



## Transcript from April 14, 2010 to April 14, 2010

All times are Pacific Time

## April 14, 2010

- 12:46 am **akenn:** working from a home office has lots of advantages, but being your own tech support team isn't one of them! #solopr
- 1:10 am **paulajohns:** So true -- RT @akenn: working from a home office has lots of advantages, but being your own tech support team isn't one of them! #solopr
- 2:27 am **dconconi:** RT @SarahNelson\_: How Journalists are using social media for "real results" <http://bit.ly/cWhPvw> @courtsilvagni #solopr #hcmktg
- 12:38 pm **KellyeCrane:** I've been out of pocket, but just popping in to say - it's #solopr chat day! Join in 1-2pm ET to learn more about being a Solo PR Pro.
- 12:45 pm **jillvan:** @KellyeCrane Woot! #solopr chat day - 1-2 p.m. ET
- 1:20 pm **PRVille:** RT @kellyecrane Been out of pocket, but just popping in to say - it's #solopr chat day! Join 1-2pm ET to learn more about being Solo PR Pro
- 1:20 pm **SoloDovePR:** #solopr Reading RT @pamperry: What does a Publicist & PR coach do and how much do they cost? Read this special report.. <http://bit.ly/acDMro>
- 3:13 pm **luannsaid:** @KellyeCrane Have a great #solopr chat today. Unfortunately need to catch up on some work instead.
- 3:26 pm **KellyeCrane:** Have some great Qs lined up re: running an indie #PR biz for today's #solopr chat, 1-2pm ET. Let me know if you have any to add!
- 3:37 pm **MichaelWillett:** RT @jillvan @KellyeCrane Woot! #solopr chat day - 1-2 p.m. ET
- 5:01 pm **KellyeCrane:** Twitter has been misbehaving today, so hopefully we can proceed! Introduce yourself and say hello. #solopr
- 5:02 pm **mdbarber:** Good morning all. Snowing here this morning so need some sunshine! 10 year solo from Anchorage; 30 years PR. #solopr
- 5:02 pm **JamieLaceyPR:** Hi. Jamie here from Balto/Wash area. Healthcare PR pro with pharma/biotech corp experience. In first year as a solo. #solopr
- 5:03 pm **GetPushing:** Hello all! I'm Samantha, owner of small mixed marcomm firm in #swfl. +5 years experience in #PR. #solopr
- 5:04 pm **IndigoSevenPR:** Hey, everyone! Only 7 months solo from STL.... #solopr
- 5:05 pm **karensxim:** Hi Everyone! Crossing fingers that Twitter holds up! Karen Swim from sunny, yes sunny Michigan, solo 5 years #solopr
- 5:05 pm **jillvan:** Yikes let me try that again. RT @jillvan: Jill from Columbus here. Solo for 8 years. #solopr
- 5:05 pm **KellyeCrane:** Q1: Are your taxes done? :-0 Any surprises? #solopr
- 5:06 pm **mdbarber:** Q1 -- Extension filed here. Mine were do March 15 since I'm an S corp. #solopr
- 5:06 pm **GetPushing:** Q1 - just sent them in today! Late for us, usually done in January! #solopr
- 5:07 pm **shonali:** Coming to you from an undisclosed location outside DC, solo pro who's an "agency of one." #soloPR

- 5:07 pm **kellywanlass:** Solo PR for 11 years from Lehi, Utah! Mostly tech companies but also rep dance studio, dance wear, dancers, cancer research, etc. #solopr
- 5:07 pm **karenskim:** Q1: Almost there, today. #solopr
- 5:07 pm **KellyeCrane:** Q1: I also filed an extension, because I am in real estate Hades at the moment and my files are scattered hither and yon. #solopr
- 5:07 pm **PRjeff:** RT @KellyeCrane: Q1: Are your taxes done? :-0 Any surprises? #soloPR
- 5:08 pm **krisTK:** Hello. I'm based in south MS but work on projects all over. 20 yrs in PR, six as indy, APR. I've been missing my pals from #solopr
- 5:08 pm **cags3:** second round as #solopr ... formerly in Chgo, now DC ... health, consumer and pharma PR
- 5:08 pm **amynolanapr:** Q1 Taxes done. Easy for 2009. Hoping things get a little more complicated in 2010! #solopr
- 5:08 pm **mdbarber:** @krisTK Missed you too. Welcome back! Enjoyed your live tweets last week. #solopr
- 5:09 pm **cags3:** Q1 taxes done last week ... ahead of the game for me #solopr
- 5:09 pm **karenskim:** RT @amynolanapr: Q1 Taxes done. Easy for 2009. Hoping things get a little more complicated in 2010! (I like that!) #solopr
- 5:09 pm **PRjeff:** Q1: Taxes done, refunds received, nothing but praise for my solo #CPA. #soloPR
- 5:10 pm **krisTK:** @mdbarber Glad I haven't overwhelmed your Twitter feed. More live-tweeting Friday-Saturday to come from #prsasw10 in OKC. #solopr
- 5:10 pm **jillvan:** Q1: Yes, all done! Got a hefty surprise f/ the IRS tho saying I owe \$18K. All b/c a goof on their part. \*bangs head against wall\* #solopr
- 5:10 pm **kellynandrews:** Q1: yes! Filed them a month ago-wanted to give myself plenty of time since it was my 1st time filing as a #solopr & I had lots of questions
- 5:10 pm **socialitestatus:** Hi! Tche in Houston 4months #solopr q1: no haha!
- 5:10 pm **MsSuiGeneris:** Hello. Just starting, here to learn #solopr
- 5:11 pm **PRjeff:** I'm searching for #soloPR live on TweetGrid Search - <http://tweetgrid.com/search?q=%23soloPR>
- 5:11 pm **KellyeCrane:** @jillvan Whoa- I bet that was a scary letter to open. Glad all worked out. #solopr
- 5:12 pm **GetPushing:** @PRjeff If that doesn't work, try tweetchat.com. #solopr
- 5:12 pm **KatTayls:** Hi! I'm Kathleen, just getting started on the #solopr scene, but I'm a 7+ year PR gal.
- 5:12 pm **mdbarber:** @krisTK I'm counting on that. And also @samsims with his gnome. #prsasw10 #solopr
- 5:12 pm **KellyeCrane:** FYI- the Twitter API seems to be screwy at the moment and some tweets aren't showing up. Pls be patient #solopr
- 5:13 pm **shonali:** @PRjeff @GetPushing The other day, when I did the #wgbiz chat, I ended up using HootSuite for the most part, worked well. #soloPR
- 5:13 pm **PRjeff:** @GetPushing Tweetchat wasn't working, hence on Tweetgrid now. #soloPR
- 5:13 pm **KellyeCrane:** RT Q2: How many years did it take before your business had an actual profit? #solopr
- 5:13 pm **mdbarber:** @jillvan Wow! Bet that caused some nervous moments! #solopr
- 5:14 pm **GetPushing:** @KatTayls Hey there! Looking forward to Image Awards tonight. #solopr
- 5:15 pm **PRjeff:** Q2: Profit? We're indie to make a profit? Now ya tell me... #soloPR

- 5:15 pm **jillvan:** @mdbarber I can't even begin to tell you. :- ) #solopr
- 5:15 pm **karenschwim:** RT @KellyeCrane: RT Q2: How many years did it take before your business had an actual profit? #solopr
- 5:15 pm **LScribner:** Q2 that's an interesting question, isn't being #solopr pure profit? I mean how can you spend more than you make if your solo? hmmm
- 5:15 pm **mdbarber:** LOL!!! So true. RT @PRjeff: Q2: Profit? Were indie to make a profit? Now ya tell me... #solopr
- 5:15 pm **IndigoSevenPR:** @KellyeCrane Q2: good question. I was wondering how it would be before I make an actual profit since I am starting out. #solopr
- 5:15 pm **KellyeCrane:** Q2: I was profitable in my first year (long, long ago). But I waded in (rather than jump in the deep end). #solopr
- 5:15 pm **janetfalk:** Q3 What are your clients doing for Earth Day 4-22? #solopr
- 5:16 pm **LScribner:** @KellyeCrane Yep, mine aren't showing. Should have downloaded that API fix I guess #solopr
- 5:16 pm **KellyeCrane:** @LScribner You can spend \$ on your marketing materials (logo, business cards), conf fees, etc. #solopr
- 5:16 pm **mdbarber:** @jillvan We owed that much a year ago 2...but ours wasn't an IRS error. It was our acc't's planning error. :-( New acc't this year. #solopr
- 5:16 pm **GetPushing:** Same here. Low overhead, etc. RT @KellyeCrane: Q2: I was profitable in my 1st year. But I waded in (rather than rush in). #solopr
- 5:17 pm **karenschwim:** Q2: Since I started virtual, w/very little overhead, year 1, now if you're asking how profitable whole other story! #solopr
- 5:17 pm **shonali:** Re: Q2: I made a profit right off the bat. It wasn't huge, but it was what I needed, financially & psychologically. #soloPR
- 5:17 pm **KatTayls:** Oh yeah-There are 90 people coming! Best since 2000! RT @GetPushing: @KatTayls Hey there! Looking forward to Image Awards tonight. #solopr
- 5:17 pm **mdbarber:** Good advice: RT @KellyeCrane: Q2: I was profitable in my first year. But I waded in (rather than jump in the deep end). #solopr
- 5:17 pm **KellyeCrane:** @janetfalk Hi Janet- if you'd like to add a question to today's chat, just @ or DM me. I'll add yours to the list for later. #solopr
- 5:17 pm **LScribner:** I'm either doing something wrong or right, profitable from Day 1, call me cheap:) #solopr
- 5:18 pm **GetPushing:** @KatTayls Woo hoo! See what dinner can do? LOL That's great news. #solopr
- 5:18 pm **KellyeCrane:** RT @shonali: Re: Q2: I made a profit right off the bat. It wasn't huge, but it was what I needed, financially & psychologically. #solopr
- 5:18 pm **karenschwim:** @LScribner I'm a huge fan of cheap :- ) #solopr
- 5:18 pm **mdbarber:** Q2: Profit sometimes psychological/personal more than monetary. Gets to why you went solo in the first place. For me time w kids. #solopr
- 5:19 pm **JamieLaceyPR:** @LScribner and I are totally same page. #solopr
- 5:19 pm **jillvan:** @karenschwim A bazillion forms and documents later, and all is well now (I hope). #solopr
- 5:19 pm **rockstarjen:** Coming in late, but happy to report I was profitable out of the gate, too. Motivation to keep me going for the next 5 years. :) #solopr
- 5:20 pm **LScribner:** @karenschwim LOL nothing wrong with being "frugal" #solopr
- 5:20 pm **KellyeCrane:** Q2: In the beginning, try to "spend" mostly elbow grease. That is, work hard on your networking/outreach first. #solopr

- 5:20 pm **IndigoSevenPR:** Q2: A low overhead seems to be a way to get a profit, what else can us newbies do to see a profit this year? #solopr
- 5:21 pm **amandamogul:** Hi PR pros. Jumping in on the chat while running errands #solopr
- 5:21 pm **karens swim:** @LScribner Lol, I agree! Good for clients too, they get the benefit of your cost consciousness :- ) #solopr
- 5:22 pm **shonali:** Re: Q2, if you don't set realistic goals for billing, etc., chances are it'll be harder to be profitable. #soloPR
- 5:22 pm **KellyeCrane:** @IndigoSevenPR Make sure everyone you know is aware that you're now solo. It can be a great excuse to reconnect! #solopr
- 5:22 pm **youplusmeCEO:** A lil late due to work but watching - #solopr 2 yrs; launching a new division (hence the new name - still same @virtueimc)
- 5:22 pm **karens swim:** @IndigoSevenPR Don't go "bigger" than what you need, i.e. equipment, software #solopr
- 5:22 pm **KellyeCrane:** Yes! RT @shonali: Re: Q2, if you don't set realistic goals for billing, etc., chances are it'll be harder to be profitable. #solopr
- 5:22 pm **amandamogul:** @IndigoSevenPR I think we need to collaborate with one another on projects more to realize profit #solopr
- 5:22 pm **mdbarber:** RT @shonali: Re: Q2, if you dont set realistic goals for billing, etc., chances are itll be harder to be profitable. #solopr
- 5:23 pm **KellyeCrane:** To build on what @shonali said, make sure you're charging enough (what the market will bare). Another key. #solopr
- 5:23 pm **shonali:** I completely agree. It's easy to get tempted. RT @karens swim: Don't go "bigger" than what you need, i.e. equipment, software. #soloPR
- 5:23 pm **rapturepr:** Very good point! RT @mdbarber Q2:Profit sometimes more than monetary.Gets to why you went solo in the first place.For me time w kids.#solopr
- 5:23 pm **karens swim:** RT @KellyeCrane: To build on what @shonali said, make sure youre charging enough (what the market will bare). Another key. #solopr
- 5:23 pm **KatTayls:** @shonali Realistic goals and sticking to your guns when clients push for more time+less or same money #solopr
- 5:24 pm **LScribner:** Q2 I believe you can have logo, site, cards, the basics and still be profitable. Get rid of the fluffy extras if there's no ROI #solopr
- 5:24 pm **IndigoSevenPR:** @karens swim LOL! just had a discussion with someone about how I think too big & I need to think smaller. thanks for the confirmation. #solopr
- 5:24 pm **amandamogul:** @shonali you're using Vocus, though right? How did you make the decision to invest in such expensive software as a #solopr
- 5:24 pm **shonali:** Looking back at my 1st year (this time around), wish I'd worried less & enjoyed time "off" more. #soloPR
- 5:24 pm **GetPushing:** @indigosevenPR Temper your rates with local competitors. Consider starting lower since you've less experience - gives you advantage. #solopr
- 5:25 pm **jillvan:** @mdbarber Oh no! Glad you have a new acc't now! #solopr
- 5:25 pm **karens swim:** RT @shonali: Looking back at my 1st year (this time around), wish Id worried less & enjoyed time "off" more. (Great point!!!) #solopr
- 5:25 pm **shonali:** @amandamogul Good qn. I use it a LOT & wouldn't be able to give my clients the level of service I promised if I didn't have it (1/2) #soloPR
- 5:25 pm **amandamogul:** @KatTayls \*Groan\* I'm going through that now. A strongly worded email to the client is in the works #solopr

- 5:25 pm **mdbarber:** @jillvan Yeah...like yours it was a complete mess. Fixed now though...I hope. #solopr
- 5:25 pm **KellyeCrane:** You said it! RT @shonali: Looking back at my 1st year (this time around), wish I'd worried less & enjoyed time "off" more. #soloPR
- 5:25 pm **karensxim:** @IndigoSevenPR I can totally relate, lol! It's a spillover from Corporate! #solopr
- 5:26 pm **shonali:** @amandamogul So for me, Vocus, etc., were all necessary investments (and my biggest). Don't scrimp on quality. #soloPR
- 5:26 pm **IndigoSevenPR:** @amandamogul definitely....I think working with other Solo PR pros on projects can eliminate overhead for both individuals. #solopr
- 5:26 pm **LScribner:** @amandamogul Not sure abt @shonali but many of us solos share database licenses to make it affordable #solopr
- 5:26 pm **KatTayls:** Q2: Gotta practice the same good PR and Marketing sermons we preach too to keep future business coming. #solopr
- 5:26 pm **karensxim:** Sounds silly but having a written price list helped me to stay true to value & make sure I did profit #solopr
- 5:26 pm **mdbarber:** RT @LScribner: @amandamogul Not sure abt @shonali but many of us solos share database licenses to make it affordable #solopr
- 5:27 pm **amynolanapr:** Maybe the Q should be: How long did it take you to match what you were making in the corp. world? #solopr
- 5:27 pm **amandamogul:** @shonali and I'm sure it's reflected in your rates :) one day... #solopr
- 5:27 pm **karensxim:** @shonali Demo'd them last week & nearly choked when they tried to sell me \$11k package! #solopr
- 5:27 pm **KellyeCrane:** Very true. RT @KatTayls: Q2: Gotta practice the same good PR and Marketing sermons we preach too to keep future business coming. #solopr
- 5:27 pm **shonali:** Also @amandamogul I wasn't aware that Vocus lets solos share accounts, etc.; this year I'm evaluating several services b4 renewing. #soloPR
- 5:27 pm **shonali:** @LScribner Yup, I was just saying that that's what I'll look at this year. I was very naive last year! #soloPR
- 5:27 pm **karensxim:** RT @amynolanapr: Maybe the Q should be: How long did it take you to match what you were making in the corp. world? >>Great ? #solopr
- 5:27 pm **amandamogul:** @LScribner I have yet to get in on one of the license share groups :( #solopr
- 5:28 pm **mdbarber:** Sharing software/systems is good way to save money in beginning. Also not all clients will require/need. Biz planning critical. #solopr
- 5:28 pm **shonali:** @amandamogul Well, my rates reflect what I believe is my quality, and that's how everyone should set their rates. :) #soloPR
- 5:28 pm **KellyeCrane:** I can tell that I'm missing some of your tweets in my stream, and it is making me mad. #solopr
- 5:29 pm **mdbarber:** @amynolanapr Matching corp salary presumes that's a business goal though too. Expenses/priorities change. #solopr
- 5:29 pm **KellyeCrane:** RT Q2a: How long did it take you to match what you made prior to going solo? #solopr
- 5:29 pm **karensxim:** RT @shonali: @amandamogul Well, my rates reflect what I believe is my quality, and that's how everyone should set their rates. :) #solopr
- 5:29 pm **mdbarber:** Critical component: RT @shonali: My rates reflect what I believe is my quality, and that's how everyone should set their rates. :) #solopr
- 5:30 pm **IndigoSevenPR:** @KellyeCrane don't be mad...you know how fickle twitter can be. #solopr

- 5:30 pm **mdbarber:** @KellyeCrane I've had to repost many of my tweets. #solopr
- 5:30 pm **nettap:** @KellyeCrane ooh definitely interested in hearing the answer to that one from folks! #solopr
- 5:30 pm **karensxim:** @KellyeCrane Happening to me too (missing tweets) #solopr
- 5:30 pm **shonali:** Re: matching your corp salary: do you really need to, as opposed to "want"? I think that should be part of the equation. #soloPR
- 5:31 pm **mdbarber:** Q2a -- My goal was not to match my previous salary. Many of my expenses have lowered. My psycho profit has been bigger than \$\$ #solopr
- 5:31 pm **shonali:** Don't get me wrong, I'd like to make a LOT of \$\$, but as @mdbarber @kellyecrane've said, there are other "bonuses" to the solo life. #soloPR
- 5:31 pm **karensxim:** Dear Twitter you are making @KellyeCrane mad so fix yourself or you'll have to deal with the wrath of the solos! #solopr
- 5:32 pm **shonali:** LOL! RT @karensxim: Dear Twitter you are making @KellyeCrane mad so fix yourself or you'll have to deal with the wrath of the solos! #soloPR
- 5:32 pm **KellyeCrane:** @karensxim LOL. I'm getting all Hulk-ish, "you wouldn't like me when I'm angry" #solopr
- 5:32 pm **KellyeCrane:** Q2a: May sound braggy, but I doubled my "employed" salary in my first year. Think mid-level agency mgrs are underpaid? Yup! #solopr
- 5:32 pm **kellynandrews:** Q2a: 3 months, but the shift in priorities/lifestyle would have easily made up for any prolonged difference! #solopr
- 5:32 pm **mdbarber:** RT @shonali: Dont get me wrong, Id like to make a LOT of \$\$, but there are other "bonuses" to the solo life. #solopr
- 5:33 pm **meganmcq:** RT @shonali: Don't get me wrong, I'd like to make a LOT of \$\$, but as @mdbarber @kellyecrane've said, there are other "bonuses" to the solo life. #soloPR
- 5:33 pm **mdbarber:** RT @karensxim: Dear Twitter you are making @KellyeCrane mad so fix yourself or youll have to deal with the wrath of the solos! #solopr
- 5:33 pm **karensxim:** Agree with @shonali, don't need to make same \$\$ but not allergic to wealth either :- ) #solopr
- 5:33 pm **bonnieupright:** Nearly doubled salary in year 1. Mostly luck. RT @KellyeCrane: RT Q2a How long did it take to match what u made prior to going solo? #solopr
- 5:33 pm **rockstarjen:** @KellyeCrane I know what you mean. I made the same my 1st year, but worked 1/2 as much. #solopr
- 5:33 pm **IndigoSevenPR:** RT @mdbarber: RT @shonali: Dont get me wrong, Id like to make a LOT of \$\$, but there are other "bonuses" to the solo life. #solopr
- 5:33 pm **karensxim:** @KellyeCrane Picturing you hulked out and ROFL! #solopr
- 5:33 pm **shonali:** What someone else considers a lot of \$\$ may be v little for you/vice versa. Don't get hung up on others' perceived successes. #soloPR
- 5:34 pm **KatTayls:** @mdbarber Q2a It's my first year, but already, my work satisfaction level is up! I am mostly focused on paying the bills this year. #solopr
- 5:34 pm **shonali:** @karensxim LOL, I'm definitely not allergic to it either. Private jet, where are you? ;- ) #soloPR
- 5:34 pm **rockstarjen:** Q2a: for me, work/life balance is key. good money is icing on the cake. #solopr
- 5:34 pm **IndigoSevenPR:** RT @shonali: What someone else considers a lot of \$ maybe little for you/vice versa. Dont get hung up on others perceived successes. #solopr
- 5:35 pm **karensxim:** @shonali Lol, exactly! #solopr

- 5:35 pm **mdbarber:** @KatTayls Work satisfaction has a lot to do with "life satisfaction" doesn't it. Do have to pay the bills but the psycho important. #solopr
- 5:35 pm **KellyeCrane:** Q2a: The concept of getting paid extra for extra hours worked was amazing. #solopr
- 5:35 pm **mdbarber:** RT @rockstarjen: Q2a: for me, work/life balance is key. good money is icing on the cake. #solopr
- 5:35 pm **mdbarber:** RT @shonali: What someone else considers a lot of \$\$ may be v little for you/vice versa. Dont get hung up on perceived successes. #solopr
- 5:35 pm **jillvan:** Q2a: For me, work-life balance was WAY more important. And if I can still afford my fave jeans too, then bonus! #solopr
- 5:35 pm **shonali:** @rockstarjen You're someone I always think of as having perfected the "balance" thing. #soloPR
- 5:36 pm **KellyeCrane:** Q2a: However, let me note that there have been many times in my solo career that I've chosen to work less/make less. We can choose! #solopr
- 5:36 pm **IndigoSevenPR:** Q2a: so did most of you quit your full time job to focus on your solo gig? Or did you want till you generated some money? #solopr
- 5:36 pm **amynolanapr:** RT @mdbarber: Benefit of solo: Get to do what I want, when I want, the way I want, for people I want to work with. #solopr
- 5:36 pm **KellyeCrane:** RT @jillvan: Q2a: For me, work-life balance was WAY more important. And if I can still afford my fave jeans too, then bonus! #solopr
- 5:36 pm **mdbarber:** RT @jillvan: Q2a: For me, work-life balance was WAY more important. And if I can still afford my fave jeans too, then bonus! #solopr
- 5:36 pm **rockstarjen:** Nice. RT @jillvan: Q2a: For me, work-life balance was WAY more important. And if I can still afford my fave jeans too, then bonus! #solopr
- 5:36 pm **kellynandrews:** @jillvan Ha! Well said! #solopr
- 5:36 pm **shonali:** Coach bag for me! ;- )RT @jillvan: Q2a: For me, work-life balance WAY more important. And if I can still afford my fave jeans, bonus! #soloPR
- 5:37 pm **KellyeCrane:** Q3 is sort of related: why did you go solo in the first place? #solopr
- 5:37 pm **mdbarber:** LOL. Me too! RT @KatTayls: @KellyeCrane Though I do miss paid vacations... #solopr
- 5:37 pm **shonali:** Durn it, I have to go. :( What a fun chat today, thanks @kellyecrane & all - & congrats on getting the taxes done! #soloPR
- 5:38 pm **jillvan:** @shonali LOL - or that! #soloPR
- 5:38 pm **GetPushing:** They kind of still are if you think about it... Right? RT @mdbarber @KatTayls @KellyeCrane Though I do miss paid vacations... #solopr
- 5:38 pm **KellyeCrane:** @KatTayls Every day feels like a vacation to me, compared to life in the cube. :- ) #solopr
- 5:38 pm **PRjeff:** Yes, I just returned from a "working vacation." Somethin' wrong w/that RT @KatTayls: @KellyeCrane Though I do miss paid vacations... #soloPR
- 5:38 pm **amynolanapr:** Q2a: I went part-time first, then quit job, took 2 months off last summer w/kids, and then incorporated in Sept. #solopr
- 5:38 pm **karensxim:** RT @KellyeCrane: Q3 is sort of related: why did you go solo in the first place? #solopr
- 5:39 pm **GetPushing:** Q3 - was working as 1 man PR dept for small firm. Realized I could do it for myself & keep all the \$. #solopr
- 5:39 pm **rockstarjen:** @shonali I'm glad it shows. It's certainly no accident. :) #solopr

- 5:39 pm **mdbarber:** Q3: Wanted to be "home" when my kids got home from school and not put 'em in summer camp after summer camp. Quality of life decision #solopr
- 5:39 pm **KatTayls:** Q3 Necessity. Most jobs available in the area are entry level - I really wanted to keep progressing. #solopr
- 5:39 pm **GetPushing:** Q3 (answer part 2) Plus, hubby had started biz 1 yr prior. Wanted to help. Started out doing both, now just doing PR. #solopr
- 5:39 pm **KellyeCrane:** RT @GetPushing: Q3 - was working as 1 man PR dept for small firm. Realized I could do it for myself & keep all the \$. #solopr
- 5:40 pm **youplusmeCEO:** q3 I was laid off at the beginning of the "recession" - found that my skills outweighed what the market was hiring for; freelanced #solopr
- 5:40 pm **jillvan:** Me too! (and maternity leave) RT @KatTayls: @KellyeCrane Though I do miss paid vacations... #solopr
- 5:40 pm **rockstarjen:** Q3 Had done the agency thing, then the corp & start-up thing. Needed a new challenge, but couldn't bare leaving San Diego. #solopr
- 5:40 pm **KellyeCrane:** RT @mdbarber:Q3:Wanted to be home when my kids got home from school and not put 'em in summer camp after summer camp.Quality of life #solopr
- 5:40 pm **JamieLaceyPR:** Full comp package? Count happy clients. For me, tremendous value in liking what I do and my clients. Plus work/life bal. #solopr
- 5:40 pm **mdbarber:** Q3 Part 2 -- also freedom to do work I wanted to do and for clients I wanted to work with. #solopr
- 5:40 pm **karensxim:** Q3: Knew life was too short to work for a soul sucking company who left their humanity at the front door #solopr
- 5:41 pm **amynolanapr:** Same here RT @mdbarber: Q3: Wanted to be home when kids got home fr school and not put 'em in summer camp. Quality of life decision #solopr
- 5:41 pm **KatTayls:** @PRjeff @KellyeCrane @GetPushing Pretty true when you put it that way :-)  
#solopr
- 5:41 pm **KellyeCrane:** RT @youplusmeCEO: q3 I was laid off at beg of the recession- found that my skills outweighed what the market was hiring; freelanced #solopr
- 5:41 pm **mdbarber:** Huge benefit:RT @JamieLaceyPR: Count happy clients. For me, tremendous value in liking what I do and my clients. Plus work/life bal. #solopr
- 5:41 pm **Organic\_PR:** Q3 - I specialize in organic/natural industry and I don't want drama of big agency who wants clients for their accounts, not values. #solopr
- 5:41 pm **sundaycosmetics:** RT @karensxim: Q3: Knew life was too short to work for a soul sucking company who left their humanity at the front door #solopr
- 5:41 pm **GetPushing:** @karensxim ouch! Q3: Knew life was too short to work for a soul sucking company who left their humanity at the front door #solopr
- 5:41 pm **PRjeff:** Q3: So that I qualified to participate in solo PR chats #soloPR
- 5:41 pm **amynolanapr:** @karensxim You mean you don't like having to check in your soul at the front door when you punch in every day? #solopr
- 5:42 pm **mdbarber:** @amynolanapr It's been a great decision for me, even as my kids are teens & need the driver less. Still imp to be here. #solopr
- 5:42 pm **bonnieupright:** Q2a: Proverbial work/life balance. And more time to stalk @kennychesney.  
#solopr
- 5:42 pm **KatTayls:** RT @JamieLaceyPR: Full comp package? Count happy clients. For me, tremendous value in liking what I do and my clients. Plus work/life bal. #solopr
- 5:42 pm **KellyeCrane:** Q3: I was tired of other people building their biz on my back. I was exhausted & did it to be in charge of my destiny (\$ was bonus) #solopr



- 5:42 pm **karenschwim:** @GetPushing It was painful, don't even list them on my resume it was so awful I don't want to remember! #solopr
- 5:42 pm **mdbarber:** You crack me up! RT @PRjeff: Q3: So that I qualified to participate in solo PR chats #solopr
- 5:42 pm **karenschwim:** @amynolanapr Exactly! #solopr
- 5:42 pm **KellyeCrane:** Now that's a good reason. :- ) RT @PRjeff: Q3: So that I qualified to participate in solo PR chats #solopr
- 5:43 pm **LScribner:** Q3 First time I went solo I was laid off and my agency client hired me as a consultant right away, lucky me!! #solopr
- 5:43 pm **amynolanapr:** LOL!RT @PRjeff: Q3: So that I qualified to participate in solo PR chats #soloPR
- 5:43 pm **mdbarber:** RT @KellyeCrane: Q3: I was tired of other people bldg biz on my back. I was exhausted & did it to be in charge of my destiny #solopr
- 5:43 pm **karenschwim:** RT @mdbarber: You crack me up! RT @PRjeff: Q3: So that I qualified to participate in solo PR chats (Lol!) #solopr
- 5:43 pm **KatTayls:** Ha! We'd probably like and accept you anyway. RT @PRjeff: Q3: So that I qualified to participate in solo PR chats #soloPR
- 5:43 pm **PRjeff:** Q3: And... 1) "Right-sized" out of my corp. PR position 2) b/c I had done solo before 3) Job market down #soloPR
- 5:44 pm **kellynandrews:** Q3: Mix between quality of life and wanting to focus on small biz clients, which could never afford big agency where I worked #solopr
- 5:44 pm **rockstarjen:** Love hearing all these diverse catalyts for going solo! #solopr
- 5:44 pm **KellyeCrane:** @Organic\_PR @JamieLaceyPR Yes- control over who I work with is a huge plus! #solopr
- 5:44 pm **amynolanapr:** Thank you guys for reminding me why I went solo. When \$ is tight, good to remind yourself of this. #solopr
- 5:44 pm **karenschwim:** RT @rockstarjen: Love hearing all these diverse catalyts for going solo! (Me too!) #solopr
- 5:44 pm **mdbarber:** Me too! RT @rockstarjen: Love hearing all these diverse catalyts for going solo! #solopr
- 5:45 pm **KellyeCrane:** RT @amynolanapr: Thank you guys for reminding me why I went solo. When \$ is tight, good to remind yourself of this. #solopr
- 5:45 pm **mdbarber:** So true! RT @amynolanapr: Thank you guys for reminding me why I went solo. When \$ is tight, good to remind yourself of this. #solopr
- 5:45 pm **IndigoSevenPR:** Q3: I actually want to be happy about what I do and to actually know I am making a difference in my community. #solopr
- 5:45 pm **PRjeff:** Sad, but true RT @karenschwim: Q3: Knew life was too short to work for a soul sucking company who left their humanity at front door #soloPR
- 5:45 pm **mdbarber:** RT @IndigoSevenPR: Q3: I actually want to be happy about what I do and to actually know I am making a difference in my community. #solopr
- 5:46 pm **mdbarber:** @IndigoSevenPR Thanks for bringing up the difference in the community. That's really important. Helping nonprofits is much easier. #solopr
- 5:46 pm **karenschwim:** @PRjeff It is sad that they're missing the big picture and we're having all the fun ;- ) #solopr
- 5:47 pm **PRProSanDiego:** Q3: I'd been laid off for the 3rd time in 5 years and refused to put my fate in anyone else's hands anymore! BEST thing I ever did. #soloPR
- 5:47 pm **LaurenStraitPR:** Any #solopr peeps willing to take me on and show me the ropes about what it takes to go solo? I need a mentor....

- 5:47 pm **KellyeCrane:** RT @KellyeCrane: Q4 is from @janetfalk: What are your clients doing for Earth Day 4-22? #solopr
- 5:47 pm **mdbarber:** When @prtini started as a solo, she chose a nonprofit, using SM involvem't, to help. It was a great model & good visibility for her. #solopr
- 5:48 pm **kellynandrews:** Q3: Plus, now working w/ windows open (nice breeze and sound of birds) w/ my sweet pups asleep by my feet-can't have that in a cube! #solopr
- 5:48 pm **karensxim:** @PRProSanDiego I agree, nothing like controlling your own career! #solopr
- 5:48 pm **karensxim:** RT @LaurenStraitPR: Any #solopr peeps willing to take me on and show me the ropes about what it takes to go solo? I need a mentor #solopr
- 5:48 pm **mdbarber:** @LaurenStraitPR These chats & LI group really help. But where are you located? We can prob find someone in your area to help. #solopr
- 5:48 pm **karensxim:** RT @KellyeCrane: RT @KellyeCrane: Q4 is from @janetfalk: What are your clients doing for Earth Day 4-22? #solopr
- 5:49 pm **PRjeff:** Amen! RT @PRProSanDiego: Q3: Been laid off 4 3rd time in 5 yrs & refused to put my fate in anyone elses hands anymore! BEST thing... #soloPR
- 5:49 pm **LScribner:** Q4. My clients aren't very earthy lol #solopr
- 5:49 pm **PRProSanDiego:** On early pricing issue: be careful not to drop prices too much. It is nearly impossible to raise them on clients later. #soloPR
- 5:49 pm **KellyeCrane:** @PRProSanDiego Bet you wonder why you waited so long! #solopr
- 5:50 pm **karensxim:** @LScribner Rofl, I was thinking the same thing! #solopr
- 5:50 pm **Organic\_PR:** Yes! RT @IndigoSevenPR: I actually want to be happy about what I do and to actually know I am making a difference in my community. #solopr
- 5:50 pm **amynolanapr:** @LaurenStraitPR Stick with this group. There are some great mentors among them. I'm learning a lot from these chats. #solopr
- 5:51 pm **KellyeCrane:** Ha- same here! RT @LScribner: Q4. My clients aren't very earthy lol #solopr
- 5:51 pm **IndigoSevenPR:** RT @PRProSanDiego: On pricing issue: be careful not to drop prices too much. It is nearly impossible to raise them on clients later. #solopr
- 5:51 pm **PRjeff:** Q4: Easy when there's a tie in. One client is offering a special on its home energy audits <http://bit.ly/cLTL8F> #soloPR
- 5:51 pm **AerialEllis:** Peeking in on #soloPR
- 5:52 pm **KellyeCrane:** RT @PRjeff: Q4: Easy when there's a tie in. One client is offering a special on its home energy audits <http://bit.ly/cLTL8F> #solopr
- 5:52 pm **youplusmeCEO:** @rockstarjen that's why I've been so MIA - lol slow roll-out, but totes excited! #solopr
- 5:52 pm **FabBrownGirl:** RT @AerialEllis: Peeking in on #soloPR #solopr
- 5:53 pm **LeliaKate:** Q3: I went solo at first out of necessity after a layoff, then later decided to really stick to it and recently launched my site! #solopr
- 5:53 pm **KellyeCrane:** Q4: I think Earth Day is like any "holiday"-type day- story opportunities for those who are a fit. #solopr
- 5:53 pm **kellynandrews:** @LaurenStraitPR Also check your local PRSA chapter for an indie SIG chapter. I've heard it's a great resource for info. and mentors #solopr
- 5:54 pm **youplusmeCEO:** q4 no clients w Earth Day, but I have others that have some fun stuff - 1 did an April Fools FB special #solopr
- 5:54 pm **rockstarjen:** Q4 earth day tie-ins for my clients would be a stretch (and i mean like taffy). #solopr

- 5:54 pm **KellyeCrane:** Well, Twitter is acting extra weird right now, so let's conclude by saying thanks to you all for another great chat! #solopr
- 5:54 pm **PRjeff:** @karensxim Big egos often get in the way of big picture for corporations. #soloPR
- 5:54 pm **KatTayls:** Congrats! RT @LeliaKate: Q3: I went solo at first ... after a layoff, then later decided to stick to it and ... launched my site! #solopr
- 5:55 pm **mdbarber:** @laurenStraitPR Check out solopr.com, LinkedIn and Facebook groups. PRSA networking also critical. #solopr
- 5:55 pm **karensxim:** Thanks @KellyeCrane and solos! #solopr
- 5:55 pm **LeliaKate:** Just read this question on today's #solopr chat, wanted to ask all of my Twitter friends: What are you doing for Earth Day? (4/22) #earthday
- 5:55 pm **rockstarjen:** great hearing from everyone today. have a great rest of the week. #solopr
- 5:55 pm **KatTayls:** RT @KellyeCrane: Q4: I think Earth Day is like any "holiday"-type day- story opportunities for those who are a fit. #solopr
- 5:55 pm **mdbarber:** Great chat today everyone. Thanks for the support/reminders. Have a wonderful week. See you all next week. #solopr
- 5:55 pm **karensxim:** @PRjeff They definitely do and that's never been my style #solopr
- 5:56 pm **PRjeff:** Ditto. RT @karensxim: Thanks @KellyeCrane and solos! #soloPR
- 5:56 pm **youplusmeCEO:** RT @KellyeCrane: Well, Twitter is acting weird right now, so let's conclude by saying thanks to you all for another great chat! #solopr
- 5:57 pm **jillvan:** Great chat! Have a great rest of the week! #solopr
- 5:57 pm **karensxim:** Don't forget to follow @KellyeCrane's solopr list on TweepieML.org so we can support one another in between chats #solopr
- 5:57 pm **MsSuiGeneris:** Thanks everyone! I was sort of a fly on the wall. Great advice! #solopr
- 5:57 pm **Organic\_PR:** One last ? for the group. Do any of you work with a green chamber of commerce in your area? Helpful? #solopr
- 5:58 pm **MarchellGillis:** RT @MsSuiGeneris: Thanks everyone! I was sort of a fly on the wall. Great advice! #solopr
- 5:59 pm **kellynandrews:** @LaurenStraitPR I'm only a few months ahead of you, but happy to help in any way! #solopr
- 6:00 pm **MarchellGillis:** Thank all! @MsSuiGeneris summed it up for me! #solopr
- 6:01 pm **KellyeCrane:** RT @karensxim: Don't forget to follow @KellyeCrane's #solopr list <http://bit.ly/9RVASB> so we can support one another in between chats
- 6:02 pm **dconconi:** probabaly even more important to be there when they are teens. #solopr
- 6:03 pm **LaurenStraitPR:** RT @mdbarber: @LaurenStraitPR @kellynandrews @youplummecece @amynolanpr @organic\_pr Solo PR community rocks!!!! #solopr
- 6:06 pm **dconconi:** me too - got in too late to participate. next time RT @MsSuiGeneris: Thanks everyone! I was sort of a fly on the wall. Great advice! #solopr
- 6:09 pm **mdbarber:** RT @KellyeCrane: RT @karensxim: Don't forget to follow @KellyeCrane's #solopr list <http://bit.ly/9RVASB> so we can support one another in between chats
- 6:10 pm **PRjeff:** @KatTayls Awww... thanks for the kind comment! #soloPR
- 6:10 pm **krisTK:** Q3: went solo after I lost job right b4 relocating. Wasnt ready to look for work in old or new city. SoloPR was solution #solopr
- 6:11 pm **mdbarber:** @dconconi So true. As teens there's a lot more time you need to spend, differently than when they are little. #solopr

- 6:11 pm **krisTK:** Had to step away and missed most of another great chat. [Muttering ensues] #solopr
- 6:17 pm **annvidean:** #solopr An indie group, indeed! Phoenix - azIPRA - <http://www.facebook.com/group.php?gid=62352269457>
- 6:17 pm **socialitestatus:** Stepped away from #solopr chat for 12pm bible study and I come back to this note on my car <http://tweetphoto.com/18424560>
- 6:21 pm **jenmitch:** Me too. Wednesday is always my crazy day. Transcript FTW! RT @krisTK: Had to step away and missed most of chat. [Muttering ensues] #solopr
- 6:39 pm **LeliaKate:** @shonali I like the note about health insurance ;-) #solopr
- 6:44 pm **KellyeCrane:** @IndigoSevenPR Was thinking this post might be useful to you: <http://soloprpro.com/can-you-leave-your-job-to-consult-today/> #solopr
- 6:52 pm **paulajohns:** Crazy day with scheduling snafus and technical difficulties...missed #solopr, my favorite chat of the week!
- 7:05 pm **mdbarber:** #solopr looking to network for new biz? Check out this webinar from #PRSA Indy section. <http://bit.ly/bUpYIV>
- 7:14 pm **krisTK:** @LorriandRob Thanks for reply. Wednesdays I try to have a virtual lunch with my #solopr peeps. Our answers were all over the board
- 7:17 pm **cmwooll:** Love it! RT @karensxim: Q3: Knew life was too short to work for a soul sucking company who left their humanity at the front door #solopr
- 7:19 pm **krisTK:** RT @mdbarber #solopr looking to network for new biz? Check out 4/21 webinar from #PRSA Indy section. <http://bit.ly/bUpYIV>
- 7:29 pm **IndigoSevenPR:** RT @KellyeCrane: @IndigoSevenPR Was thinking this post might be useful to you: <http://soloprpro.com/can-you-leave-your-job-to-consult-today/> #solopr
- 7:41 pm **KellyeCrane:** @IndigoSevenPR Many people do it that way. Your #solopr friends are here to help!
- 7:48 pm **SPRF2010:** Thanks for the shout out! RT @amynolanapr Hello from Baton Rouge, home of @sprf2010 conference Sept 26-28. Glad to be joining #solopr today
- 8:34 pm **hopwood:** Missed #solopr while out on a training run this pm. Were there any jokes about fish this week?
- 9:11 pm **KellyeCrane:** @hopwood No, we missed you and thus there were no fishy comments. #solopr
- 9:34 pm **PRtini:** @mdbarber Hi Mary! Thanks for the shoutout during #soloPR. Sorry I had to miss the conversation ... will def. check out the transcript!
- 10:08 pm **amynolanapr:** There is some serious PR talent in Louisiana. Let's show them at the Lantern awards! [www.sprflanterns.org](http://www.sprflanterns.org) #solopr #brsocme #sprf #pral