



Transcript from March 17, 2010 to March 17, 2010

All times are Pacific Time

March 17, 2010

- 11:34 am **jburkhardt10**: THANKS! RT @LScribner MyMediaInfo is definitely impressive, recommend it to my fellow #solopr colleagues #PR #MMI
- 1:14 pm **KellyeCrane**: Does it make sense to work without pay? - To Free, or Not to Free <http://bit.ly/bqQ9AB> #solopr
- 1:21 pm **SoloDovePR**: RT @KellyeCrane: Does it make sense to work without pay? - To Free, or Not to Free <http://bit.ly/bqQ9AB> #solopr
- 1:35 pm **PRStarbase**: RT @KellyeCrane: Does it make sense to work without pay? - To Free, or Not to Free <http://bit.ly/bqQ9AB> #solopr
- 1:44 pm **KellyeCrane**: The Irish eyes (mine) will be smiling on today's #solopr chat! Join us 1-2pm ET, and let me know if you have any Qs to add.
- 1:44 pm **ShaneKinkennon**: Commenting on @KellyeCrane good post on working without pay as a #soloPR pro <http://bit.ly/bqQ9AB> #solopr
- 1:46 pm **PublicityNews**: To Free, or Not to Free: During a recent #solopr chat on Twitter, I made the following statement: Remember: it?... <http://bit.ly/945CCS> #pr
- 1:58 pm **nlinton**: Never again. Pay me! Does it make sense to work without pay? - To Free, or Not to Free <http://bit.ly/bqQ9AB> #solopr (via @KellyeCrane) #pr
- 2:17 pm **KellyeCrane**: RT @nlinton: Never again. Pay me! - Does it make sense to work without pay? - To Free, or Not to Free <http://bit.ly/bqQ9AB> #solopr #pr
- 2:19 pm **cloudspark**: RT @KellyeCrane RT @nlinton: Does it make sense to work without pay? - To Free, or Not to Free <http://bit.ly/bqQ9AB> #solopr #pr
- 2:40 pm **KCDPR**: Busy media day so can't make #solopr chat but look forward to transcript
- 2:47 pm **GetPushing**: RT @mashable How #PR Pros Are Using Social Media for Real Results <http://bit.ly/cHsnBO> Excellent compilation of info & links. #solopr
- 3:00 pm **ShaneKinkennon**: Thoughtful new comment from @KellyeCrane on balancing what's smart with what's right for clients <http://bit.ly/aDoRjD> #soloPR
- 3:05 pm **KellyeCrane**: @SoloDovePR @ShaneKinkennon @dariasteigman Thanks for your excellent comments on today's post! <http://bit.ly/bqQ9AB> #soloPR
- 3:55 pm **KellyeCrane**: Just a little over an hour until #solopr chat kicks off (1-2pm ET) -- see you then!
- 3:57 pm **mdbarber**: Favorite time of the week coming up: Just a little over an hour until #solopr chat kicks off (1-2pm ET) -- see you then! /via @KellyeCrane
- 4:10 pm **Boston_PR**: by @jburkhardt10: THANKS! RT @LScribner MyMediaInfo is definitely impressive, recommend it to my fellow #solopr colleagues #PR #MMI
- 4:18 pm **EaddyPerry**: RT @KellyeCrane: Just a little over an hour until #solopr chat kicks off (1-2pm ET) -- see you then!
- 4:29 pm **mdbarber**: @tweetchat is down...or is it just on my computer? Hope it's up soon; chat on the hour. (#solopr)
- 4:38 pm **MichaelWillett**: RT @GetPushing RT @mashable How #PR Pros Use Social Media for Real Results <http://bit.ly/cHsnBO> Excellent compilation of info/links #solopr
- 4:39 pm **MichaelWillett**: RT @KellyeCrane The Irish eyes (mine) will be smiling on today's #solopr chat! Join us 1-2pm ET, and let me know if you have any Qs to add
- 4:49 pm **MichaelWillett**: Interesting! RT @KellyeCrane Does it make sense to work without pay? - To Free, or Not to Free <http://bit.ly/bqQ9AB> #solopr
- 4:52 pm **karensxim**: Really bummed I missed #brandchat today, and looks like I may miss #solopr chat too. :(It is a crazy busy week!

- 5:00 pm **mdbarber:** @karensxim Glad you're busy. We'll miss you! #solopr
- 5:01 pm **KellyeCrane:** Welcome to #solopr chat. Tweetchat is down, but <http://Tweetgrid.com> is up (note: it inserts ads into the stream)
- 5:01 pm **KellyeCrane:** #soloPR chat is for independent pros in PR and related fields (and those who want to learn more about it). #solopr
- 5:02 pm **KellyeCrane:** If you have Qs you'd like us to discuss, please @me without the hashtag (or DM), and we'll add them to the list! #solopr
- 5:02 pm **KellyeCrane:** If you're joining, please introduce yourself and say hello! #solopr
- 5:04 pm **KellyeCrane:** For those who are new, I'm the moderator. 15 years solo, blog is <http://soloprpro.com/> #solopr
- 5:04 pm **suzanneskyvara:** Looks like TweetChat is down. Try TweetGrid as alternative to follow #solopr conversation starting now
- 5:05 pm **KellyeCrane:** Q1: Do you provide client with a variable rate sheet, or just say, this is what I charge? #solopr
- 5:05 pm **amynolanapr:** Hi everyone, glad to be here for #solopr chat. I'm using Tweetdeck and it's working fine. Indy from Baton Rouge - 7 months
- 5:05 pm **mdbarber:** Good morning all from Anchorage where it's finally melting! We're hoping for spring. 30+ PR pro; 10 years solo #solopr
- 5:06 pm **mdbarber:** Q1 -- I don't provide variable rate. My rate is set, do have nonprofit rate. However I don't offer diff rates by service. #solopr
- 5:06 pm **BettyEllis:** #solopr Hi, I'm Betty Parker Ellis, owner of 12 yo Communication Works, LLC based in Greenville, SC., a PR and training company.
- 5:06 pm **KimBrame:** RT @KellyeCrane: #soloPR chat is for independent pros in PR and related fields (and those who want to learn more about it). #solopr
- 5:06 pm **KellyeCrane:** Hi all! Looks like we might have a slight delay. Let's try to hang in there and see how it goes. #solopr
- 5:07 pm **amynolanapr:** I do not publish a rate sheet. I bid each project individually. My rates vary depending on type of client, complexity of work, etc. #solopr
- 5:07 pm **KellyeCrane:** RT Q1: Do you provide client with a variable rate sheet, or just say, this is what I charge? #solopr
- 5:07 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
- 5:07 pm **KellyeCrane:** RT @mdbarber: Q1-I don't provide variable rate. My rate is set, do have nonprofit rate. However I don't offer diff rates by service. #solopr
- 5:08 pm **rockstarjen:** Hi all - Jen in SD (5 years solo). Can't get Tweetchat to work, but hopping on anyway. #solopr
- 5:08 pm **KellyeCrane:** Q1: I believe that your time should be worth a set \$ amt, regardless of the activities #solopr
- 5:08 pm **LauraScholz:** Ditto. RT @amynolanapr: I do not publish a rate sheet. I bid each project individually. Rates vary by client, work, etc. #solopr
- 5:09 pm **SoloDovePR:** Moving right from #prstudchat to my #solopr chat.. twitter will suck you in will all this good info floating around
- 5:09 pm **suzanneskyvara:** Q1 Have set rate, but better not to go by time-based fees. Move to what Alan Weiss recommends: value based fees #solopr
- 5:09 pm **GetPushing:** We have a retainer rate, project rate and nonprofit rate. No variable rates. #solopr
- 5:09 pm **ruthseeley:** Joining #solopr chat for the first time in weeks. Solo PR, agency & corporate background, now tweeting from AB, Canada.
- 5:09 pm **KellyeCrane:** RT @amynolanapr: Don't pub a rate sheet. I bid ea project indiv. My rates vary depending on type of client, complexity of work, etc #solopr
- 5:09 pm **krisTK:** Q1: I have my hourly rate with a discount to agencies and nonprof. Prefer project rates (est hours x rate) vs tracking hours. #solopr
- 5:10 pm **amynolanapr:** I'm so new starting out that I'm trying to figure out what the market can bare in terms of hourly rates. #solopr

- 5:10 pm **mdbarber:** For those with variable rates, how do you decide who pays which hourly rate? #solopr
- 5:10 pm **GetPushing:** @rockstarjen I can't get Tweepchat to work either. Their server must be down #solopr
- 5:10 pm **suzanneskyvara:** @rockstarjen Try TweetGrid to help follow the convo this week #solopr
- 5:11 pm **rockstarjen:** @suzanneskyvara not a fan of tweetgrid (ads), but i might have to suffer this week. thanks! #solopr
- 5:11 pm **KellyeCrane:** RT @krisTK: Q1: I have my hourly rate w/ a discount to agencies and nonprof. Prefer project rates (est hours x rate) vs tracking hrs #solopr
- 5:11 pm **GetPushing:** TweetGrid is working (and easy) though @rockstarjen #solopr
- 5:11 pm **BettyEllis:** #solopr Q1- I don't provide a variable rate sheet based on type of service. End up spending more time tracking it than ROI allows.
- 5:11 pm **KellyeCrane:** RT @GetPushing: We have a retainer rate, project rate and nonprofit rate. No variable rates. #solopr
- 5:11 pm **LauraScholz:** RT @suzanneskyvara: Q1 Have set rate, but better not to go by time-based fees. Move to what Alan Weiss recommends: value based fees #solopr
- 5:11 pm **SarahDawley:** Hey #solopr - Sarah, 3 years solo. Re: Q1: Yes to variable rates but depend on scope of project, in-kind opportunities, relationships, etc.
- 5:11 pm **ruthseeley:** Q1 I have only one rate. While it may seem unfair to pay the same for building media lists as writing releases, I write very quickly #solopr
- 5:12 pm **mdbarber:** @rockstarjen I hear you on the ads. Not near as efficient as tweetchat but they have been down at least 45 minutes. #solopr
- 5:12 pm **ruthseeley:** (Obviously out of the habit of participating in tweet chats as I forgot the hashtag.) #solopr
- 5:13 pm **KellyeCrane:** FreelanceFolder had a post on related topic: "Pros and Cons of public price list" <http://bit.ly/coGIIQ> #solopr
- 5:13 pm **rockstarjen:** Q1: I have one hourly rate. Have negotiated project/retainer rates, but not a preference. #solopr
- 5:13 pm **snepromo:** I won't be able to participate in #solopr chat today - have a Happy St. Patrick's Day everyone! :)
- 5:14 pm **suzanneskyvara:** Whether you have variable or set rates, Harvest is a great way to track your time. Highly recommend it #solopr
- 5:14 pm **krisTK:** For those with variable rates, do you focus your biz development on clients who would pay higher rate or take what comes? #solopr
- 5:14 pm **amynolanapr:** I'd love any advice on how you established what your hourly rate would be starting out. #solopr
- 5:14 pm **KellyeCrane:** RT @rockstarjen: Q1: I have one hourly rate. Have negotiated project/retainer rates, but not a preference #solopr
- 5:14 pm **krisTK:** RT @KellyeCrane: FreelanceFolder post about "Pros and Cons of public price list" <http://bit.ly/coGIIQ> #solopr
- 5:14 pm **rockstarjen:** @mdbarber @suzanneskyvara @getpushing finding tweetdeck search column is working fine for me for now. :) #solopr
- 5:15 pm **ShaneKinkennon:** I don't even have a rate. Lucky me, been able to charge project fees or retainers all along, then do work as fast as I can. #soloPR
- 5:16 pm **mdbarber:** @amynolanapr Ask other consultants in your area; weigh against experience. See what market will bear. #solopr
- 5:16 pm **ruthseeley:** Q1 I think good thing about not discounting one's rates is the elimination of many tire kickers. I take on one pro bono client/yr. #solopr
- 5:16 pm **KellyeCrane:** Q1: If they want to negotiate, take away services in return for the lower fee. #solopr
- 5:17 pm **GetPushing:** We do the same. RT @BettyEllis: Q1 - Have a project rate & slightly lower retainer rate. Depends on clients' preference/project. #solopr

- 5:17 pm **mdbarber:** @amynolanapr I believe the PRSA Independent Practitioners Alliance has a survey as well, if you are a member. #solopr
- 5:17 pm **LauraScholz:** YES! Very sage advice! RT @KellyeCrane: Q1: If they want to negotiate, take away services in return for the lower fee. #solopr
- 5:17 pm **mdbarber:** Love it! RT @KellyeCrane: Q1: If they want to negotiate, take away services in return for the lower fee. #solopr
- 5:17 pm **krisTK:** RT @LauraScholz: My rate varies by project, service, duration, client. My biz devt is focused on people I want to work with. #solopr
- 5:17 pm **ruthseeley:** Q1 And *I* choose the pro bono client and take the initiative with them rather than responding to 'do it for nothing' pleas. #solopr
- 5:17 pm **rockstarjen:** RT @BettyEllis: #solopr Q1 Have project rate & then slightly lower retainer rate. Depends on clients' commitment pref for which they choose.
- 5:18 pm **jill_pr:** Q1: So far I have only an hourly rate which I do not change by project. Since my work is writing it wrks. #solopr
- 5:18 pm **KellyeCrane:** RT @mdbarber: @amynolanapr Ask other consultants in your area; weigh against experience. See what market will bear. #solopr
- 5:18 pm **rockstarjen:** Absolutely. RT @KellyeCrane: Q1: If they want to negotiate, take away services in return for the lower fee. #solopr
- 5:18 pm **rantonette:** Q1. The one thing about rates is that I feel like I should charge less for, say, research vs. more IP type work. #solopr
- 5:19 pm **ruthseeley:** Q1 If you have agency experience, you know what rates are charged for even admin support. #solopr
- 5:19 pm **GetPushing:** We offer a retainer rate (cheaper) for a longer commitment. Project rate (higher) is for a one off. Nonprofits get lowest rate. #solopr
- 5:19 pm **mdbarber:** @rantonette Why? Research is the first step in doing the IP-type work. It adds value to what you do. Don't sell yourself short. #solopr
- 5:19 pm **ShaneKinkennon:** RT @ruthseeley: Q1 I think good thing about not discounting one's rates is the elimination of many tire kickers. I take on one pro bono client/yr. #solopr
- 5:20 pm **RosalynPalmer:** RT @rockstarjen: @KellyeCrane: Q1: If they want to negotiate, take away services ifor the lower fee. Or contra (e.g. a fleet car) #solopr
- 5:20 pm **rantonette:** I'm searching for #solopr live on TweetGrid Search - <http://tweetgrid.com/search?q=%23solopr>
- 5:20 pm **KellyeCrane:** @rantonette FYI- Many big PR agencies are going to a blended rate - where all of their ppl are billed at the same \$ #solopr
- 5:21 pm **rantonette:** @KellyeCrane - Part of that is to simply accounting though - many principals I've met can't do numbers! #solopr
- 5:21 pm **ruthseeley:** Q1 I think retainer clients inevitably benefit from lower overall fees; you're always up to speed if you've already worked w/client. #solopr
- 5:21 pm **KellyeCrane:** Q1: Also, if the work is a very menial task, we probably should be outsourcing that anyway. #solopr
- 5:21 pm **SoloDovePR:** RT @KellyeCrane Q1: If they want to negotiate, take away services in return for the lower fee. #solopr
- 5:21 pm **GetPushing:** @amynolanapr I worked for agencies and used their rates & other local firms to create my own based on svcs, experience, etc. #solopr
- 5:21 pm **mdbarber:** Very true. RT @KellyeCrane: Q1: Also, if the work is a very menial task, we probably should be outsourcing that anyway. #solopr
- 5:22 pm **GetPushing:** We're WORD people! RT @KellyeCrane - Part of that is to simply accounting though, Many principals I've met can't do numbers! #solopr
- 5:22 pm **KellyeCrane:** RT @ruthseeley: Q1 I think retainer clients inevitably benefit from lower overall fees; you're [already] up to speed... #solopr
- 5:22 pm **EaddyPerry:** RT @suzanneskyvara: Whether you have variable or set rates, Harvest is a great way to track your time. Highly recommend it #solopr
- 5:23 pm **ruthseeley:** Q1 I used to drive accounting staff at my agency crazy by refusing to use their Excel templates for budgets. Mine always worked tho. #solopr

- 5:23 pm **KellyeCrane:** @GetPushing @rantonette Yes, numbers tend to not be a #solopr fave :-)
- 5:23 pm **Renown:** @KellyeCrane i agree-outsource minimal tasks! To students, new PR peeps, etc. Sell! and then do the big work #solopr
- 5:24 pm **ruthseeley:** Q1 Here's the irony: if you have great success w/media relations, for instance, you're going to spend more hours dealing w/media. #solopr
- 5:24 pm **GetPushing:** We use interns frequently (for smaller tasks), It helps us and offers great experience for them. #FPRA #solopr
- 5:24 pm **KellyeCrane:** Q2: How are other #solopr pros creatively using their websites for self promotion?
- 5:24 pm **BettyEllis:** @EaddyPerry What's the web site for your Harvest time tracking software? #solopr
- 5:24 pm **shonali:** Sorry I'm late, all! Solo pro w/ 14+ years exp in the DMV area. Editor @wgbiz. Founder#measurePR. #solopr
- 5:25 pm **ruthseeley:** Q1 So in creating a budget, you have to build in some wiggle room in other tasks to account for that if you're billing hourly. #solopr
- 5:25 pm **shonali:** RT @KellyeCrane: Q2: How are other #solopr pros creatively using their websites for self promotion?
- 5:25 pm **rantonette:** BTW, we got the MyMediaInfo price well below \$1,000 per seat for the #solopr group. Thanks to all for the RTs about it.
- 5:26 pm **mdbarber:** Q2 Web site is blog-based so I use the blog to, hopefully, draw people to the site. Reminds me I need to do a post... #solopr
- 5:26 pm **rockstarjen:** @KellyeCrane Q2 I have to admit my website has been a static brochure for years. Bad #solopr!
- 5:26 pm **GetPushing:** @KellyeCrane Q2: We link our Twitter, FB & blog to the site, post newsletters & offer a free eBook every month. Makes us resources. #solopr
- 5:27 pm **amynolanapr:** Q2. I use my blog <http://proseeds.blogspot.com/> and publish articles thru FB & twitter. Been slacking lately, tho. #solopr
- 5:27 pm **shonali:** Re: Q2: I just got my website done last year, and pretty much leave it alone for now. It links to blog, socnets, which works. #soloPR
- 5:27 pm **KellyeCrane:** Q2: BTW, If you have a Web site or blog, let us know on the FB page! <http://www.facebook.com/SoloPRpro> #solopr
- 5:27 pm **mdbarber:** @amynolanapr You & Me both on the slacking. We have the same strategy but I get too busy with work...and life...sometimes. #solopr
- 5:27 pm **KellyeCrane:** RT @mdbarber: Q2 Web site is blog-based so I use the blog to, hopefully, draw people to the site. Reminds me I need to do a post. #solopr
- 5:28 pm **mdbarber:** My blog/site: barbergp.com #solopr
- 5:28 pm **GetPushing:** Via the links, SM updates are visible there & we link back to our site on the others = inbound links. Monitor via Google Analytics. #solopr
- 5:28 pm **ruthseeley:** Q2 Altho not happy with my web site, I deliberately set it up as a blog so I could add pages & content as I go along. #solopr
- 5:28 pm **KellyeCrane:** RT @GetPushing: @KellyeCrane Q2: We link our Twitter, FB & blog to the site, post newsletters & offer a free eBook every month #solopr
- 5:28 pm **KellyeCrane:** RT @ruthseeley: Q2 Altho not happy with my web site, I deliberately set it up as a blog so I could add pages & content as I go along #solopr
- 5:29 pm **ruthseeley:** Q2 Using a blog-based site gives potential clients an idea of what I'll be like to work with. Not everyone's cup of tea. ;) #solopr
- 5:29 pm **GetPushing:** Blog: <http://getpushing.wordpress.com> & Site: www.getpushing.com #solopr
- 5:30 pm **LauraScholz:** Q1: I dislike hrly fees b/c it gives clients the opp to quibble about your time. I think project/retainer fees indicate trust. #solopr
- 5:30 pm **KellyeCrane:** @GetPushing Good for you! We can all learn from that. #solopr
- 5:30 pm **KellyeCrane:** @ruthseeley Haha - good one. :-) #solopr
- 5:31 pm **shonali:** Re; Q2: my blog is www.WaxingUnLyrical.com, site is www.shonaliburke.com. #soloPR

- 5:31 pm **ruthseeley:** @KellyeCrane LOL well it's true - if you want an order taker, I ain't your woman. #solopr
- 5:31 pm **GetPushing:** Sorry, site: <http://www.getpushing.com> #solopr
- 5:31 pm **shonali:** Ditto. RT @LauraScholz: Q1: I dislike hrly fees b/c it gives clients opp to quibble @ time. Project/retainer fees indicate trust. #soloPR
- 5:31 pm **Socialnicole:** RT @cloudspark: RT @KellyeCrane RT @nlinton: Does it make sense to work w/out pay? -To Free, or Not to Free <http://bit.ly/bqQ9AB> #solopr #pr
- 5:31 pm **suzanneskyvara:** @BettyEllis Harvest Time Tracker can be found at www.getharvest.com #solopr
- 5:31 pm **MarchellGillis:** Hi from the cloudy ATL - just getting online- need sun now! #solopr
- 5:32 pm **KellyeCrane:** Not sure if we have any of those here! RT @ruthseeley: LOL well it's true - if you want an order taker, I ain't your woman. #solopr
- 5:32 pm **mdbarber:** @GetPushing Curious why your site/blog aren't joined in same platform. What were the benefits for that or was it more timing? #solopr
- 5:32 pm **shonali:** Q2: I do keep my site content updated, though; what changes most is speaking, etc. #soloPR
- 5:32 pm **KellyeCrane:** @MarchellGillis No kidding - I was just getting used to the sunshine. #solopr
- 5:32 pm **mdbarber:** @MarchellGillis Sunny here in Anchorage...just 18' out. #solopr
- 5:33 pm **ruthseeley:** Q2 Sometimes doing pro bono work allows you to build expertise. I think of it as an alternative to attending conferences. #solopr
- 5:33 pm **VirtualMC:** late to the game :(solo 2yrs, in the industry since '98 - San Diego; specializing in mom/family centered prods/svcs #solopr
- 5:33 pm **GetPushing:** @mdbarber I already had a blog in place when we created our site last fall, cheaper to leave it as is and link it. #solopr
- 5:33 pm **shonali:** Wasn't there another online time tracking tool someone recommended at an earlier chat, I think it was free? #soloPR
- 5:33 pm **GetPushing:** @mdbarber BTW - I was born and lived in Anchorage when I was younger. Now I'm in #swfl (Fort Myers, FL) #solopr
- 5:33 pm **BettyEllis:** RT @suzanneskyvara: @BettyEllis Harvest Time Tracker can be found at www.getharvest.com #solopr
- 5:34 pm **mdbarber:** @GetPushing Okay that's what I figured. I just did a redesign so was able to combine the two. #solopr
- 5:34 pm **KellyeCrane:** @shonali Is your Web site based on a blog platform? #solopr
- 5:34 pm **MediaCoach:** @KellyeCrane I'm not quite #solopr, but small - may I join in?
- 5:34 pm **mdbarber:** @GetPushing Cool. We'll have to talk. Just followed you back. #solopr
- 5:34 pm **ruthseeley:** Qwhatever But isn't one of the joys of not working for someone else's agency never having to do another timesheet? #solopr
- 5:34 pm **shonali:** @KellyeCrane Yup, WordPress. So I can update it myself, but I can't (right now) build additional pages myself. Which sucks. #soloPR
- 5:35 pm **KellyeCrane:** @MediaCoach Definitely - independents of all sizes participate! #solopr
- 5:35 pm **amynolanapr:** RT @ruthseeley: Q2 Sometimes doing pro bono work allows you to build expertise. I think of it as an alt. to attending conferences. #solopr
- 5:35 pm **GetPushing:** @MediaCoach I'm not solo, but small too. Welcome. #solopr
- 5:35 pm **Renown:** @shonali Yeah, TSheets. Tsheets.com #solopr
- 5:36 pm **mdbarber:** @MediaCoach Welcome to our chat. Hope you enjoy it. There's lots going on here. #solopr
- 5:36 pm **BettyEllis:** RT @ruthseeley: Q2 Sometimes doing pro bono work allows you to build expertise. Think of it as alternative to attending conferences. #solopr
- 5:36 pm **GetPushing:** Pro bono work also connects you with lots of people. I've met many power players via charity work bc they were on the board, etc. #solopr
- 5:36 pm **ruthseeley:** Woohoo - @MediaCoach joining us for #solopr - hello Alan - great to see you here (another not-American - no offense intended).

- 5:36 pm **KellyeCrane:** @shonali I need to combo my Web site and blog in some fashion. I have multiple personalities tho, so still figuring how to join #solopr
- 5:37 pm **MediaCoach:** #solopr Thanks - I run a small media consultancy and speaking business in London - happy to participate
- 5:37 pm **MediaCoach:** @ruthseeley Hey Ruth - good to see ya #solopr
- 5:38 pm **KellyeCrane:** Q3: What do you do when you've become bored with a client? #solopr
- 5:38 pm **VirtueIMC:** remember that the algorithm for organic search includes track-backs - sometimes it's better to leave your blog off-site #solopr
- 5:38 pm **ruthseeley:** @MediaCoach You've also run many PR clinics on Twitter, Alan, which is a creative use of SM. How's that worked for you? #solopr
- 5:38 pm **shonali:** @KellyeCrane Me too, though they're somewhat linked right now. They're still decent, but I want 'em to be decenter. ;-) #soloPR
- 5:38 pm **BettyEllis:** @MediaCoach Welcome. I'm sure you'll find a few anglophiles in this company! #solopr
- 5:38 pm **shonali:** @Renown Thanks! #soloPR
- 5:39 pm **MediaCoach:** @KellyeCrane Q3 I sack the client. Done it several times. #solopr
- 5:39 pm **GetPushing:** @KellyeCrane Q3: Try to find similar co.'s in the industry & see what they are doing or being talked about for. Ideas for my client. #solopr
- 5:39 pm **ruthseeley:** ROFL @Q3 I never become bored with clients. I used to want to murder some of them. That doesn't happen any more. #solopr
- 5:39 pm **mdbarber:** @KellyeCrane Q3 Great question! I've found they are more than likely bored too so it's time for a brainstorming/planning session #solopr
- 5:39 pm **KellyeCrane:** RT @MediaCoach: @KellyeCrane Q3 I sack the client. Done it several times. #solopr
- 5:40 pm **mdbarber:** RT @ruthseeley: ROFL @Q3 I never become bored with clients. I used to want to murder some of them. doesn't happen any more. #solopr
- 5:40 pm **VirtueIMC:** @shonali freshbooks.com #solopr
- 5:40 pm **jill_pr:** q2: My website/blog will be under one URL and is in development. I hope to drive ppl there w/ in-person biz efforts as well as SM #solopr
- 5:40 pm **shonali:** Re: Q3, I probably sound like Pollyanna, but I've never become bored w/ a client. Disillusioned, maybe, but not bored. #soloPR
- 5:40 pm **KellyeCrane:** RT @mdbarber: Q3 Great question! I've found they are more than likely bored too so it's time for a brainstorming/planning session #solopr
- 5:40 pm **SoloDovePR:** Q2 I use my blog to discuss what i am doing and the clients i am working with. as well as learning experiences #solopr
- 5:40 pm **VirtueIMC:** RT @KellyeCrane: Q3: What do you do when you've become bored with a client? #solopr
- 5:40 pm **Renown:** Q3 talk to your PR friends and see what they're doing for clients in the same industry. There may be a "packaged pitch" opportunity #solopr
- 5:41 pm **shonali:** Re: Q3: but when disillusioned/realize it's not working - get out as fast as I can. So my contracts always have an "out" (for both). #soloPR
- 5:41 pm **LauraScholz:** Q3: I think it's time to move on. I want work that energizes me. #solopr
- 5:41 pm **shonali:** @VirtueIMC Nah, it was another one... #soloPR
- 5:41 pm **shonali:** @VirtueIMC It was something specifically to stop you overdoing it, not so much emphasis on the billing angle. #soloPR
- 5:41 pm **shonali:** @VirtueIMC It was something specifically to stop you overdoing it, not so much emphasis on the billing angle. #soloPR
- 5:42 pm **VirtueIMC:** q3: I've yet to get bored - that's the point where it's time to re-evaluate the media strategy. #solopr
- 5:42 pm **KellyeCrane:** RT @shonali: Q3: when disillusioned/realize it's not working-get out as fast as I can. So my contracts always have an "out" (for both) #solopr

- 5:42 pm **ruthseeley:** Q3 A more serious A: tend to do small projects w/first-time clients. If it works for both of us, we continue. If not, take \$, run. #solopr
- 5:42 pm **KellyeCrane:** Me too! RT @LauraScholz: Q3: I think it's time to move on. I want work that energizes me #solopr
- 5:42 pm **VirtueIMC:** q3 if they are not willing to move forward or non-receptive to tactics, then it's time to part ways #solopr
- 5:43 pm **BettyEllis:** #solopr Q3 - I don't get bored with clients. There are too many new technologies emerging to keep me feeling challenged.
- 5:43 pm **rockstarjen:** RT @VirtueIMC: q3: I've yet to get bored - that's the point where it's time to re-evaluate the media strategy. #solopr
- 5:43 pm **millercan:** RT @shonali: Ditto. RT @LauraScholz: Q1: I dislike hrly fees b/c it gives clients opp to quibble @ time. Project/retainer fees indicate trust. #soloPR
- 5:43 pm **goodridge:** @shonali @kellyecrane Hey guys- couldnt help but notice....my site is on blog platform too (wp theme) happy to help answer ??s.. #soloPR
- 5:43 pm **VirtueIMC:** @shonali hmmm - let me know~! #solopr
- 5:43 pm **shonali:** @rockstarjen Hi Jen! #soloPR
- 5:44 pm **KellyeCrane:** Q3: Some clients can weigh you down (endless approval cycles, for ex). Perhaps bring in a colleague who would benefit from the work #solopr
- 5:44 pm **SoloDovePR:** RT @KellyeCrane: Q2: BTW, If you have a Web site or blog, let us know on the FB page! <http://www.facebook.com/SoloPRpro> #solopr
- 5:44 pm **KellyeCrane:** RT @BettyEllis: Q3 - I don't get bored with clients. There are too many new technologies emerging to keep me feeling challenged. #solopr
- 5:44 pm **rockstarjen:** @shonali hello, lady! :) #soloPR
- 5:45 pm **KellyeCrane:** RT @VirtueIMC: q3 if they are not willing to move forward or non-receptive to tactics, then it's time to part ways #solopr
- 5:45 pm **MediaCoach:** @goodridge About to switch to WP platform - would welcome advice #solopr
- 5:45 pm **Olivia_Darlin:** RT @VirtueIMC: q3 if they are not willing to move forward or non-receptive to tactics, then it's time to part ways #solopr
- 5:46 pm **paulajohns:** Always enjoy #solopr discussions. Eavesdropping today from my office in the San Diego area.
- 5:46 pm **amynolanapr:** What I love about #solopr is the variety, so I don't get bored like I did in the 8-5 corporate world.
- 5:46 pm **krisTK:** Q3: I always got bored after 4-5 yrs with orgs (as employee) but being solo is getting more thrilling, not boring, after 6 yrs #solopr
- 5:46 pm **mdbarber:** My blog and Web site also built on WordPress. (@taughnee helped design) Works really well barbergp.com #solopr
- 5:46 pm **KellyeCrane:** Q4 is related: How do you resign a client? #solopr
- 5:46 pm **shonali:** @goodridge We were talking about combining site/blog, or at least integrating better. @kellyecrane #soloPR
- 5:47 pm **KellyeCrane:** RT @krisTK: Q3: I always got bored after 4-5 yrs w/orgs (as employee)but being solo is getting more thrilling,not boring,after 6 yrs #solopr
- 5:47 pm **MediaCoach:** @KellyeCrane Q4 I re-allocate a client to another agency #solopr
- 5:48 pm **rockstarjen:** Q4: i sat down and explained why it wasn't working. then gave a 30-day exit plan. #solopr
- 5:48 pm **VirtueIMC:** q4 my standard contract is 1 yr (w out clauses) at the end of the year I sit down w client & evaluate their perspective on svcs #solopr
- 5:48 pm **ruthseeley:** Q4 How to resign a client w/out hard feelings and w/out their trashing you is the Q, really. Breaking up is hard to do. #solopr
- 5:48 pm **shonali:** Re: Q4, how do you resign a client? With a glass of wine in one hand, and a pen in the other. :-p #soloPR
- 5:48 pm **MediaCoach:** #solopr Trying to add you all to my twitter list of PR experts and follow also. Forgive me if I miss you - tweet me to tell me off

- 5:48 pm **KellyeCrane:** Q4: Always best to part ways with a client amicably. Help them find a suitable replacement, and explain why #solopr
- 5:49 pm **KellyeCrane:** RT @rockstarjen: Q4: i sat down and explained why it wasn't working. then gave a 30-day exit plan. #solopr
- 5:49 pm **shonali:** Seriously, though, Q4: If you've realized it's not working, chances are they're feeling the same. So be honest & it'll be fine. #soloPR
- 5:49 pm **mdbarber:** Love it! RT @shonali: Re: Q4, how do you resign a client? With a glass of wine in one hand, and a pen in the other. :-p #soloPR #solopr
- 5:49 pm **ruthseeley:** Q4 The brother of a client who resigned *me* recently tried to connect w/me on LinkedIn. I don't even know how to answer that one. #solopr
- 5:49 pm **mdbarber:** RT @KellyeCrane: Q4: Always best to part ways with a client amicably. Help them find a suitable replacement, and explain why #solopr
- 5:49 pm **KellyeCrane:** Good one. RT @shonali: Re: Q4, how do you resign a client? With a glass of wine in one hand, and a pen in the other. :-p #solopr
- 5:49 pm **VirtueIMC:** q4 most are happy & resign for another 1 yr term - gives me a point to assess relationship & efficacy for both #solopr
- 5:50 pm **LauraScholz:** :) RT @shonali: Re: Q4, how do you resign a client? With a glass of wine in one hand, and a pen in the other. :-p #soloPR
- 5:50 pm **mdbarber:** Q4 -- Usually a convo is the best way, esp in a smaller community where everyone talks. Also give them recs on other consultants. #solopr
- 5:51 pm **rockstarjen:** Nice one! RT @shonali: Re: Q4, how do you resign a client? With a glass of wine in one hand, and a pen in the other. :-p #soloPR
- 5:51 pm **ruthseeley:** Q4 I think if you CAN turn them over to someone else, that's best. But if it's client from hell, who would you wish them on? #solopr
- 5:51 pm **VirtueIMC:** @ruthseeley I would happily connect - you don't know where a referral will come from (but be firm on the biz aspect of the connect)#solopr
- 5:52 pm **rockstarjen:** @mdbarber yes, parting should be amicable. it's business. #solopr
- 5:52 pm **paulajohns:** Agree - don't burn bridges RT @KellyeCrane: Q4: Always best to part ways with a client amicably. Help find a suitable replacement. #solopr
- 5:52 pm **mdbarber:** @ruthseeley LOL -- There are some I could turn over to & serve multiple purposes. :-) Seriously, often it's personality too. #solopr
- 5:52 pm **rockstarjen:** @ruthseeley that is a great point. you can part professionally w/o coddling. #solopr
- 5:53 pm **KellyeCrane:** @ruthseeley For clients from Hades, it's nice if you can have other, larger accounts that make you "unable to continue" #solopr
- 5:53 pm **mdbarber:** Q4 -- Parting w a client may be because of poor chemistry between us. Other pros might have better suited personalities for client. #solopr
- 5:53 pm **shonali:** Re: Q4, I think what happens w/ #solopr pros, often we *do* know better than the client, 'cos we've been there/done that. No?
- 5:54 pm **GreggPerry:** RT @KellyeCrane: Good one. RT @shonali: Re: Q4, how do you resign a client? With a glass of wine in one hand, and a pen in the other. :-p #solopr
- 5:54 pm **mdbarber:** RT @KellyeCrane: For clients from Hades, it's nice if you can have other, larger accounts that make you "unable to continue" #solopr
- 5:54 pm **shonali:** @kellyecrane @ruthseeley I don't know that it's the most diplomatic thing to tell a client you have bigger fish, may hurt later. #soloPR
- 5:55 pm **mdbarber:** @shonali So true...and the great ones recog that & value us for it. It's a partnership. My best relationships r NOT "vendor" ones. #solopr
- 5:55 pm **KellyeCrane:** Q4: Good to remember that parting ways with a client is an inevitable part of our business. It can be done! #solopr
- 5:55 pm **jill_pr:** "Writing opportunity" passed to GMac stud/alumni was "rewrite article so it can get past a copied content filter." Um, NO. #solopr
- 5:55 pm **ruthseeley:** Q4 There are, sadly, some people who just aren't ready for PR, hence my Q re who would you wish them on. #solopr

- 5:55 pm **shonali:** @Paymo A little spooked you followed me so quickly, but thank you, I think you're what I'm looking for. #soloPR
- 5:55 pm **VirtualMC:** sometimes amicable isn't an available option - remember this is business, not personal! #solopr
- 5:56 pm **PRjeff:** Yes-never burn bridges RT @KellyeCrane: Q4: Always best to part ways w/a client amicably. Help them find a suitable replacement... #solopr
- 5:56 pm **ruthseeley:** Q4 Most clients who aren't ready for PR aren't ready b/c they don't have a marketing plan. That's an out. #solopr
- 5:56 pm **KellyeCrane:** @shonali @ruthseeley The bigger fish excuse is only for the worst of the worst. #soloPR
- 5:56 pm **bizba6:** RT @KellyeCrane: Q4: Good to remember that parting ways with a client is an inevitable part of our business. It can be done! #solopr
- 5:56 pm **ruthseeley:** Q4 Tell them to come back once they've done up a marketing plan and defined their target market. #solopr
- 5:57 pm **mdbarber:** @ruthseeley It's not up to us to make that decision tho. 1 former client went thru 3 pros all said she's not ready; finally realized #solopr
- 5:57 pm **KellyeCrane:** RT @mdbarber: ... the great ones recog that & value us for it. It's a partnership. My best relationships r NOT "vendor" ones #solopr
- 5:57 pm **shonali:** Re: timetracking, @VirtualMC @renown & all, check out @paymo, looks like it might fit the ticket (at least mine). #soloPR
- 5:57 pm **shonali:** LOL! RT @KellyeCrane: @shonali @ruthseeley The bigger fish excuse is only for the worst of the worst. #soloPR
- 5:57 pm **ruthseeley:** Q4 14 versions of their approved-two-weeks ago bio IS the worst of the worst. #solopr
- 5:57 pm **suzanneskyvara:** Jumping off in few to attend @skydiver @chrisbrogan webinar on next level of social media. <http://ow.ly/1ntmJ> Follow me 4 updates #solopr
- 5:58 pm **BettyEllis:** Amicably RT @KellyeCrane: Q4: Good to remember that parting ways with a client is inevitable part of our business. It can be done! #solopr
- 5:58 pm **ruthseeley:** @mdbarber If you have a client who has no idea how s/he's going to sell product or service, PR cannot help. #solopr
- 5:58 pm **KellyeCrane:** Q4: Fortunately, there are many wonderful cos/orgs looking for substance over style. That's where #solopr pros come in!
- 5:59 pm **MediaCoach:** @suzanneskyvara Nice one - give my regards to Peter (@skydiver) #solopr
- 5:59 pm **KellyeCrane:** Thanks everyone for participating in today's chat - great stuff, as always! Keep chatting on the #solopr hashtag all week
- 5:59 pm **mdbarber:** @ruthseeley That is true. I usually try to help them focus but some, as you know, are not going to get there. #solopr
- 6:00 pm **suzanneskyvara:** @MediaCoach Thanks! I'm a fellow Brit also. Based in San Francisco for past 10 years #solopr
- 6:00 pm **mdbarber:** Great conversation and fast hour again today. Have a good one folks! #solopr
- 6:00 pm **SoloDovePR:** RT @KellyeCrane: Q4: Good to remember that parting ways with a client is an inevitable part of our business. It can be done! #solopr
- 6:00 pm **shonali:** Great to see everyone at #soloPR today, y'all really energize me. Thank you & thanks @kellyecrane!
- 6:00 pm **rantonette:** @shonali I'm using Freshbooks and pleased with it; probably will combine with Outright, which I'm trying now. #solopr
- 6:00 pm **hdbbstephen:** RT @shonali: Re: Q4, how do you resign a client? With a glass of wine in one hand, and a pen in the other. :-p #soloPR
- 6:01 pm **rantonette:** Ping me today if you need a MyMediaInfo seat. Thanks, all! #solopr
- 6:01 pm **MediaCoach:** #solopr - Juat brilliant - thanks guys - when's the next one?
- 6:01 pm **ruthseeley:** That was a very fast hour. Fun as always - hope to see you next week. #solopr
- 6:01 pm **BettyEllis:** @GetPushing Thanks for retweeting #solopr

- 6:02 pm **BettyEllis:** @rockstarjen Thanks for retweeting! #solopr
- 6:03 pm **BettyEllis:** @KellyeCrane Great session today. Glad to return to the #solopr fold.
- 6:04 pm **KellyeCrane:** @mediacoach So glad you could join us today. The #solopr chat is each Wednesday, 1-2pm Eastern time.
- 6:05 pm **LauraScholz:** @KellyeCrane @shonali @krisTK Thanks for the #solopr conversation! :)
- 6:06 pm **rockstarjen:** RT @rantonette: Ping me today if you need a MyMediaInfo seat. Thanks, all! #solopr
- 6:06 pm **PRjeff:** Sorry I missed out today. Forgot everyone else sprung forward in time... except for AZ... #soloPR
- 6:09 pm **goodridge:** @shonali Yep- I did it last year- best advice was getting a premium theme- my blog looks like a website- solostream is a good source #soloPR
- 6:19 pm **VirtueIMC:** ack client call & I missed the tail-end of #solopr - scrolling now ;)
- 6:32 pm **LeliaKate:** Client call prevented me from joining today's #solopr chat! Will look through transcript. Missed @kristk, @kellyecrane @shonali @laurascholz
- 6:32 pm **LauraScholz:** @LeliaKate Aw, thanks! Missed you, too! #solopr
- 6:34 pm **LeliaKate:** If you guys were chatting about good time tracking software, I suggest @harvest - just completed a 30 day trial and love it! #solopr
- 6:38 pm **LeliaKate:** @LauraScholz When is that web site of your launching? Can't wait to see! We need more examples of good #solopr sites.
- 6:53 pm **AishaSavage:** RT @KellyeCrane: FreelanceFolder had a post on related topic: "Pros and Cons of public price list" <http://bit.ly/coGIIQ> #solopr
- 6:55 pm **shonali:** @LeliaKate We missed you too at #soloPR, though I was late myself. @KellyeCrane @kristk @LauraScholz
- 7:06 pm **LauraScholz:** @LeliaKate It launched last Friday! Here's the link: <http://bit.ly/9s5IZE> Thanks for asking! #solopr
- 7:15 pm **LScribner:** Hi all, missed #solopr chat today but let me know what you think of my new site, just went live last week: www.scribnercomm.com
- 7:26 pm **Power_of_M:** Right now- thinking about visual branding. Any #yyc #mombiz #solopr #smallbiz people have vehicles decal-branded? Send a pic & I'll blog it!
- 7:32 pm **amynolanapr:** @Power_of_M I've been thinking about decal on my car. It's my virtual office most of the time. #solopr #mombiz #smallbiz
- 8:01 pm **PRjeff:** For your #soloPR practitioners, memorize this song when things go south w/a client <http://bit.ly/b47ZeM>
- 8:14 pm **BettyEllis:** @PRjeff AZ not participating in DST must be confusing twice a year! #soloPR
- 8:15 pm **nylafree:** RT @Power_of_M: Thinking abt visual branding. Any #yyc #mombiz #solopr #smallbiz pple have vehicles decal-branded? Send pic & I'll blog it!
- 8:15 pm **nwa_prsa:** RT @krisTK I always got bored after 4-5 yrs w/ orgs (as employee) but being solo is getting more thrilling, not boring, after 6 yrs #solopr
- 8:16 pm **kimmcneilyoga:** RT @Power_of_M: Thinking abt visual branding. Any #yyc #mombiz #solopr #smallbiz pple have vehicles decal-branded? Send pic & I'll blog it!
- 8:18 pm **PRjeff:** @BettyEllis Always have to re-program the internal time clock in AZ when dealing w/rest of US. But I like not changing times. #soloPR
- 8:27 pm **EaddyPerry:** missed the just about the entire #solopr chat due to con call. hated it, but good because it was a potential client.
- 9:16 pm **tkgpr:** How do you evaluate PR people, i.e. what separates the good from the bad? #solopr #pr #pr20chat