopr
- 6:18 pm **rajean:** RT @KellyeCrane: @KateRobins Agree! Understanding how *quality* content can contain keywords is imp benefit PR pros can offer #solopr
- 6:18 pm **mdbarber:** @amandamogul Think it's up to us to manage those expectations & advise clients when experts are needed for max results. #solopr
- 6:18 pm **KellyeCrane:** RT @mdbarber: Re: partnerships. Cant stress enough need for relationships with others in similar fields. #solopr
- 6:18 pm **KCDPR:** Partner w/ a solid SEO guy/gal to offer complete package. I emphasize partnering w/ specialists vs. being a generalist on tasks #solopr
- 6:18 pm **mdbarber:** RT @karensxim: I think its important to help clients w/expectations, no one can be an expert at everything #solopr
- 6:18 pm **karensxim:** Agree RT @mdbarber: Re: partnerships. Cant stress enough need 4 relationships w/ others in similar fields. (edited) #solopr
- 6:18 pm **KellyeCrane:** RT @KCDPR: Partner w/solid SEO guy/gal to offer complete package. I emphasize partnering w/ specialists vs. being a generalist #solopr
- 6:19 pm **MarchellGillis:** RT agreed @amandamogul: Q1 If clients expect SEO results we should gain a core competency #solopr
- 6:19 pm **amynolanapr:** RT @karensxim: I think it's important to help clients w/expectations, no one can be an expert at everything #solopr - Exactly!
- 6:19 pm **LScribner:** Grt suggestions, TU:RT @karensxim: @LScribner SearchEngine Watch, Web Magazine & good book Ultimate Guide to Search Engine Marketing #solopr
- 6:19 pm **lorenanr:** For San Diego-based #soloPR peeps: SDSU College of Extended Studies includes SEO course in digital media program. <http://bit.ly/bh0QTs>
- 6:19 pm **karensxim:** @LScribner You're welcome! #solopr
- 6:19 pm **CathyWebSavvyPR:** @KellyeCrane what's current question? #solopr

- 6:19 pm **REVOLUTIONpr:** RT @KCDPR: Partner w solid SEO guy/gal to offer complete package. I emphasize partnering w specialists v being a generalist on tasks #solopr
- 6:20 pm **karensxim:** @CathyWebSavvyPR ha, it's those ads, slowing the the system down :) #solopr
- 6:20 pm **CathyWebSavvyPR:** RT @karensxim: @LScribner SearchEngine Watch, Web Magazine & good book Ultimate Guide to Search Engine Marketing #solopr
- 6:20 pm **PRProSanDiego:** Sorry for the late greeting. Tomorrow I'll have been in biz six years as sole PR pro. 15 years in radio & TV & in-house PR prior. #soloPR
- 6:20 pm **mrsnatalie:** RT @lorenanr For SD-based #soloPR peeps: SDSU College of Extended Studies includes SEO course in digital media program <http://bit.ly/bh0QTs>
- 6:20 pm **rockstarjen:** RT @lorenanr: For SD-based peeps: SDSU College of Extended Studies includes SEO course in DM program. <http://bit.ly/bh0QTs> #solopr
- 6:20 pm **Itwoods:** RT @KCDPR: Partner w/ a solid SEO guy/gal to offer complete package. I emphasize partnering w/ specialists vs. being a generalist... #solopr
- 6:21 pm **TMariePR:** just now focusing in on #solopr, Hi guys! PR Pro from Detroit here!
- 6:21 pm **CathyWebSavvyPR:** @mdbarber: Re: partnerships. Cant stress enough need 4 relationships w others in similar fields. [agreed am forming an alliance now] #solopr
- 6:21 pm **karensxim:** @CathyWebSavvyPR Q1 is from @LScribner -How much of an SEO expert should we be, or is this best outsourced to the real experts? #solopr
- 6:21 pm **rockstarjen:** @PRProSanDiego congrats on 6 years! #solopr
- 6:21 pm **KellyeCrane:** Took me a sec to find it, but I've learned a lot about SEO from these videos - <http://video.seobook.com/> #solopr
- 6:21 pm **akenn:** Me too, but can also serve to strengthen PR in case of buzz, etc RT @kelleylynnk see SEO more as marketing/lead gen than strict PR #solopr
- 6:22 pm **karensxim:** @PRProSanDiego Happy Solo birthday! Will there be cake? :) #solopr
- 6:22 pm **karensxim:** RT @KellyeCrane: Took me a sec to find it, but Ive learned a lot about SEO from these videos - <http://video.seobook.com/> #solopr
- 6:22 pm **karensxim:** @KellyeCrane SEObok is great resource! #solopr
- 6:22 pm **PRjeff:** Did someone say cake? Where? #solopr
- 6:22 pm **CathyWebSavvyPR:** RT @KellyeCrane: Took me a sec to find it, but Ive learned a lot about SEO from these videos - <http://video.seobook.com/> #solopr
- 6:23 pm **REVOLUTIONpr:** Thanks for sharing! RT @KellyeCrane: I've learned a lot about SEO from these videos - <http://video.seobook.com/> #solopr
- 6:23 pm **KellyeCrane:** Q2 is related: how do #solopr manage subs? How do you handle billing for sub work? (fr @amynolanapr) #solopr
- 6:23 pm **LScribner:** Yum, cake...RT @karensxim: @PRProSanDiego Happy Solo birthday! Will there be cake? :) #solopr
- 6:23 pm **Itwoods:** RT @KellyeCrane: Took me a sec to find it, but I've learned a lot about SEO from these videos - <http://video.seobook.com/> #solopr
- 6:23 pm **CathyWebSavvyPR:** RT @KellyeCrane: Q2 is related: how do #solopr manage subs? How do you handle billing for sub work? (fr @amynolanapr) #solopr
- 6:23 pm **karensxim:** @PRjeff lol, you can count on me to work cake into the convo :) #solopr
- 6:23 pm **KimBrame:** RT @CathyWebSavvyPR: RT @karensxim: @LScribner SearchEngine Watch, Web Magazine & good book Ultimate Guide to Search Engine Marketing #solopr
- 6:23 pm **alecjr:** SEO should be integrated into PR esp if you are doing it online, otherwise you're gonna be lost - too much info out there #solopr
- 6:24 pm **karensxim:** RT @KellyeCrane: Q2 is related: how do #solopr manage subs? How do you handle billing for sub work? (fr @amynolanapr) #solopr
- 6:24 pm **PRjeff:** Will check out! RT @KellyeCrane: I've learned a lot about SEO from these videos - <http://video.seobook.com/> #solopr

- 6:24 pm **LASComm:** Q2 - I learned the hard way about subs. I do a brief LoA and mark up on their time. #solopr
- 6:24 pm **CathyWebSavvyPR:** RT @alecjr: SEO should be integrated into PR esp if you are doing it online, otherwise youre gonna be lost - too much info out there #solopr
- 6:24 pm **rockstarjen:** Q2: i have sub bill me, and I bill my client in one bill that includes all. seamless for client is best for sanity. #solopr
- 6:24 pm **TMariePR:** RT @rockstarjen: @PRProSanDiego congrats on 6 years! #solopr
- 6:24 pm **mdbarber:** Q2 – varies by the sub but I rarely pay them before client has paid me. Definitely work it out ahead of time. #solopr
- 6:25 pm **mdbarber:** Q2 – My fave sub gives me a discount on her time – kind of a reverse mark-up & more like ad agency commission. #solopr
- 6:25 pm **CathyWebSavvyPR:** RT @mdbarber: Q2 -- varies by the sub but I rarely pay them before client has paid me. Definitely work it out ahead of time. #solopr
- 6:25 pm **KCDPR:** Re: Q2 @kellyecrane, use subs based on expertise, i.e writer, media hound, SEO person and bill across all clients #solopr
- 6:25 pm **lisavielee:** Q2: #solopr always ask for an invoice before paying for sub work. Get W2 for freelancers too for tax purposes.
- 6:26 pm **karensxim:** Q2: As a sub, most work out fee agreement w/me in advance & roll hrs into their retainer #solopr
- 6:26 pm **KellyeCrane:** Me too. RT @rockstarjen: Q2: i have sub bill me, and I bill my client in one bill that includes all. seamless for client is best #solopr
- 6:26 pm **LScribner:** Q2. There should always be a mark up/mgmt fee for sub work. Ultimately, it's ur reputation and brand so you add value thru mgmt. #solopr
- 6:27 pm **karensxim:** Q2: I never bill PR's clients directly, everything goes to PR pro/agency #solopr
- 6:27 pm **TerraSD:** Congrats! RT @PRProSanDiego: Tomorrow I'll have been in biz six years as sole PR pro. 15 years in radio & TV & in-house PR prior. #soloPR
- 6:27 pm **karensxim:** RT @chatterboxpr: Re Q2: I include subs fees in quote b4 project commences & pymt is rendered so that Im not overexposed. #solopr
- 6:28 pm **REVOLUTIONpr:** Question ... how do you all work out referral/percentage fees with you and sub? I've never utilized it but would like to start #solopr
- 6:28 pm **KCDPR:** @KellyeCrane : LoA helps and partnering w/ subs who have track record as a sub and aren't looking for FT gig. Easier to manage #solopr
- 6:28 pm **CathyWebSavvyPR:** @karensxim thanks! #solopr
- 6:28 pm **KellyeCrane:** Q2: In the past I have "partnered" with subs without marking them up, but the admin hassles make this feel unfair #solopr
- 6:28 pm **suzanneskyvara:** RT @KellyeCrane: Took me a sec to find it, but Ive learned a lot about SEO from these videos - <http://video.seobook.com/> #solopr
- 6:29 pm **amandamogul:** Q2: I invoice the client but pay subs within 30 days whether I have been paid or not bc that's how I like to be paid #solopr
- 6:29 pm **CathyWebSavvyPR:** Q2 Letter of agreements are best, but many peeps are doing work on a digital handshake = risk, but is still done #solopr
- 6:29 pm **CathyWebSavvyPR:** RT @KellyeCrane: Q2: In the past I have "partnered" with subs without marking them up, but the admin hassles make this feel unfair #solopr
- 6:29 pm **lisavielee:** Agree on mgmt fee. RT @LScribner: There should always be a mark up/mgmt fee for sub work. Ultimately, it's ur reputation and brand. #solopr
- 6:30 pm **KellyeCrane:** RT @REVOLUTIONpr: Question ... how do you all work out referral/percentage fees with you and sub? #solopr
- 6:30 pm **CathyWebSavvyPR:** @KellyeCrane What about referral fees, when a client contacts me, but doesn't need PR/SM help, actually needs web design #solopr
- 6:30 pm **amandamogul:** Q2 If it's your client, your hustle that got the work and you are managing the project, you HAVE to mark it up. Period. #solopr

- 6:31 pm **d2mi:** I sub for PR peeps that need SEO. Billing is transparent to client and they have expertise "in-house" #solopr
- 6:31 pm **CathyWebSavvyPR:** RT @KellyeCrane: RT @REVOLUTIONpr: Question ... how do you all work out referral/percentage fees with you and sub? #solopr
- 6:31 pm **CathyWebSavvyPR:** @KellyeCrane just waht I was asking! #solopr
- 6:31 pm **KellyeCrane:** Q2: When you do sub/markup, it's not visible to the client. They're hiring one firm. #solopr
- 6:31 pm **chatterboxpr:** @amandamogul I used 2 do that but it was 2 risky & if project stalls, u feel obligated 2 pay sub out of pocket 2 save relationship. #solopr
- 6:32 pm **rajean:** RT @d2mi: I sub for PR peeps that need SEO. Billing is transparent to client and they have expertise "in-house" #solopr
- 6:32 pm **karensxim:** @amandamogul I agree & I discount my fees to PR pros so they can markup/integrate #solopr
- 6:32 pm **CathyWebSavvyPR:** Q1/Q2 am working with a local partner now to launch a 2nd firm 2 merge his pay-per-click & my PR/SM & bring in others as needed #solopr
- 6:32 pm **amandamogul:** RT @KellyeCrane: Took me a sec to find it, but I've learned a lot about SEO from these videos - <http://video.seobook.com/> #solopr
- 6:32 pm **CathyWebSavvyPR:** RT @KellyeCrane: Q2: When you do sub/markup, it's not visible to the client. They're hiring one firm. #solopr
- 6:32 pm **KCDPR:** speaking of subs, looking for financial media guru on east coast for sub work DM me w/ leads :) #solopr
- 6:33 pm **rockstarjen:** Yes. RT @KellyeCrane: Q2: When you do sub/markup, it's not visible to the client. They're hiring one firm. #solopr
- 6:33 pm **KellyeCrane:** @CathyWebSavvyPR @REVOLUTIONpr I think between 10 and 20% is standard. Others weigh in? #solopr
- 6:33 pm **chatterboxpr:** RT @KCDPR: speaking of subs, looking for financial media guru on east coast for sub work DM me w/ leads :) #solopr
- 6:33 pm **KCDPR:** Min 20%, often 30% RT @KellyeCrane: @CathyWebSavvyPR @REVOLUTIONpr I think between 10 and 20% is standard. Others weigh in? #solopr
- 6:34 pm **CathyWebSavvyPR:** @KCDPR - as in someone on East coast with financial media contacts/experience? #solopr
- 6:34 pm **mdbarber:** My mark-ups or discounts are 10-15% depending on the sub #solopr
- 6:34 pm **amynolanapr:** RT @KellyeCrane: @CathyWebSavvyPR @REVOLUTIONpr I think between 10 and 20% is standard. Others weigh in? #solopr
- 6:34 pm **CathyWebSavvyPR:** RT @KellyeCrane: Client REferrals: I think between 10 and 20% is standard. Others weigh in? [agreed] #solopr
- 6:34 pm **CathyWebSavvyPR:** RT @mdbarber: My mark-ups or discounts are 10-15% depending on the sub #solopr
- 6:35 pm **KellyeCrane:** RT @KCDPR: Min 20%, often 30% #solopr
- 6:35 pm **CathyWebSavvyPR:** To my followers - sorry for so many tweets - there were two good chats today. and #smallbizchat tonight #solopr
- 6:36 pm **REVOLUTIONpr:** Thanks @KCDPR @KellyeCrane @mdbarber ... so it's really negotiable ... 10 - 30% depending on the sub. #solopr
- 6:36 pm **rockstarjen:** @KellyeCrane I think 10-20% is standard, but I've honestly never done it. My "mark up" has always been my time spent managing. #solopr
- 6:36 pm **CathyWebSavvyPR:** RT @KellyeCrane: RT @KCDPR: Min 20%, often 30% [is this referrals or markups] #solopr
- 6:36 pm **KellyeCrane:** I think it also depends on whether the sub is bring a specialized skill -- some of it is what the market will bear. #solopr
- 6:37 pm **KCDPR:** Referrals can be creative -- % of monthly retainer, set \$ amount, etc #solopr

- 6:37 pm **CathyWebSavvyPR:** @KCDPR Unfortunately, that's not me - I have a business guru as a client - biz consulting/buy sell a biz etc. #solopr
- 6:37 pm **mdbarber:** I'm having a hard time imagining a 30% markup. Can whoever's doing that please expand on when/why? #solopr
- 6:37 pm **rockstarjen:** holy spam, batman. are we seeing more than normal today, or have i just been asleep lately? #solopr
- 6:37 pm **trishlambert:** Remember that u need contingency \$ if something goes wrong & u need to fix yrself or w/another sub RT @KCDPR: Min 20%, often 30% #solopr
- 6:37 pm **TMariePR:** RT @KellyeCrane: I think it also depends on whether the sub is bring a specialized skill -- some of it is what the market will bear. #solopr
- 6:38 pm **REVOLUTIONnpr:** Gotcha RT @KCDPR: Referrals can be creative -- % of monthly retainer, set \$ amount, etc #solopr
- 6:38 pm **amynolanapr:** Thank you all for sharing insight re: billing for subs. Very helpful to this new indy! #solopr
- 6:38 pm **CathyWebSavvyPR:** RT @KCDPR: speaking of subs, looking for financial media guru on east coast for sub work DM me w/ leads :) #solopr
- 6:38 pm **mdbarber:** @rockstarjen I'm not seeing it in Tweetchat but think there's some additional in Tweetgrid. #solopr
- 6:38 pm **rockstarjen:** oh wait. i see tweetgrid now has ads. first i noticed that. on to 2nd cup of coffee. ;) #solopr
- 6:38 pm **CathyWebSavvyPR:** RT @KCDPR: Referrals can be creative -- % of monthly retainer, set \$ amount, etc #solopr
- 6:38 pm **KellyeCrane:** @rockstarjen If you're on Tweetgrid, they are putting ads in the stream now (very distracting!). Switch to Tweetchat.com. #solopr
- 6:38 pm **TMariePR:** RT @KCDPR: Referrals can be creative -- % of monthly retainer, set \$ amount, etc #solopr
- 6:39 pm **chatterboxpr:** RT @trishlambert: Remember that u need contingency \$ if something goes wrong & u need to fix yrself or w/another sub --> great point #solopr
- 6:39 pm **LScribner:** I'm using Tweetdeck, easier to follow convo and all the other feeds I'm tracking #solopr
- 6:39 pm **KellyeCrane:** Q3 is from @lisavielee -Is there more to #solopr than media relations and writing? #solopr
- 6:40 pm **Marc_Meyer:** Join @KellyeCrane now for some #solopr chat action...
- 6:40 pm **PRjeff:** I hope so. RT @KellyeCrane: Q3 is from @lisavielee -Is there more to #solopr than media relations and writing? #solopr
- 6:40 pm **karensxim:** RT @KellyeCrane: Q3 is from @lisavielee -Is there more to #solopr than media relations and writing? #solopr
- 6:41 pm **REVOLUTIONnpr:** Ahhh great pt! RT @trishlambert: Remember that u need contingency \$ if something goes wrong & u need to fix yrself or w/another sub #solopr
- 6:41 pm **trishlambert:** RT @KellyeCrane: Q3 is from @lisavielee -Is there more to #solopr than media relations and writing? #solopr
- 6:41 pm **mdbarber:** Q3 - Yes! I do a lot more counsel & strategic planning than media relations & writing. #solopr
- 6:41 pm **amynolanapr:** Q3. Heck yeah! I do PR events, marketing, training...to name a few. #solopr
- 6:41 pm **PRjeff:** Q3: If we want a "seat at the table," we better be doing more than just media relations and writing. #solopr
- 6:41 pm **chatterboxpr:** @LScribner Does Tweetdeck automatically index your responses with the hash tag? I haven't used in a while, I use tweetchat. #solopr
- 6:41 pm **PRProSanDiego:** @LScribner @karensxim Good point - I DO need cake, to soak up the champagne! I couldn't have done it without colleagues like you. #solopr

- 6:41 pm **mdbarber:** RT @PRjeff: Q3: If we want a "seat at the table," we better be doing more than just media relations and writing. #solopr
- 6:41 pm **annebentley:** Q3: Absolutely ~ strategy, communications auditing, social media integration, media training ~ the list goes on #solopr
- 6:41 pm **KellyeCrane:** RT @PRjeff: Q3: If we want a "seat at the table," we better be doing more than just media relations and writing. #solopr
- 6:41 pm **KCDPR:** Strategic counsel comes first RT @KellyeCrane: Q3 is from @lisavielee -Is there more to #solopr than media relations and writing? #solopr
- 6:41 pm **TMariePR:** RT @PRjeff: I hope so. RT @KellyeCrane: Q3 is from @lisavielee -Is there more to #solopr than media relations and writing? #solopr
- 6:42 pm **EminentPRceo:** RT @KCDPR: Referrals can be creative -- % of monthly retainer, set \$ amount, etc #solopr
- 6:42 pm **karensxim:** Q3: Much more! Strategy, working with overall biz plan, training, counseling #solopr
- 6:42 pm **mdbarber:** Q3: Being a solo doesn't mean you can't provide the spectrum of PR services. It just means you're not part of a large company/org. #solopr
- 6:42 pm **ltwoods:** I concur! RT @PRjeff: Q3: If we want a "seat at the table," we better be doing more than just media relations and writing. #solopr
- 6:42 pm **lisavielee:** Q3: Thanks @annebentley for getting at heart of it for me. Often #solopr peeps asked to implement only. We also are high-level thinkers.
- 6:42 pm **LauraScholz:** Q3: Most definitely. Brand identity/development, social media content/strategy, event promotion, etc. #solopr
- 6:42 pm **MarchellGillis:** Agree RT@mdbarber Q3: more counsel & strategic planning than media relations & writing. #solopr
- 6:42 pm **amynolanapr:** RT @PRjeff: Q3: If we want a "seat at the table," we better be doing more than just media relations and writing. #solopr - AMEN!
- 6:42 pm **rajejan:** RT @mdbarber: Q3: Being a solo doesn't mean you can't provide the spectrum of PR services. It just means you're not part of a large company/org. #solopr
- 6:42 pm **LScribner:** Q3. so much more to #solopr: strategy, guidance. SM support are huge. Clnts expect just as much from us as they do an agency (if not more!)
- 6:42 pm **PRProSanDiego:** It's always been a mistake to think public relations = media relations. True now more than ever as traditional media disappears. #soloPR
- 6:42 pm **LauraScholz:** Absolutely RT @PRjeff: Q3: If we want a "seat at the table," we better be doing more than just media relations and writing. #solopr
- 6:42 pm **karensxim:** @chatterboxpr yes tweetdeck indexes replies to hashtag #solopr
- 6:43 pm **SoloDovePR:** Catchingup on the last Mins of #solopr chat
- 6:43 pm **KellyeCrane:** RT @annebentley: Q3: Absolutely ~ strategy, communications auditing, social media integration, media training ~ the list goes on #solopr
- 6:43 pm **ruwil23:** RT @ltwoods: I concur! RT @PRjeff: Q3: If we want a "seat at the table," we better be doing more than just media relations and writing. #solopr
- 6:43 pm **PRjeff:** Q3: Keep the end in mind-must tie into strategic biz objectives before writing/pitching. #solopr
- 6:43 pm **trishlambert:** Q3: OH YES! Esp for agile #solopr u can pull out the creativity stops & be of HUGE value to clients by way of innovative strategies #solopr
- 6:43 pm **rockstarjen:** Q3 - absolutely! product announcement strategy, crisis comm, internal comm, you name it. #solopr
- 6:43 pm **mdbarber:** RT @PRProSanDiego: Its always been a mistake to think PR = media relations. True now more than ever as traditional media disappears. #solopr
- 6:43 pm **REVOLUTIONpr:** Q3: I feel like I do everything some days; comes w the territory! You have to if you want the clients. PR is a vast playground. #solopr

- 6:43 pm **LScribner:** Q3. Some clnts expect less. I have one that just wants hands on tactics and PR input #solopr
- 6:43 pm **MichaelWillett:** RT @KellyeCrane @rockstarjen If you're on Tweetgrid,they're putting ads in the stream now-very distracting!-Switch to Tweetchat.com #solopr
- 6:43 pm **PaulaMBHall:** RT @PRProSanDiego: It's always been a mistake to think public relations = media relations. True now more than ever as traditional media disappears. #soloPR
- 6:43 pm **TMariePR:** RT @PRjeff: Q3: Keep the end in mind-must tie into strategic biz objectives before writing/pitching. #solopr
- 6:44 pm **rajean:** RT @REVOLUTIONpr: Q3: I feel like I do everything some days; comes w the territory! You have to if you want the clients. PR is a vast playground. #solopr
- 6:44 pm **lisavielee:** RT @PRProSanDiego: It's always been a mistake to think public relations=media relations. Esp. as traditional media disappears. #soloPR
- 6:44 pm **karensxim:** @PRProSanDiego You deserve cake, in fact I am going to celebrate too bc I'm happy for you! #solopr
- 6:44 pm **PRProSanDiego:** Today's PR pro must have expertise in community relations, coalition building, branding, message creation, reputation mgmt., crisis. #solopr
- 6:44 pm **PRjeff:** Q3: Clients that want purely tactical are missing the big picture. #solopr
- 6:45 pm **annebentley:** @lisavielee ~ people hire me for my 20 years of specialized experience ~ not to simply write their press releases :) #solopr
- 6:45 pm **trishlambert:** Q3: Some clients do need to be educated, bec perception among many is still "just media relations" #solopr
- 6:45 pm **rajean:** RT @PRProSanDiego: It's always been a mistake to think public relations = media relations. True now more than ever as traditional media disappears. #soloPR
- 6:45 pm **annebentley:** RT @PRjeff: Q3: Clients that want purely tactical are missing the big picture. #solopr
- 6:45 pm **chatterboxpr:** Re Q3: Media relations is about 20%, the rest involves consulting, social media integration & positioning, community outreach etc. #solopr
- 6:45 pm **REVOLUTIONpr:** ABSOLUTELY. RT @PRProSanDiego: Its always been a mistake to think public relations = media relations. #solopr
- 6:45 pm **KellyeCrane:** Q3: The more sweeping strategic counsel #solopr pros provide, the more \$ you can command. #solopr
- 6:45 pm **TMariePR:** RT @chatterboxpr: Re Q3: Media relations is about 20%, the rest involves consulting, social media integration & positioning, community outreach etc. #solopr
- 6:45 pm **karensxim:** RT @PRjeff: Q3: Clients that want purely tactical are missing the big picture. (ha, you read my draft blog post!) #solopr
- 6:46 pm **chatterboxpr:** RT @PRjeff: Q3: Clients that want purely tactical are missing the big picture. --> agreed. #solopr
- 6:46 pm **PRProSanDiego:** @karensxim Cake & champagne for EVERYONE February 4! #soloPR
- 6:46 pm **CathyWebSavvyPR:** RT @PRProSanDiego: Its always been a mistake to think PR = media relations. True now more than ever as traditional media disappears. #solopr
- 6:46 pm **karensxim:** Very true! RT @KellyeCrane: Q3: The more sweeping strategic counsel #solopr pros provide, the more \$ you can command. #solopr
- 6:46 pm **KellyeCrane:** Agree, and they are often the most difficult. RT @PRjeff: Q3: Clients that want purely tactical are missing the big picture. #solopr
- 6:46 pm **PRjeff:** Amen! RT @KellyeCrane: Q3: The more sweeping strategic counsel #solopr pros provide, the more \$ you can command. #solopr
- 6:46 pm **mdbarber:** RT @KellyeCrane: Q3: The more sweeping strategic counsel #solopr pros provide, the more \$ you can command. #solopr

- 6:46 pm **MarchellGillis:** RT @chatterboxpr: Re Q3: Media relations is about 20%, the rest involves consulting, social media integration & positioning, community outreach etc. #solopr
- 6:46 pm **CathyWebSavvyPR:** RT @KellyeCrane: Q3 is from @lisavielee -Is there more to #solopr than media relations and writing? #solopr
- 6:46 pm **rockstarjen:** Q3 - I've turned down many a client that just wanted a press release and some media outreach. Good luck with success in most cases. #solopr
- 6:47 pm **lisavielee:** @annebentley Me too! But new ones start the call asking for just a press release! #solopr needs to up-selling strategy like agencies.
- 6:47 pm **amynolanapr:** To me, that's a red flag, maybe not client I want. RT @PRjeff: Q3: Clients that want purely tactical are missing the big picture. #solopr
- 6:47 pm **KCDPR:** Esp w/ extensive expertise in an industry RT @KellyeCrane: Q3: The more sweeping counsel provided, the more \$ you can command. #solopr
- 6:47 pm **REVOLUTIONpr:** Agreed. Taking backseat doesn't reflect well on abilities. RT @PRjeff: Clients that want purely tactical are missing the big picture #solopr
- 6:47 pm **CathyWebSavvyPR:** Q3 YES more PR that media rels & writing. 20 year's of Pr experience, plus 3 yrs of social media work - variety of skills #solopr
- 6:47 pm **LScribner:** I agree, but we're also a service industry:) RT @PRjeff: Q3: Clients that want purely tactical are missing the big picture. #solopr
- 6:47 pm **LauraScholz:** Yes! RT @karensxim: RT @PRjeff: Q3: Clients that want purely tactical are missing the big picture #solopr
- 6:47 pm **wrbrown87:** RT @PRProSanDiego: Today's PR pro must have expertise in community relations, coalition building, branding, message creation, reputation mgmt., crisis. #soloPR
- 6:48 pm **amynolanapr:** RT @KellyeCrane: Q3: The more sweeping strategic counsel #solopr pros provide, the more \$ you can command. #solopr
- 6:48 pm **MichaelWillett:** RT @CathyWebSavvyPR RT @PRProSanDiego Mistake to think PR=media relations-Now more than ever as traditional media disappears #solopr
- 6:48 pm **KellyeCrane:** RT @lisavielee: @annebentley ... #solopr needs to be up-selling strategy like agencies. #solopr
- 6:48 pm **annebentley:** @rockstarjen agree with you on clients who want release and media outreach ~ it just never converts into sustainable coverage #solopr
- 6:48 pm **KCDPR:** @trishlambert : Guess what the "big" agencies mark up? #solopr 35%+ seen 50%
- 6:48 pm **chatterboxpr:** RE: Q3 It's a misconception 4 clients 2 think that in 2day's climate, straight media relations will give them maximum exposure. #solopr
- 6:48 pm **karensxim:** Your brand & rep too important not to educate clients on comp strategy, if they don't agree, wrong fit #solopr
- 6:48 pm **SianLindemann:** RT @MichaelWillett: RT @CathyWebSavvyPR RT @PRProSanDiego Mistake to think PR=media relations-Now more than ever as traditional media disappears #solopr
- 6:48 pm **CathyWebSavvyPR:** Q3 PR & marketing have been merging w/ advent of Social media, but PR = strategy behind the tactics & tools new or old #solopr
- 6:48 pm **KellyeCrane:** Well said! RT @karensxim: Your brand & rep too important not to educate clients on comp strategy, if they don't agree, wrong fit #solopr
- 6:48 pm **LScribner:** Q3. Nothing wrong with building a relationship by taking a minimal project. It's our job to educate and provide all options #solopr
- 6:49 pm **PRProSanDiego:** A key role for me now is connecting the dots, advising clients who they should connect with and WHY, building relationships. #soloPR
- 6:49 pm **rajean:** INHO @PRjeff: Q3: Clients that want purely tactical are those who need to be educated about what the PR pro can provide, value add. #solopr

- 6:49 pm **KCDPR:** Purely tactical "get me an article" clients likely won't be LT clients. PR is not a temp fix, should be LT strategy #solopr
- 6:49 pm **karensuim:** RT @chatterboxpr: Its a misconception 4 clients 2 think that in 2days climate, straight media relations will give them max. exposure #solopr
- 6:49 pm **CathyWebSavvyPR:** RT @PRProSanDiego: Today's PR pro must have skills in commty rels, coalition bldg, branding, message creation, reptn mgmt., crisis #solopr
- 6:49 pm **PRjeff:** @LScribner Q3: Yes, if client's only want tactical, OK. But we're obligated to at least let them know there's more 2 it #solopr
- 6:49 pm **SoloDovePR:** Q1 using and understaning SEO is a new added tool but it can't be the main focus. I agree that I may need to be outsourced #solopr
- 6:49 pm **trishlambert:** Yep, I've seen the same. RT @KCDPR: @trishlambert : Guess what the "big" agencies mark up? #solopr 35%+ seen 50% #solopr
- 6:49 pm **rockstarjen:** @annebentley and i agree with the upsell strategy, but you can "feel" the ones that will never be open to more than that. #solopr
- 6:49 pm **TMariePR:** RT @MichaelWillett: RT @CathyWebSavvyPR RT @PRProSanDiego Mistake to think PR=media relations-Now more than ever as traditional media disappears #solopr
- 6:49 pm **REVOLUTIONpr:** One-off projects are okay if you are constantly building your core client base. You want to be building a lasting reputation. #solopr
- 6:49 pm **mdbarber:** RT @PRProSanDiego: A key role: connecting the dots, advising clients who they should connect with & WHY, building relationships. #solopr
- 6:50 pm **MarchellGillis:** RT @PRProSanDiego: A key role for me now is connecting the dots, advising clients who they should connect with and WHY, building relationships. #soloPR
- 6:50 pm **REVOLUTIONpr:** Same here. RT @PRProSanDiego: A key role for me now is advising clients who they should connect with and WHY, building relationships #solopr
- 6:50 pm **CathyWebSavvyPR:** @PRProSanDiego Agreed - I did a post on connecting the dots - so needed - help clients make the right choices #solopr
- 6:50 pm **lisavielee:** RT @PRProSanDiego: Key role for me is connecting the dots, advising clients who they should connect with, building relationships. #soloPR
- 6:50 pm **CathyWebSavvyPR:** RT @PRProSanDiego: A key role: connecting the dots, advising clients who they should connect with & WHY, building relationships. #solopr
- 6:50 pm **amynolanapr:** RT @PRProSanDiego: Key role is connecting the dots, advising clients who they should connect w/ and WHY, bldg relationships. #soloPR
- 6:50 pm **SoloDovePR:** RT @annebentley: Q3: Absolutely ~ strategy, communications auditing, social media integration, media training ~ the list goes on #solopr
- 6:50 pm **rajejan:** RT @PRProSanDiego: Today's PR pro must have expertise in community relations, coalition building, branding, message creation, reputation mgmt., crisis. #soloPR
- 6:51 pm **ConsultMyAgent:** RT @PRProSanDiego: PR pro must have expertise in community relations, coalition building, branding, messaging, repmgmt., crisis. #soloPR
- 6:51 pm **REVOLUTIONpr:** Yes! RT @KCDPR: Purely tactical "get me an article" clients likely wont be LT clients. PR is not a temp fix, should be LT strategy #solopr
- 6:51 pm **PRjeff:** But if the solo has a low price... RT @KCDPR: @trishlambert Guess what the "big" agencies mark up? #solopr 35%+ seen 50% #solopr
- 6:51 pm **katiecarnahan:** RT @PRProSanDiego: Key role is connecting the dots, advising clients who they should connect w/ and WHY, bldg relationships. #solopr
- 6:51 pm **mdbarber:** @CathyWebSavvyPR Can you provide link to your post? Would like to read it. #solopr
- 6:51 pm **TMariePR:** RT @REVOLUTIONpr: Same here. RT @PRProSanDiego: A key role for me now is advising clients who they should connect with and WHY, building relationships #solopr

- 6:51 pm **amynolanapr:** I'm loving this idea of connecting the dots. I might have to borrow that one! #solopr
- 6:52 pm **SoloDovePR:** RT @karensxim: RT @chatterboxpr: Its a misconception 4 clients 2 think that in 2days climate, straight media relations will give them max. exposure #solopr
- 6:52 pm **PRProSanDiego:** Elected officials have always excelled in outreach. We should take a page from their book. (Used to be a political press aide). #soloPR
- 6:52 pm **KellyeCrane:** Time for 1 more: From @rajean -Q4 Starting out, how many clients might equal part-time hours? (up to 25 hrs wk) #solopr
- 6:52 pm **PRjeff:** Q3: When the tactical syncs w/the strategic objectives, clients can maximize PR's long-term ROI #solopr
- 6:52 pm **CathyWebSavvyPR:** Q3 to me PR starts with strategy, know your audience, decide were they "hang out" on/off line, det. messaging & tools 2 reach them #solopr
- 6:53 pm **karensxim:** Agree w/ all thoughts on purely tactical clients & often they are the "lowballers" #solopr
- 6:53 pm **TMariePR:** RT @karensxim: RT @chatterboxpr: Its a misconception 4 clients 2 think that in 2days climate, straight media relations will give them max. exposure #solopr
- 6:53 pm **karensxim:** RT @KellyeCrane: Time for 1 more: From @rajean -Q4 Starting out, how many clients might equal part-time hours? (up to 25 hrs wk) #solopr
- 6:53 pm **trishlambert:** @PRjeff Agreed & not same risk as big agcy, so % can b lower. Many solos r afraid or guilty abt markup. It's a prudent biz necessity #solopr
- 6:53 pm **CathyWebSavvyPR:** @mdbarber I was typing faster than my brain was moving- my post is helping ppl connect the dots vi social media 2 grow their brand #solopr
- 6:53 pm **rockstarjen:** Q4: in my experience 1-2 longterm clients or 3-4 projects at a time. be careful, though. if all is due at the same time... #solopr
- 6:54 pm **REVOLUTIONpr:** @PRProSanDiego I agree with a lot that you are saying bc it is PUBLIC relations and you need to build your network accordingly. #solopr
- 6:54 pm **KellyeCrane:** RT @trishlambert: ... Many solos are afraid or guilty abt markup. Its a prudent biz necessity #solopr
- 6:54 pm **akenn:** @rajean it depends on the clients, the projects and the work involved.. #solopr
- 6:54 pm **CathyWebSavvyPR:** RT @KellyeCrane: Time for 1 more: From @rajean -Q4 Starting out, how many clients might equal part-time hours? (up to 25 hrs wk) #solopr
- 6:54 pm **KCDPR:** @KellyeCrane : depends on the work ethic of the #solopr pro ;)
- 6:54 pm **mdbarber:** @CathyWebSavvyPR I hear you there...sometimes my brain goes too fast on these chats too. Thanks for replying. #solopr
- 6:54 pm **annebentley:** Q4: I think that depends on the client ~ sometimes I'll negotiate an "up to" X number of hours per week with a longer term client #solopr
- 6:54 pm **REVOLUTIONpr:** Well put. RT @PRjeff: Q3: When the tactical syncs w/the strategic objectives, clients can maximize PRs long-term ROI #solopr
- 6:54 pm **LauraScholz:** Q4: I think it depends on client & project. Onelarge client project could easily take 25 hrs/wk. Start w/ 1 or 2 & see how it goes. #solopr
- 6:55 pm **mdbarber:** Agreed. RT @akenn: @rajean it depends on the clients, the projects and the work involved.. #solopr
- 6:55 pm **LScribner:** Q4. It really depends on how many hrs ur committed to but 2 sounds about right. #solopr
- 6:55 pm **PRProSanDiego:** Clients who hire me often say "it's because you KNOW everyone." Hire me and my contacts are yours. 30 yrs. of networking pays off. #soloPR
- 6:55 pm **KellyeCrane:** RT @LauraScholz: Q4: ...One large client project could easily take 25 hrs/wk. Start w/ 1 or 2 & see how it goes. #solopr
- 6:55 pm **SoloDovePR:** @rockstarjen RE Q3 - I think its good that you declined. Writing release & a little media outreach is not going to get them results #solopr

- 6:56 pm **KCDPR:** depends on client workload and scalability of each client, my guess would be 2-3 #solopr
- 6:56 pm **PRProSanDiego:** @REVOLUTIONpr Absolutely right! Build your publics, and they (clients) will come. :-) #soloPR
- 6:56 pm **REVOLUTIONpr:** @PRProSanDiego Yes, it's about making yourself a trusted resource. #solopr
- 6:56 pm **pretailers:** RT @PRjeff But if D solo has a low price... RT @KCDPR: @trishlambert Guess what D "big" agencies mark up? #solopr 35%+ seen 50% #solopr :)
- 6:56 pm **KellyeCrane:** Q4: Note that the more clients, the more mgmt/admin needed. Keep in mind when planning. #solopr
- 6:56 pm **chatterboxpr:** Re Q4: I think part-time vs full-time hours isn't determined by # of clients but by project, desired results & time 2 accomplish. #solopr
- 6:56 pm **cloudspark:** @KellyeCrane Q4: Our survey of solor pr pros showed a max of 100-120 billable hours a month b/f it gets unmanageable #solopr
- 6:57 pm **rajean:** Thx, @mdbarber @LauraScholz @annebentley - helpful. I was thinking 1-2 clients, likely no more than 3 to keep under 30 hrs/wk #solopr
- 6:57 pm **TMariePR:** RT @REVOLUTIONpr: @PRProSanDiego I agree with a lot that you are saying bc it is PUBLIC relations and you need to build your network accordingly. #solopr
- 6:57 pm **LScribner:** Q4 similar to an agency, I never ever billed 25 hrs per week on pure PR to one client, but anything's possible ;0) #solopr
- 6:57 pm **DeVeauxAgencyPR:** RT @chatterboxpr: Re Q3: Media relations is about 20%, the rest involves consulting, social media integration & positioning, community outreach etc. #solopr
- 6:57 pm **CathyWebSavvyPR:** @mdbarber however my curretn post is on S.T.A.C.K .- Strategy, Tools, Audience, Content & keep it simple? <http://bit.ly/6BrRhO> #solopr
- 6:57 pm **mdbarber:** RT @cloudspark: @KellyeCrane Q4: Our survey of solor pr pros showed a max of 100-120 billable hours a month b/f gets unmanageable #solopr
- 6:57 pm **cloudspark:** Q4: you have to allocate nonbillable with billable, otherwise you'll end up with 80 hour work weeks. #solopr
- 6:58 pm **PRjeff:** Now you tell me. RT @KellyeCrane Q4: Our survey of solor pr pros showed a max of 100-120 billable hrs/mo b/f it gets unmanageable #solopr
- 6:58 pm **rockstarjen:** @SoloDovePR bad for the client and you. it doesn't help you on your next pitch when you have no success to share to prospect. #solopr
- 6:58 pm **MichaelWillett:** Yes, indeed! RT @revolutionPR @PRProSanDiego Yes, it's about making yourself a trusted resource #solopr
- 6:58 pm **TMariePR:** RT @PRProSanDiego: Clients who hire me often say "it's because you KNOW everyone." Hire me and my contacts are yours. 30 yrs. of networking pays off. #soloPR
- 6:58 pm **CathyWebSavvyPR:** RT @chatterboxpr: Re Q3: Media relations = 20%, rest involves consulting, social media integration & positioning, comty outreach #solopr
- 6:58 pm **chatterboxpr:** @DeVeauxAgencyPR Hey Lady, how are you? #solopr
- 6:58 pm **LScribner:** RT @SoloDovePR: @rockstarjen RE Q3 I disagree. I did a project like that in Nov. as long as you set expectations it's good biz dev #solopr
- 6:58 pm **PRProSanDiego:** RT @KellyeCrane Q4: Note that the more clients, the more mgmt/admin needed. Keep in mind when planning. #solopr <---GOOD pt, easy to forget.
- 6:58 pm **KCDPR:** I'm the solo tho ;) expertise trumps price too RT @PRjeff: But if the solo has a low price RT @KCDPR: guess what agencies mark up? #solopr
- 6:58 pm **REVOLUTIONpr:** I've done 4 FT clients w/o outside help. Have to build your internal network (employees) if you want to build a bigger clientele #solopr
- 6:58 pm **Itwoods:** RT @PRProSanDiego: @REVOLUTIONpr Absolutely right! Build your publics, and they (clients) will come. :-) #soloPR
- 6:58 pm **rajean:** Exactly! RT @KellyeCrane Q4: Note that the more clients, the more mgmt/admin needed. Keep in mind when planning. #solopr

- 6:58 pm **CathyWebSavvyPR:** RT @KellyeCrane Q4: Our survey of solopr pros showed a max of 100-120 billable hours a month b/f gets unmanageable #solopr
- 6:58 pm **TMariePR:** RT @REVOLUTIONpr: @PRProSanDiego Yes, it's about making yourself a trusted resource. #solopr
- 6:58 pm **mdbarber:** @CathyWebSavvyPR Will look. Like the KISS principle. One of my faves. Strategic counsel doesn't equal complicated. Just smart. #solopr
- 6:59 pm **lisavielee:** & don't forget biz mgmt too RT @KellyeCrane: Q4: Note that the more clients, the more mgmt/admin needed. Keep in mind when planning. #solopr
- 6:59 pm **rajean:** Not sure how much admin. time to plan for say 1-3 clients. #solopr
- 6:59 pm **CathyWebSavvyPR:** RT @KellyeCrane Q4: Note that the more clients, the more mgmt/admin needed. Keep in mind when planning. #solopr <---GOOD point
- 6:59 pm **REVOLUTIONpr:** Exactly what I was trying to say! RT @KellyeCrane: Q4 Note that the more clients, the more mgmt/admin needed. #solopr
- 6:59 pm **DeVeauxAgencyPR:** RT @chatterboxpr: Re Q4: I think part-time vs full-time hours isn't determined by # of clients but by project, desired results & time 2 accomplish. #solopr
- 6:59 pm **PRProSanDiego:** RT @KellyeCrane Q4: Our survey of solopr pros showed a max of 100-120 billable hours a month b/f gets unmanageable #solopr <--Super intel!
- 6:59 pm **SoloDovePR:** Q4 I think it depends more on the hours you spend on the project rather than how many clients you have #solopr
- 6:59 pm **mdbarber:** Great chat again this week. Hope the new folks will keep coming back. It is great sharing. Thanks @kellyecrane. #solopr
- 6:59 pm **KimBrame:** RT @chatterboxpr: Re Q4: I think part-time vs full-time hours isn't determined by # of clients but by project, desired results & time 2 accomplish. #solopr
- 7:00 pm **KellyeCrane:** Q4: Remember how we all told @smrus not to over commit? When's the last time we saw her (miss ya Steph!)? :-) #solopr
- 7:00 pm **TMariePR:** RT @REVOLUTIONpr: I've done 4 FT clients w/o outside help. Have to build your internal network (employees) if you want to build a bigger clientele #solopr
- 7:00 pm **CathyWebSavvyPR:** @mdbarber the full title id S.t.a.c.k. the deck in your favor strategic marketing plans #solopr
- 7:00 pm **KimBrame:** RT @chatterboxpr: Re Q2: I include subs fees in quote b4 project commences & pymt is rendered so that I'm not overexposed. #solopr
- 7:00 pm **annebentley:** Thanks everyone for a great chat #solopr!
- 7:00 pm **mdbarber:** RT @KellyeCrane: Q4: Remember how we all told @smrus not to over commit? Whens the last time we saw her (miss ya Steph!)? :-) #solopr
- 7:00 pm **rajean:** RT @cloudspark: Q4: you have to allocate nonbillable with billable, otherwise you'll end up with 80 hour work weeks. #solopr
- 7:00 pm **CathyWebSavvyPR:** RT @SoloDovePR: Q4 I think it depends more on the hours you spend on the project rather than how many clients you have #solopr
- 7:00 pm **LauraScholz:** RT @KellyeCrane Q4: Our survey of solopr pros showed a max of 100-120 billable hours a month b/f gets unmanageable #solopr
- 7:00 pm **KellyeCrane:** Wow, at the end of our "official" hour, but feel free to keep chatting all week. In closing, a virtual "toast" to @PRProSanDiego! #solopr
- 7:01 pm **PRjeff:** Q3: Clarification: I was just saying if the solo price is low, that could affect the % of agency mark-up. #solopr
- 7:01 pm **rockstarjen:** @LScribner @solodovepr happy to hear it worked out for you. i've done it twice early on to lackluster results. #solopr
- 7:01 pm **trishlambert:** Thanks for a gr8 session! Nice time out! Bye... #solopr
- 7:01 pm **rajean:** RT @KellyeCrane: Wow, at the end of our "official" hour, but feel free to keep chatting all week. In closing, a virtual "toast" to @PRProSanDiego! #solopr
- 7:01 pm **PRjeff:** Waiting for cake... RT @KellyeCrane: Wow, at the end of our "official" hour. In closing, a virtual "toast" to @PRProSanDiego! #solopr

7:02 pm **MarchellGillis:** Thanks everyone, great discussion! #solopr

7:02 pm **rockstarjen:** Back to "work" PRpeeps. Have a great day... #solopr

7:02 pm **LScribner:** Thanks everyone, great chat, thanks for the SEO input until next week #solopr

7:02 pm **mdbarber:** RT @KellyeCrane: Wow, at the end of our "official" hour. In closing, a virtual "toast" to @PRProSanDiego! #solopr

7:02 pm **KellyeCrane:** Thanks to everyone for your wise words today, as always. See you next week, same day/time! #solopr

7:03 pm **KCDPR:** 100% agree RT @PRjeff: Q3: Clarification: I was just saying if the solo price is low, that could affect the % of agency mark-up. #solopr

7:03 pm **d2mi:** @KellyeCrane Mark-up depends on situation. If it's cut and dry, that is one %, if it needs a lot of babysitting, that's a bigger % #solopr

7:03 pm **chatterboxpr:** Great chat today. Have a powerful week everyone. Bye! #solopr

7:03 pm **TMariePR:** learned alot from #solopr today Thanks everyone! Great chatting with you @kellecrane @PRProsandiego @cahtterboxpr

7:03 pm **karensxim:** Cheers! Great suggestion@mdbarber, a toast to @PRProSanDiego! #solopr

7:03 pm **REVOLUTIONpr:** this was insightful ... thanks for all the input ... enjoyed chatting with you all. #solopr

7:03 pm **chatterboxpr:** RT @KellyeCrane: Thanks to everyone for your wise words today, as always. See you next week, same day/time! #solopr

7:03 pm **KellyeCrane:** RT @d2mi: @KellyeCrane Mark-up depends...If it's cut and dry, that is one %, if it needs a lot of babysitting, that's a bigger % #solopr

7:04 pm **karensxim:** Thanks @KellyeCrane for hosting another fun filled, informative hour! #solopr

7:04 pm **LauraScholz:** @KellyeCrane Thanks for hosting! Great #solopr session!

7:04 pm **rajean:** @mdbarber ha, now she's likely over-committed #solopr -You don't hear from her again. THX all 4 excellent feedback.I want a life 2!

7:04 pm **karensxim:** I <3 Solo PR Pros! #solopr

7:05 pm **amynolanapr:** Q4. Jumping in slowly. Have about 3-4 clients that are manageable for now, and work fr home w/ young kids, too. #solopr

7:06 pm **CathyWebSavvyPR:** thx for RTs & convo (more peeps 4 my pr list] @mdbarber @milenaregos @TMariePR @SianLindemann @MichaelWillett @KCDPR #solopr

7:06 pm **CathyWebSavvyPR:** RT @karensxim: I <3 Solo PR Pros! #solopr [YES - is there a solopr Twibe?]

7:06 pm **amynolanapr:** RT @d2mi: Mark-up depends. If it's cut and dry, that is one %, if it needs a lot of babysitting, that's a bigger % #solopr Good point!

7:06 pm **CVA_Andrea:** RT @karensxim: Since I support PR pros on the content side, I am a fan of outsourcing :-) #solopr

7:07 pm **SoloDovePR:** @pompeiiiclothing is the ideal client. They respond to my emails in record time #soloPr #pr

7:07 pm **karensxim:** RT @CathyWebSavvyPR: [YES - is there a solopr Twibe?] There should be one! #solopr

7:07 pm **rajean:** Great points, thx @KimBrame @chatterboxpr #solopr

7:08 pm **KellyeCrane:** @CathyWebSavvyPR I've been trying to decide if a Twibe makes sense - what do you think? People would add themselves to it? #solopr

7:08 pm **PRProSanDiego:** Thank you so much! What a great community we have. If you have cake tomorrow with me, tell me! Post a photo! Use our hashtag 4 fun! #soloPR

7:08 pm **CathyWebSavvyPR:** thx for RTs & convo (more peeps 4 my pr list] @amynolanapr @PRProsandiego @KellyeCrane @karensxim @mediamaison #solopr

7:08 pm **SoloDovePR:** RT @CathyWebSavvyPR: RT @karensxim: I <3 Solo PR Pros! #solopr [YES - is there a solopr Twibe?]

7:08 pm **cloudspark:** @KellyeCrane isn't your twibe already started on LI? #solopr

- 7:08 pm **karensxim:** RT @KellyeCrane: @CathyWebSavvyPR Ive been trying to decide if a Twibe makes sense - what do you think? [Yes!] #solopr
- 7:09 pm **PRProSanDiego:** @KellyeCrane @CathyWebSavvyPR A #soloPR Twibe is a great idea. Why not?
- 7:09 pm **KellyeCrane:** RT @cloudspark: @KellyeCrane isn't your twibe already started on LI? #solopr
- 7:09 pm **amynolanapr:** Thx for unbelievable conversation today. I get so much out of these #solopr discussions. See ya next week!
- 7:10 pm **CathyWebSavvyPR:** RT @KellyeCrane: Well said! RT @karensxim: Your brand & rep too important not to educate clients on comp strategy, if they don't agree, wrong fit #solopr
- 7:10 pm **rajejan:** That's exactly my plan @amynolanapr - 2 slowly jump back in. Been on boards & volunteer work. Need 2 not give it away anymore. #solopr
- 7:11 pm **TerraSD:** RT @PRProSanDiego: Clients who hire me often say "it's bcuz u KNOW evry1." Hire me & my contacts are yours. 30 yrs. pays off. #soloPR
- 7:11 pm **mediamaison:** RT @KellyeCrane: Well said! RT @karensxim: Your brand & rep too important not to educate clients on comp strategy, if they don't agree, wrong fit #solopr
- 7:14 pm **KellyeCrane:** .@CathyWebSavvyPR The #solopr pros LinkedIn group has *lots* of excellent convo. Join us! <http://bit.ly/Nf4sw>
- 7:15 pm **KellyeCrane:** @CathyWebSavvyPR @mdbarber I've been looking into how to best have a Twitter list of #solopr pros. Would be nice to allow ppl to self-join
- 7:16 pm **CathyWebSavvyPR:** RT @KellyeCrane: .@CathyWebSavvyPR The #solopr pros LinkedIn group has *lots* of excellent convo. Join us! <http://bit.ly/Nf4sw>
- 7:16 pm **annebentley:** Interesting #solopr chat on Twitter today! @kellyecrane and <http://soloprpro.com/>
- 7:19 pm **karensxim:** @KellyeCrane @CathyWebSavvyPR @mdbarber I added my twitter list to Listorious #solopr
- 7:19 pm **TBlinkedIn:** RT @KellyeCrane: .@CathyWebSavvyPR The #solopr pros LinkedIn group has *lots* of excellent convo. Join us! <http://bit.ly/Nf4sw>
- 7:20 pm **karensxim:** This is one of my favorite hours of the entire week! #solopr
- 7:23 pm **CathyWebSavvyPR:** Just joined a twibe. Visit <http://twibes.com/solopr> to join founded by @KellyeCrane host of #solopr chat Wed 1-2 p ET
- 7:24 pm **KellyeCrane:** @karensxim @CathyWebSavvyPR I've a private #solopr list I've want to take public, but fear I've left out some.Should I just take plunge?
- 7:29 pm **lorenanr:** Good follow-up post #soloPR chat: RT @bkmacdaddy: Does SEO Copywriting Still Matter? <http://bit.ly/aSWOAd> via @shannatrenholm
- 7:35 pm **karensxim:** @KellyeCrane Jump in! :-) #solopr
- 7:36 pm **karensxim:** @KellyeCrane You can always update, my list is not complete either... #solopr
- 7:41 pm **PRProSanDiego:** Just joined a twibe. Visit <http://twibes.com/solopr> to join #soloPR
- 7:42 pm **KellyeCrane:** @MaddyV87 The Twibes thing is basically another form of Twitter list -- we're testing it out at @CathyWebSavvyPR 's suggestion. #solopr
- 7:47 pm **KellyeCrane:** We can experiment RT @CathyWebSavvyPR: @KellyeCrane the Twibes pages can be used as a group - to track tweets, but..has pros & cons. #solopr
- 7:48 pm **PompeiiClothing:** RT @SoloDovePR: @pompeiiClothing is the ideal client. They respond to my emails in record time #soloPr #pr