



Transcript from April 21, 2010 to April 21, 2010

All times are Pacific Time

April 21, 2010

- 1:18 pm **socialitestatus:** Gotta catch the #solopr transcript today due to the new gig! Have a great day everybody!
- 2:00 pm **AliahPR:** RT @KellyeCrane: Today on the #solopr blog: 10 Foolproof Excuses to Network and Reconnect <http://bit.ly/aYZEaS> #preentry #PR #pradvice
- 2:21 pm **jburkhardt10:** Find me on Facebook to hear about upcoming MyMediaInfo specials and system upgrades <http://bit.ly/apL1xo> #PR #solopr
- 3:15 pm **luannsaid:** New PR pros: read this "open letter to millenials" from @tdefren. Now. <http://bit.ly/9KlyFg> (via @arikhanson @davefleet) #pr #solopr
- 3:19 pm **KatTayls:** I almost forgot! It's #solopr chat today at 1 p.m. I'll be mobile for half of it, but I look forward to it every week I remember :)
- 3:24 pm **KellyeCrane:** Great Qs lined up for today's #solopr chat for indie #pr pros (and those interested in learning more). Join us 1-2pm ET.
- 3:38 pm **PRjeff:** RT @KellyeCrane: Great Qs lined up for today's #solopr chat for indie #pr pros (and those interested in learning more). Join us 1-2pm ET.
- 3:56 pm **mdbarber:** Great Qs lined up for today's #solopr chat for indie #pr pros (and those interested in learning more). Join us 1-2pm ET. /via @kellyecrane
- 3:57 pm **amynolanapr:** RT @KellyeCrane: Great Qs lined up for today's #solopr chat for indie #pr pros (and those interested in learning more). Join us 1-2pm ET.
- 4:11 pm **Tartipants:** RT @KatTayls I almost forgot! It's #solopr chat today at 1 p.m. I'll be mobile for half of it, but I look forward to i... <http://foook.com>
- 4:15 pm **LScribner:** Going to have to miss today's #solopr chat, until next week!
- 4:38 pm **LScribner:** @KellyeCrane I have a call conflict, but have a question for #solopr tweeps. What app/service do u use 4 media coverage or SM measuremnt?
- 5:00 pm **KellyeCrane:** It's time for this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it). #solopr
- 5:01 pm **KellyeCrane:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr
- 5:01 pm **amynolanapr:** RT @KellyeCrane: Time for this week's #soloPR chat for indy pros in PR and related fields (and those who want to learn more about it).
- 5:02 pm **deegospel:** hi, i'm dee stewart. owner of deegospel pr. atlanta based, national clientele. entertainment, women & literary speciality #solopr
- 5:02 pm **alpinepr:** @KellyeCrane #solopr first timer Wendy Alpine, president, Alpine Communications, Atlanta.
- 5:03 pm **KatTayls:** Hi all, I'm Kathleen, a newly #solopr gal in #swfl
- 5:03 pm **KellyeCrane:** If you're new, be sure to join the Solo PR Pros LinkedIn group- bit.ly/Nf4sw - and Facebook - <http://bit.ly/aObcT3> #solopr
- 5:03 pm **cloudspark:** finally! i've made it to #soloPR chat. thanks @kellyecrane

- 5:03 pm **IndigoSevenPR:** RT @KellyeCrane: If youre new, be sure to join the Solo PR Pros LinkedIn group-bit.ly/Nf4sw - and Facebook - <http://bit.ly/aObcT3> #solopr
- 5:04 pm **amynolanapr:** Hello from fabulous sunny Baton Rouge, home of the #SPRF2010 conference (gotta plug our wonderful event Sept. 26-28)! #solopr
- 5:04 pm **KellyeCrane:** @alpinepr Wendy- I *just* saw your email right before the chat. Glad you could make it! #solopr
- 5:04 pm **mdbarber:** Time for solo pr chat. Friends not interested in this chat, feel free to snooze me for an hour. #solopr
- 5:04 pm **MsSuiGeneris:** Tedra, just starting out, here to learn #solopr
- 5:04 pm **mdbarber:** Greetings from Anchorage where it's finally spring. Welcome to the first timers. Solo pro for 10 years; PR pro for > 30. #solopr
- 5:04 pm **mdmcgriffm:** RT @deegospel: Dee Stewart. owner of deegospel pr. atlanta based, national clientele. entertainment, women & literary speciality #solopr
- 5:05 pm **KellyeCrane:** Welcome to the new (and not so new) faces! This promises to be another informative chat. #solopr
- 5:05 pm **jillvan:** It's #solopr chat time! Hi there...Jill here, solo for 8 years, in Columbus OH.
- 5:05 pm **tsabine21:** RT @amynolanapr: Hi from fabulous sunny Baton Rouge, home of the #SPRF2010 conference (gotta plug our wonderful event Sept. 26-28)! #solopr
- 5:05 pm **amynolanapr:** @MsSuiGeneris Welcome, glad to have you here! #solopr
- 5:06 pm **KellyeCrane:** Q1: How do you know when it's time to start hiring staff & turn your Solo practice into an Indie agency? #solopr
- 5:06 pm **PRjeff:** From the Valley of the Furnace - #Phx. Solo 16 yrs, PR pro for 23. #solopr
- 5:07 pm **PRjeff:** RT @KellyeCrane: Q1: How do you know when its time to start hiring staff & turn your Solo practice into an Indie agency? #solopr
- 5:07 pm **mdbarber:** Q1 -- Wow that's a scary thing. I've always just relied on my partners who work together independently, except for summer intern. #solopr
- 5:07 pm **GetPushing:** Hi all! Small PR firm owner, in biz for 3+ years, in industry 5+ years. #solopr
- 5:07 pm **Marc_Meyer:** @KellyeCrane You have to admit to yourself that you can't scale. #solopr
- 5:07 pm **GetPushing:** @KellyeCrane How exactly do you define an "indie" agency? #solopr
- 5:07 pm **mdbarber:** @PRjeff Valley of the Furnace? A little warm down there? #solopr
- 5:07 pm **janetlfalk:** NYC PR Pro saying hello #solopr
- 5:07 pm **deegospel:** #solopr
- 5:07 pm **KellyeCrane:** Q1: I think there's a key consideration: do you want to hire employees, or subcontractors? #solopr
- 5:08 pm **cloudspark:** @KellyeCrane Q1 when you're consistently turning away good work b/c you're at capacity, it's time to hire. #solopr
- 5:08 pm **krisTK:** Lurking, er listening to #solopr chat today while out of office and on way to mtg for @MGRClassic.
- 5:08 pm **KellyeCrane:** RT @Marc_Meyer: @KellyeCrane Q1: You have to admit to yourself that you can't scale. #solopr
- 5:08 pm **nextchaptercom:** It's time for this week's #soloPR chat w/ @kellyecrane for independent pros in PR and related fields #solopr
- 5:08 pm **KatTayls:** Q1 Seems like you'd need a solid business plan, and the income and contract would have to make cents. #solopr

- 5:08 pm **amynolanapr:** I'm in year 1 of solo PR biz. I'm a ways off from hiring, but would love to bring on an intern in a few years. #solopr
- 5:08 pm **janetfalk:** I am getting started by working as a subcontractor. #solopr
- 5:09 pm **KellyeCrane:** Small, independent. Anyone here w/employees RT @GetPushing: @KellyeCrane How exactly do you define an "indie" agency? #solopr
- 5:09 pm **mdbarber:** @KatTayls cents and sense -- both of them! Good point #solopr
- 5:09 pm **amynolanapr:** RT @cloudspark: @KellyeCrane Q1 when you're consistently turning away good work b/c you're at capacity, it's time to hire. #solopr
- 5:09 pm **cloudspark:** Q1: there are major financial considerations when hiring employees vs. using subcontractors or freelancers. talk to your cpa. #solopr
- 5:09 pm **deegospel:** @KellyeCrane q1: when you find someone who can do one your tasks better than you(joke) ;) #solopr
- 5:09 pm **KellyeCrane:** RT @cloudspark: @KellyeCrane Q1 when you're consistently turning away good work b/c you're at capacity, it's time to hire. #solopr
- 5:09 pm **GetPushing:** Q1 - I like to use freelancers and interns. We've had full and PT employees in the past, but found the flexibility to be better now. #solopr
- 5:09 pm **EmilyCagle:** @KellyeCrane Q1. I used freelancers initially. When one reached almost full time, I knew it was time to become a full agency. #solopr
- 5:09 pm **jillvan:** Q1: When you have consistent business out the wazoo and could reasonably expand by hiring. #solopr
- 5:10 pm **GetPushing:** @KellyeCrane Got it. Thanks. Indie = small, independent firm with employees. #solopr
- 5:10 pm **KellyeCrane:** RT @GetPushing: Q1 - I like to use freelancers and interns. We've had employees in past, but found the flexibility to be better now. #solopr
- 5:10 pm **PRjeff:** Q1: Seems at some point you have to realize to make more \$ you have to invest \$ in staff... or interns/freelancers #solopr
- 5:10 pm **GetPushing:** Would NEVER let that happen! RT @cloudspark: Q1 when you're consistently turning away good work b/c you're at capacity. #solopr
- 5:11 pm **KellyeCrane:** RT @EmilyCagle: Q1. I used freelancers initially. When one reached almost full time, I knew it was time to become a full agency. #solopr
- 5:11 pm **cloudspark:** made the leap from #solopr to indie w/ employees about 18 months ago. took freelancers to p.t. employees.
- 5:11 pm **KateRobins:** RT @mdbarber: Time for solo pr chat. Friends not interested in this chat, feel free to snooze me for an hour. #solopr
- 5:12 pm **MichaelWillett:** RT @KellyeCrane RT @EmilyCagle: Q1. Used freelancers initially. When one reached almost full time, time to become a full agency. #solopr
- 5:12 pm **deegospel:** q1: because my biz is so shoestring i use contractors. have a biz plan to add an associate within the year #solopr
- 5:12 pm **KellyeCrane:** Q1: I made the decision long ago that I didn't want to get big and have employees. If your goal is to get big, employees are nec #solopr
- 5:12 pm **PRjeff:** Q1: When does a stream become a river? When does an indie agency become a full agency? #solopr
- 5:12 pm **KateRobins:** RT @cloudspark: @KellyeCrane Q1 when you're consistently turning away good work b/c you're at capacity, it's time to hire. #solopr
- 5:12 pm **cloudspark:** @KellyeCrane Q1: our GA solo PR survey last year showed after 100-125 billable hours/month, it gets hectic. time to bring in help. #soloPR

- 5:13 pm **mdbarber:** Q1 Business plan is critic. Even if you have too much work, do you really want the responsibility of employees. Planning critical. #solopr
- 5:13 pm **PRjeff:** RT @cloudspark: made the leap from #solopr to indie w/ employees about 18 months ago. took freelancers to p.t. employees #solopr
- 5:13 pm **MichaelWillett:** RT @GetPushing Would NEVER let that happen! RT @cloudspark Q1 when you're consistently turning away good work b/c you're at capacity #solopr
- 5:14 pm **KellyeCrane:** Q1: As @cloudspark notes, there are a lot of considerations around employees. Benefits, unemployment insurance, etc. See CPA #solopr
- 5:14 pm **rockstarjen:** Me, too Q1: I made the decision long ago that I didn't want to get big and have employees. #solopr (via @KellyeCrane)
- 5:14 pm **alpinepr:** I have an account executive who works for me two days a week as a contractor #solopr
- 5:14 pm **KCDPR:** @KellyeCrane : No need for employees in today environment, flexible contractors are better for us #solopr
- 5:14 pm **trishlambert:** It's important to understand the real \$ cost of employees, many ppl don't. #solopr
- 5:14 pm **cloudspark:** @alpinepr great to see you on the #solopr chat!
- 5:14 pm **karenschwim:** Late to chat an may have to lurk but don't want to miss! #solopr
- 5:14 pm **mdbarber:** RT @rockstarjen: Me, too Q1: I made the decision long ago. I didnt want to get big and have employees. #solopr (via @KellyeCrane) #solopr
- 5:14 pm **GetPushing:** And time - mgt, training, etc. RT @trishlambert: Its important to understand the real \$ cost of employees, many ppl dont. #solopr
- 5:14 pm **mdbarber:** RT @trishlambert: Its important to understand the real \$ cost of employees, many ppl dont. #solopr
- 5:14 pm **janetfalk:** cost of emp includes YOUR TIME not spent billing #solopr
- 5:15 pm **PRjeff:** I like. RT @KCDPR: @KellyeCrane : No need for employees in today environment, flexible contractors are better for us #solopr
- 5:15 pm **KellyeCrane:** RT @alpinepr: I have an account executive who works for me two days a week as a contractor #solopr
- 5:15 pm **trishlambert:** Me 3! RT @rockstarjen: Me, too Q1: I made decision long ago that I didnt want 2 get big & have employees. #solopr (via @KellyeCrane) #solopr
- 5:15 pm **SoloDovePR:** RT @cloudspark: @KellyeCrane Q1 when you're consistently turning away good work b/c you're at capacity, it's time to hire. #solopr
- 5:15 pm **karenschwim:** RT @KCDPR: @KellyeCrane : No need for employees (but dep on state laws tis could be an issue) #solopr
- 5:15 pm **KellyeCrane:** RT @cloudspark Q1: our GA solo PR survey last year showed after 100-125 billable hours/month, it gets hectic. time to bring in help #solopr
- 5:15 pm **PRjeff:** and lost \$ for not having employees? RT @mdbarber: RT @trishlambert: Its important to understand the real \$ cost of employees #solopr
- 5:16 pm **KateRobins:** @KCDPR I'm flexible and wiling to subcontract. #solopr
- 5:16 pm **amynolanapr:** For now, I'm better off subcontracting out work. Less hassle! #solopr
- 5:16 pm **KCDPR:** or raise prices! RT @SoloDovePR: RT @cloudspark: @KellyeCrane Q1 when U're consistently turning away work it's time 2 hire. #solopr
- 5:16 pm **cloudspark:** @mdbarber Exactly, the tax burden makes it v. expensive to hire FT employees. talk with a CPA or tax atty b/f you make the leap. #solopr
- 5:17 pm **trishlambert:** @PRjeff I mean \$ cost beyond direct payment. Having/not having depends on goals. #solopr

- 5:17 pm **karenschwim:** My goal is to have employees - stylist, chef, trainer, pilot, oh you meant the other kind ;-)
#solopr
- 5:17 pm **KatTayls:** Q1 - Might be challenging for some type-A #solopr pros to let go of some hands-on work due to need to manage and train.
- 5:17 pm **PRtini:** I love lurking in the #soloPR chat. So much good info shared!!
- 5:17 pm **trishlambert:** GRIN...I'm with you! RT @karenschwim: My goal is to have employees - stylist, chef, trainer, pilot, oh you meant the other kind ;-)
#solopr
- 5:17 pm **alpinepr:** @cloudspark. Great to see u 2. I'm a first timer. #solopr
- 5:17 pm **GetPushing:** Good pt - some clients look for bodies RT @PRjeff: and lost \$ for not having employees? (understand real \$ cost of employees) #solopr
- 5:17 pm **amynolanapr:** And errand runner! RT @karenschwim: My goal is to have employees - stylist, chef, trainer, pilot, oh you meant the other kind ;-)
#solopr
- 5:18 pm **LauraScholz:** RT @cloudspark Q1: our GA solo PR survey last year showed after 100-125 billable hours/month, it gets hectic. time to bring in help #solopr
- 5:18 pm **karenschwim:** @trishlambert Ha! :-)
#solopr
- 5:18 pm **janetlfalk:** NYC PR Pro will subcontract for you. #solopr
- 5:18 pm **jillvan:** LOL! RT @karenschwim: My goal is to have employees - stylist, chef, trainer, pilot, oh you meant the other kind ;-)
#solopr
- 5:18 pm **mdbarber:** So funny! RT @karenschwim: My goal is to have employees - stylist, chef, trainer, pilot, oh you meant the other kind ;-)
#solopr
- 5:18 pm **KCDPR:** 1099s are your friends RT @karenschwim: RT @KCDPR: @KellyeCrane : No need for employees (but dep on state laws tis could be an issue) #solopr
- 5:18 pm **trishlambert:** Has anyone tried a coop approach? Several solos coming together and marketing as an agency? #solopr
- 5:18 pm **karenschwim:** @amynolanapr Oh yes, let's not forget the errand runner! #solopr
- 5:19 pm **amynolanapr:** @trishlambert Haven't tried co-op, but I know some SoloPR's who co-op on certain accounts. #solopr
- 5:19 pm **janetlfalk:** I'm talking with an agency that wants to form Ninja SWAT teams of exp pros. #solopr
- 5:19 pm **KellyeCrane:** @GetPushing Yes, whether employees or subcontractors, to get certain clients it's important to show multiple pros on board #solopr
- 5:19 pm **PRjeff:** Very good! RT @karenschwim: My goal is to have employees - stylist, chef, trainer, pilot, oh you meant the other kind ;-)
#solopr
- 5:19 pm **karenschwim:** @KCDPR Some states limit that though so you have to know the laws of your land, CA for instance #solopr
- 5:19 pm **trishlambert:** And the fan waver/grape feeder! RT @karenschwim: @amynolanapr Oh yes, lets not forget the errand runner! #solopr
- 5:19 pm **KatTayls:** @trishlambert I've seen this more recently in our area. Seems to work well when they pool their resources and client bases. #solopr
- 5:19 pm **GetPushing:** @trishlambert We dont' co-op w/ other PR ppl, adv & marketing agencies though. #solopr
- 5:19 pm **janetlfalk:** Or hire exp PR pros RT @trishlambert: Has anyone tried a coop approach? Several solos coming together and marketing as an agency? #solopr
- 5:19 pm **IndigoSevenPR:** RT @trishlambert: Has anyone tried a coop approach?>>>I have done that with projects more so than created agency with them.. #solopr

- 5:20 pm **rockstarjen:** Wishing I could take part in #solopr chat today. Today's subjects are dear to me right now.
- 5:20 pm **KellyeCrane:** Interesting idea RT @janetfalk: I'm talking with an agency that wants to form Ninja SWAT teams of exp pros. #solopr
- 5:20 pm **GetPushing:** @KatTayls Who's doing this in swfl? #solopr
- 5:20 pm **amynolanapr:** Love it! Ninja SWAT teams! RT @janetfalk: I'm talking with an agency that wants to form Ninja SWAT teams of exp pros. #solopr
- 5:20 pm **karensxim:** Teaming up, yes, @trishlambert and I are huge fans of this model #solopr
- 5:20 pm **KateRobins:** @GetPushing Any good reading on all that for followup? #solopr
- 5:20 pm **sandrasays:** @trishlambert I haven't tried coop approach yet, but I've been approaching fellow solo pros in Houston about forming "partnerships" #solopr
- 5:21 pm **cloudspark:** @karensxim i live in atlanta, i'd add driver/chaffeur to that great list so i could work in traffic! #solopr
- 5:21 pm **KellyeCrane:** @trishlambert I use something similar, though it's not the same group every time. "Virtual agency" that varies by client need #solopr
- 5:21 pm **KateRobins:** @janetfalk What's that? #solopr
- 5:21 pm **ilivetotravel:** @cloudspark And how does being a single member LLC play into Q1? I'm one of those (but in diff field) #solopr
- 5:21 pm **GetPushing:** What are you referring to? Too many topics! RT @KateRobins: @GetPushing Any good reading on all that for followup? #solopr
- 5:21 pm **trishlambert:** I was thinking you of when I wrote the question! RT @karensxim: Teaming up, yes, @trishlambert and I are huge fans of this model #solopr
- 5:21 pm **sandrasays:** @trishlambert it's become clear that if I want to take on larger projects, I need help. still freelance part-time, so Im still small #solopr
- 5:21 pm **alpinepr:** RT @amynolanapr: Love it! Ninja SWAT teams! RT @janetfalk: I'm talking with an agency that wants to form Ninja SWAT teams of exp pros. #solopr
- 5:21 pm **publicremix:** Meet the genius behind the SM branding of @cupslj at my class! Will @PrestigeInsight bring samples? Register: <http://bit.ly/cRF43a> #solopr
- 5:21 pm **KatTayls:** @GetPushing I'm thinking of recent "mergers" of PR pros...Gravina, et al, Briggs & Rogers #solopr
- 5:21 pm **alpinepr:** @amynoloanpr I'd like to be a ninja #solopr
- 5:21 pm **KateRobins:** @KellyeCrane Yes, that's right. "Can you do this?" comes to mind as a tire-kicker question. #solopr
- 5:22 pm **trishlambert:** That probably makes more sense than perm agcy, much more flexible RT @KellyeCrane: "Virtual agency" that varies by client need #solopr
- 5:22 pm **GetPushing:** @KatTayls Ahh, that's what I thought. #solopr
- 5:22 pm **cags3:** @ritzcomms RT @KellyeCrane: RT @janetfalk: I'm talking with an agency that wants to form Ninja SWAT teams of exp pros. #solopr
- 5:22 pm **janetfalk:** @katerobins Pls clarify your question #solopr
- 5:23 pm **karensxim:** @KellyeCrane love the Virtual Agency concept & believe this is the new way to work #solopr
- 5:24 pm **trishlambert:** Got to get on a telecon...sorry can't stay, but will be back next wk!!! #solopr
- 5:24 pm **cloudspark:** @ilivetotravel for me, the time to hire is when u consistently turn away work. u then decide - employees, contractors, freelancers. #soloPR

- 5:24 pm **KellyeCrane:** @karens swim Potential clients respond well to the idea that their team is selected just for them-another leg-up over trad'l agencies #solopr
- 5:24 pm **KatTayls:** I'm about to go mobile, but still tuning in :) #solopr
- 5:24 pm **KellyeCrane:** Q2: How can I demonstrate my value/sell myself as a PR consultant without giving away all my secrets? #solopr
- 5:24 pm **KateRobins:** @KatTayls Am loving where all this merger, ninja-swat, coop, cell talk is going. #solopr
- 5:24 pm **janetfalk:** I was at a virtual agency; Client was a law firm and six of us sat in regional offices. Frequent IM, shared Cision & media database #solopr
- 5:25 pm **karens swim:** @KellyeCrane I can see that and it's really a client centered model, really like it #solopr
- 5:25 pm **IndigoSevenPR:** RT @KellyeCrane: Q2: How can I demonstrate my value/sell myself as a PR consultant without giving away all my secrets? #solopr
- 5:25 pm **karens swim:** RT @KellyeCrane: Q2: How can I demonstrate my value/sell myself as a PR consultant without giving away all my secrets? #solopr
- 5:25 pm **FabBrownGirl:** @KellyeCrane a little lost, what is a virtual agency? #solopr
- 5:25 pm **joshdmorg:** You don't have any "secrets" RT @KellyeCrane: Q2: How can I demo my value/sell myself as consultant without giving away my secrets? #solopr
- 5:25 pm **MsSuiGeneris:** Good Question RT @KellyeCrane: Q2: How can I demonstrate my value/sell myself as a PR consultant without giving away all my secrets? #solopr
- 5:25 pm **BGdoesPR:** @KellyeCrane This is one I struggle with all the time when pitching myself. #solopr
- 5:25 pm **amynolanapr:** Q2 I recently did workshop for client. They were pleased w/my knowledge and hired me to do strategic plan for the coming year! #solopr
- 5:26 pm **KateRobins:** @KellyeCrane This came up yesterday. I told my friend we'd talked about this on solopr w/ respect to proposals. Tell me again? #solopr
- 5:26 pm **janetfalk:** Q2 The cost of doing nothing as compared to working with you. #solopr
- 5:26 pm **sandrasays:** @KellyeCrane q2 is a good one. If you've been in th biz a while, you can always point to previous successes. #solopr
- 5:26 pm **mdbarber:** Q2 Show examples of similar work you've already done. Discuss process and demonstrate understanding of biz. #solopr
- 5:26 pm **GetPushing:** @KellyeCrane Proof of value thru AVEs, placements, WOM/recommendations, etc. #solopr
- 5:26 pm **karens swim:** RT @mdbarber: Q2 Show examples of similar work youve already done. Discuss process and demonstrate understanding of biz. (Agree) #solopr
- 5:26 pm **PRjeff:** Q2: I think as you teach/show potential clients what PR is/does, they realize they'd be silly to do it on their own #solopr
- 5:26 pm **hishair:** RT @mdbarber: So funny! RT @karens swim: My goal is to have employees - stylist, chef, trainer, pilot, oh you meant the other kind ;-) #solopr
- 5:26 pm **KellyeCrane:** @FabBrownGirl In my case, it is an ad-hoc group of PR pros that can be assembled as needed (subcontractor basis) #solopr
- 5:26 pm **hishair:** RT @jillvan: LOL! RT @karens swim: My goal is to have employees - stylist, chef, trainer, pilot, oh you meant the other kind ;-) #solopr
- 5:26 pm **BGdoesPR:** @GetPushing What is AVEs pls? #solopr
- 5:27 pm **mdbarber:** Recos from other PR Pros, clients, etc. Success in previous campaigns. #solopr
- 5:27 pm **PRjeff:** yes! RT @janetfalk: Q2 The cost of doing nothing as compared to working with you. #solopr

- 5:27 pm **cloudspark:** @KellyeCrane Q2: awards, testimonials, white papers, case studies and blog posts all can show your expertise #soloPR
- 5:27 pm **KellyeCrane:** @amynolanpr Good for you! #solopr
- 5:27 pm **mdbarber:** @GetPushing Sorry but please let's get beyond AVEs in measurement. #solopr
- 5:27 pm **karenschwim:** @hishair :-) #solopr
- 5:27 pm **krisTK:** Q1: Being the "boss" is not my dream. I hope to never hire staff and keep using subs when needed. Would prefer to refer than hire. #solopr
- 5:27 pm **mdbarber:** RT @cloudspark: @KellyeCrane Q2: awards, testimonials, white papers, case studies and blog posts all can show your expertise #solopr
- 5:27 pm **KCDPR:** Agreed! RT @karenschwim: @KellyeCrane love the Virtual Agency concept & believe this is the new way to work #solopr
- 5:27 pm **BGdoesPR:** @PRjeff Agree Jeff, most openly say that they cannot do/don't want to do our jobs. #solopr
- 5:27 pm **alpinepr:** @amynolanpr what kind of workshop #solopr
- 5:27 pm **KateRobins:** RT @mdbarber: Q2 Show examples of similar work you've already done. Discuss process and demonstrate understanding of biz. #solopr
- 5:28 pm **mdbarber:** RT @krisTK: Q1: Being the "boss" is not my dream. I hope to never hire staff and keep using subs. Would prefer to refer than hire. #solopr
- 5:28 pm **karenschwim:** A2: Show them what you will do for them, don't be afraid to tell them how you would handle their biz #solopr
- 5:28 pm **GetPushing:** @BGdoesPR Advertising Value Equivalency - basically says this is what the editorial coverage would have \$ if the space was bought. #solopr
- 5:28 pm **KellyeCrane:** True, but you have to be careful not to give them customized strategy for free RT @joshdmorg: You don't have any "secrets" #solopr
- 5:29 pm **GetPushing:** @mdbarber It's not the only measurement, but often 1 that gets thru. Clients think in \$ signs. #solopr
- 5:29 pm **KateRobins:** @mdbarber What are they? (AVES) #solopr
- 5:29 pm **KellyeCrane:** RT @cloudspark: @KellyeCrane Q2: awards, testimonials, white papers, case studies and blog posts all can show your expertise #solopr
- 5:29 pm **cloudspark:** @krisTK "prefer to refer" may be a new industry phrase, kudos. #solopr
- 5:29 pm **janetfalk:** Mktg Dir tells me boss wants to get in press. She replies we need to dedicate someone to do that., but learns no budget. what next? #solopr
- 5:29 pm **FabBrownGirl:** GREAT answer! RT @mdbarber: Q2 Show examples of similar work uve already done. Discuss process and demonstrate understanding of biz. #solopr
- 5:29 pm **BGdoesPR:** @KellyeCrane Exactly Kelly, I can so dang excited talking about how great campaigns are I end up spilling the strategy! #solopr
- 5:29 pm **GetPushing:** @KateRobins Advertising Value Equivalency - basically says this is what the editorial coverage would have \$ if the space was bought. #solopr
- 5:29 pm **alpinepr:** Have to leave but will be back next week. #solopr
- 5:30 pm **sandrasays:** q2 and that's a problem with doing proposals. if you don't give enough details they complain, give too much & they take it without u #solopr
- 5:30 pm **mdbarber:** AVE -- ad value equivalents. It's quantity but not outcome based. It's output based and doesn't demo the diff between PR & ad. #solopr
- 5:30 pm **BGdoesPR:** @janetfalk Maybe create plan and give direction to a PR intern? #solopr
- 5:30 pm **FabBrownGirl:** @KellyeCrane okay thanks! it makes a little more sense now #solopr

- 5:30 pm **KateRobins:** @karensxim @KellyeCrane Exactly. How do you show what you propose without proposing? Proposals take time and ppl run off with them #solopr
- 5:30 pm **KellyeCrane:** Q2: In proposals, the key is to tell them the What, without the How. #solopr
- 5:30 pm **BGdoesPR:** @sandrasays Exactly! #solopr
- 5:31 pm **KatTayls:** Was just about to say that :) RT @BGdoesPR: @PRjeff Agree Jeff, most openly say that they cannot do/don't want to do our jobs. #solopr
- 5:31 pm **janetfalk:** @bgdoesPR For a potential client. I'm not giving anything away tso they can hire an intern. #solopr
- 5:31 pm **FabBrownGirl:** Yes!! RT @cloudspark: @KellyeCrane Q2: awards, testimonials, white papers, case studies and blog posts all can show your expertise #solopr
- 5:31 pm **mdbarber:** AVEs also assume you're only measuring the quantity of media placement instead of behavior change in a full PR campaign. #solopr
- 5:32 pm **mdbarber:** RT @KellyeCrane: Q2: In proposals, the key is to tell them the What, without the How. #solopr
- 5:32 pm **amynolanapr:** Q2 I'm very clear in my proposals that you are PAYING me to give you the plan. You don't get plan until I get a contract & check. #solopr
- 5:32 pm **KateRobins:** @mdbarber Got that right. NYT loves one of my clients. Good Sunday read but doesn't drive numbers. #solopr
- 5:32 pm **sandrasays:** So true! RT @KellyeCrane: Q2: In proposals, the key is to tell them the What, without the How. #solopr
- 5:32 pm **KCDPR:** thumbs up RT @janetfalk: @bgdoesPR For a potential client. I'm not giving anything away tso they can hire an intern. #solopr
- 5:32 pm **MsSuiGeneris:** @KellyeCrane I'm getting my chats mixed up lol. That was supposed to be #solopr
- 5:32 pm **KateRobins:** RT @KellyeCrane: Q2: In proposals, the key is to tell them the What, without the How. #solopr
- 5:32 pm **GetPushing:** @mdbarber True, that's why it's only 1 of the support materials used to sell case. (AVE on measure quantity instead of behavior chg) #solopr
- 5:33 pm **KellyeCrane:** Q2: For ex, you can propose an influencer rel program targetting X types of outlets, but don't tell them which ones or the pitch #solopr
- 5:33 pm **rajean:** RT @FabBrownGirl: Yes!! RT @cloudspark: @KellyeCrane Q2: awards, testimonials, white papers, case studies and blog posts all can show your expertise #solopr
- 5:33 pm **KateRobins:** @mdbarber Yup #solopr
- 5:33 pm **BGdoesPR:** @janetfalk If potential client has no budget for PR see if they few bucks for months 1-3 then devise ROI campaign that funds itself #solopr
- 5:33 pm **GetPushing:** RT @KellyeCrane: Q2: EX: propose an influencer rel program targetting X types of outlets, but dont tell them which ones or the pitch #solopr
- 5:33 pm **karensxim:** @KellyeCrane Yes, that is great advice! #solopr
- 5:33 pm **FabBrownGirl:** @GetPushing Thanks! AVEs do make it very clear #solopr
- 5:34 pm **IndigoSevenPR:** Q2: So Proposals are not the way to go when showing value to potential clients? #solopr
- 5:34 pm **KatTayls:** @amynolanapr: Q2 #solopr I agree. The Plan is one of the "deliverables" I promise and bill for. This is diff from proposal.
- 5:35 pm **FabBrownGirl:** RT @KellyeCrane: Q2: In proposals, the key is to tell them the What, without the How. #solopr
- 5:35 pm **janetfalk:** @BGdoesPR Mktg Dir knows my rates would be covered by one client. #solopr

- 5:35 pm **GetPushing:** @IndigoSevenPR Proposals are what you suggest for them. It's your support material that shows the value - your proof. #solopr
- 5:35 pm **BGdoesPR:** YES! Great point @KellyeCrane Tell clients about "what" PR you can do for them, but not "how" or the pitch. #solopr
- 5:35 pm **KellyeCrane:** @IndigoSevenPR Your proposal should incl a section about you & your accomplishments (like @cloudspark's ideas) #solopr
- 5:36 pm **sandrasays:** RT @KellyeCrane: @IndigoSevenPR Your proposal should incl a section about you & your accomplishments (like @cloudspark's ideas) #solopr
- 5:36 pm **KateRobins:** @BGdoesPR Dunno bout that. Prefer to charge full force and reserve pro-bono for clear personal brand-supporting work . #solopr
- 5:36 pm **GetPushing:** We use our Website as our support material/proof/accomplishment list. #solopr
- 5:36 pm **SoloDovePR:** Q2 i think you have to show accomplishment and results that way there is proof of what you've done #solopr
- 5:36 pm **janetfalk:** Get testimonials that connect the dots between activity and sales, awareness, website traffic, event attendance. #solopr
- 5:36 pm **KellyeCrane:** @IndigoSevenPR So yes, proposals are a necessary part of getting new biz, but you have to be careful on what you incl #solopr
- 5:36 pm **krisTK:** Q2 show that you understand their situation and that you are the expert who can develop and implement solutions. #solopr
- 5:37 pm **KellyeCrane:** RT @janetfalk: Get testimonials that connect the dots between activity and sales, awareness, website traffic, event attendance #solopr
- 5:37 pm **Tartipants:** RT @karensim Late to chat an may have to lurk but don't want to miss! #solopr <http://foook.com>
- 5:37 pm **mdbarber:** RT @krisTK: Q2 show that you understand their situation and that you are the expert who can develop and implement solutions. #solopr
- 5:37 pm **IndigoSevenPR:** @GetPushing Thanks! i wanted to make sure... #solopr
- 5:37 pm **KellyeCrane:** RT @SoloDovePR: Q2 i think you have to show accomplishment and results that way there is proof of what you've done #solopr
- 5:37 pm **FabBrownGirl:** RT @KellyeCrane: @IndigoSevenPR Your proposal should incl a section about you & your accomplishments (like @cloudsparks ideas) #solopr
- 5:38 pm **KatTayls:** Yes! RT @krisTK: Q2 show that you understand their situation and that you are the expert who can develop and implement solutions. #solopr
- 5:38 pm **Itwoods:** Exactly. RT @KellyeCrane: Q2: In proposals, the key is to tell them the What, without the How. #solopr
- 5:38 pm **KellyeCrane:** Dear lurkers: Don't be afraid to chime in. All ideas are welcome here at #solopr
- 5:38 pm **BGdoesPR:** @janetfalk If want PR, client needs some budget, even \$500/mo, othrwise dont waste time. I've stuck to rigid budgets w success. #solopr
- 5:39 pm **GetPushing:** Gotta run. Prepping for @PRWeb chat at 2. See you all next week. #solopr
- 5:39 pm **IndigoSevenPR:** @KellyeCrane yeah that was my concern with writing proposals. I have a fear that they will run off with it... #solopr
- 5:39 pm **BGdoesPR:** @janetfalk Great point with testimonials. #solopr
- 5:39 pm **KellyeCrane:** A situation analysis RT @krisTK: Q2 show that you understand their situation & you are the expert who can develop and implement sol #solopr
- 5:39 pm **shonali:** RT @cloudspark: @mdbarber yes, let's kill off AVEs as any proof of value to PR results. @kdpaine #solopr

- 5:39 pm **twit_HugelInCash:** RT @PRjeff: yes! RT @janetfalk: Q2 The cost of doing nothing as compared to working with you. #solopr
- 5:40 pm **cloudspark:** @KellyeCrane I always put a clause in proposals protecting the ideas/intell property. if ideas used in 1 year, they pay. #soloPR
- 5:40 pm **KellyeCrane:** @IndigoSevenPR Striking the right balance is something we all have to watch, no matter how long we've been doing this! #solopr
- 5:41 pm **karensxim:** RT @cloudspark: @KellyeCrane I always put a clause in proposals protecting ideas/intell property. if ideas used in 1 year, they pay. #solopr
- 5:41 pm **BGdoesPR:** @JanetLFalk We see it all the time in this biz, I'm afraid. #solopr
- 5:41 pm **KateRobins:** Strongly agree RT @BGdoesPR: @janetfalk If client wants PR, needs budget, or don't waste time. Stuck to rigid budgets w success. #solopr
- 5:41 pm **BGdoesPR:** RT @karensxim: RT @cloudspark: @KellyeCrane I always put a clause in proposals protecting ideas/intell property. if ideas used in 1 year, they pay. #solopr
- 5:41 pm **KateRobins:** RT @cloudspark: @KellyeCrane Put clause in proposals protecting the ideas/intell property. if ideas used in 1 year, they pay. #soloPR
- 5:42 pm **sandrasays:** Good idea RT @cloudspark: I always put a clause in proposals protecting the ideas/intell property. if ideas used in 1 year, they pay. #soloPR
- 5:42 pm **janetfalk:** @BGdoesPR Like raising kids. If they're not ready, you can't make them. If they are, you can't stop them. #solopr
- 5:42 pm **KellyeCrane:** @cloudspark Interesting! Have you ever had to follow through on that, or is the "threat" deterrent enough? #solopr
- 5:43 pm **SoloDovePR:** Great idea RT @cloudspark: I always put a clause in proposals protecting the ideas/intell property. if ideas used in 1 yr, they pay. #soloPR
- 5:43 pm **amynolanapr:** RT @janetfalk: @BGdoesPR Like raising kids. If they're not ready, you can't make them. If they are, you can't stop them. #solopr
- 5:44 pm **KatTayls:** Q2 My proposals are mostly notes of initial consult: I develop a prob statement & provide general next billable steps. #solopr
- 5:44 pm **ilovepublicity:** @KellyeCrane How did you know I was a lurker :) #solopr
- 5:44 pm **KateRobins:** How do you track that? RT@KellyeCrane: @cloudspark Have you ever had to follow through on that, or is the "threat" deterrent enough? #solopr
- 5:44 pm **socialitestatus:** I got a chance to sneak away for #solopr chat, but ldk what the questions are *sigh* Guess I'll catch the transcript lol!
- 5:45 pm **KellyeCrane:** @cloudspark Actually, you probably don't want to share that info! No worries, if not. #solopr
- 5:45 pm **KellyeCrane:** @ilovepublicity You're one of many, I think. :-) #solopr
- 5:45 pm **KellyeCrane:** Q3: Community member wants to know: Any tips for how to think and act like an entrepreneur? #solopr
- 5:45 pm **BGdoesPR:** Need to sign off now, great topics and wonderful insight. Will be back for sure...thanks #solopr
- 5:46 pm **3hatscomm:** @KellyeCrane Lurking now, trying to keep up ;) #solopr
- 5:46 pm **KatTayls:** RT @cloudspark: @KellyeCrane I always put a clause in proposals protecting the ideas/intell property. if ideas used in 1 year, they pay. #soloPR
- 5:46 pm **KellyeCrane:** RT @KatTayls: Q2 My proposals are mostly notes of initial consult: I develop a prob statement & provide general next billable steps. #solopr
- 5:46 pm **karensxim:** @socialitestatus Q3: Community member wants to know: Any tips for how to think and act like an entrepreneur? #solopr #solopr

- 5:46 pm **cloudspark:** @KellyeCrane used it once and they paid. it's a major deterrent; also shows that I value my ideas, they should too. #solopr
- 5:46 pm **amynolanapr:** RT @KellyeCrane: Q3: Community member wants to know: Any tips for how to think and act like an entrepreneur? #solopr
- 5:47 pm **KateRobins:** @cloudspark Well done! You taught them! #solopr
- 5:47 pm **mdbarber:** Must run folks. Thanks for a great chat. #solopr
- 5:47 pm **MsSuiGeneris:** Q3 I took an entrepreneurship class in college and that changed the way I thought about a lot of things #solopr
- 5:47 pm **karensxim:** Q3: Just coached someone through this recently, def. a mind shift #solopr
- 5:48 pm **PRtini:** Q3 I'm learning a lot from a client who lives by Good to Great. All about data/processes & has been v successful. #soloPR
- 5:48 pm **KellyeCrane:** Q3: I believe thinking like an entrepreneur means continually educating myself and offering svc my clients don't know they need yet #solopr
- 5:48 pm **karensxim:** Q3: A coach can help you #solopr
- 5:48 pm **3hatscomm:** RT @cloudspark: @KellyeCrane used it once and they paid. its a major deterrent; also shows that I value my ideas, they should too. #solopr
- 5:49 pm **cloudspark:** @KateRobins i track it in different ways, main way is google alerts for company and keyword. #soloPR
- 5:49 pm **KatTayls:** :-) RT @KateRobins: @KatTayls Am loving where all this merger, ninja-swat, coop, cell talk is going. #solopr
- 5:49 pm **twit_HugelInCash:** RT @BGdoesPR: @janetlfalk Great point with testimonials. #solopr
- 5:49 pm **sandrasays:** @MsSuiGeneris taking a class is a good idea. I considered taking a sales class to try and shift thinking #solopr
- 5:49 pm **PRjeff:** Q3: Hang out w/other entrepreneurs. We have a great group in #Phx called Club E. #solopr
- 5:49 pm **KellyeCrane:** @MsSuiGeneris What were some of your key takeaways from the class? #solopr
- 5:49 pm **karensxim:** Q3: I have seen those who act like employees rather than business owners, there is a difference #solopr
- 5:49 pm **KellyeCrane:** Diet coke for me :-) RT @KateRobins: @KellyeCrane Drink lots of coffee and pray. Maybe pray before you drink the coffee. #solopr
- 5:49 pm **KateRobins:** RT @KatTayls: Q2 My proposals are mostly notes of initial consult: I develop a prob statement & provide general next billable steps. #solopr
- 5:49 pm **karensxim:** RT @PRjeff: Q3: Hang out w/other entrepreneurs. We have a great group in #Phx called Club E. (Excellent idea) #solopr
- 5:49 pm **sandrasays:** @PRtini Good to Geat is on my reading list. have u read it yet? #soloPR
- 5:50 pm **SoloDovePR:** Q3 you are the company you keep surround your self w/ like minded people their knowledge will hopefully rob off on you #solopr
- 5:50 pm **FabBrownGirl:** Im currently going through Q3 right now... love to hear your thoughts #solopr
- 5:50 pm **amynolanapr:** It's a big mind shift going from inside PR to indy. Must wear that "entrepreneur" hat everywhere you go. Easy to forget. #solopr
- 5:50 pm **KateRobins:** @PRtini What's Good to Great? A book? #soloPR
- 5:51 pm **jillvan:** Oy...barely got started and I gotta sign off *sob*. I'll catch the transcript... #solopr
- 5:51 pm **janetlfalk:** @KateRobins Book surveys how several companies achieved excellence by focusing on one thing throughout the biz. #solopr

- 5:51 pm **KellyeCrane:** Q3: Taking creative approaches to probs- I think being solo makes it easier. You are in charge of your own destiny! #solopr
- 5:51 pm **KateRobins:** @cloudspark Thanks. How do you prove it's yours? So often good ideas are obvious spontaneous combustion. #soloPR
- 5:51 pm **FabBrownGirl:** AWESOME!! RT @MsSuiGeneris: Q3 If youre an entrepreneur, position yourself as a brand. #solopr
- 5:51 pm **amynolanapr:** Q3 I call it planting seeds. Try to plant a few each day, through prof. assoc., moms at carpool whatever. #solopr
- 5:51 pm **jmacofearth:** @karens swim Are you familiar with the "E" Myth? A great book. #Phx #solopr
- 5:52 pm **MsSuiGeneris:** @KellyeCrane Research! It's so important to research everything you do. Also branding, trademarks and patents #solopr
- 5:52 pm **cloudspark:** Q3: if you don't know a business function, hire it out (e.g. CPA for taxes). and read to learn from others (e.g. Inc, Entrepreneur) #solopr
- 5:52 pm **LauraScholz:** Q3: I think hanging out w/ other entrepreneurs always inspires and motivates me. #solopr
- 5:52 pm **karens swim:** Have not read it, you recommend? #solopr
- 5:52 pm **PRtini:** @KateRobins Yes, Good to Great by Jim Collins. Many consider it a business most-read #soloPR
- 5:52 pm **KateRobins:** @karens swim Hmm. Very interesting. Employees rather than business owners. #solopr
- 5:52 pm **janetlfalk:** Good to Great shows how Wal-Mart focused on process improvement for managing inventory all through the chain of supply. #solopr
- 5:53 pm **KellyeCrane:** RT @LauraScholz: Q3: I think hanging out w/ other entrepreneurs always inspires and motivates me. #solopr
- 5:53 pm **MsSuiGeneris:** RT @SoloDovePR: Q3 you are the company you keep surround your self w/ like minded people their knowledge will hopefully rob off on u #solopr
- 5:53 pm **KateRobins:** @JanetLFalk Thanks. I'll answer your other q re: mine after the #solopr
- 5:53 pm **jmacofearth:** @karens swim A super "entrepreneurial" book, I think it goes into the mythical man hour concept... I got an updated copy a month ago #solopr
- 5:53 pm **karens swim:** @KateRobins It was interesting help someone through that transition, taking charge, owning their value, thinking higher level etc #solopr
- 5:54 pm **janetlfalk:** Good to Great is about larger biz, so interesting read about clients, less relevant for small biz. #solopr
- 5:54 pm **KellyeCrane:** Q3: Lots of entrepreneurs are risk-takers. If you have problems in this area, being in their company can inspire #solopr
- 5:54 pm **KateRobins:** @amynolanapr Very big #solopr
- 5:54 pm **karens swim:** @jmacofearth Thanks for the recommendation, will have to add it to the list! #solopr
- 5:54 pm **KatTayls:** Awesome chat! I gotta dash. Looking forward to keeping in touch in between :) #solopr
- 5:55 pm **KateRobins:** @KellyeCrane Yes. You learn a lot sitting bolt upright in bed at 3:00 a.m. #solopr
- 5:55 pm **krisTK:** Q3 Identify unmet opps and needs within your target svc area. Can your biz meet them? #solopr
- 5:55 pm **KellyeCrane:** Too funny RT @KateRobins: @KellyeCrane Yes. You learn a lot sitting bolt upright in bed at 3:00 a.m. #solopr

- 5:56 pm **cloudspark:** @KellyeCrane i suggest we crowd-source a book reco for #soloPR and post on the LI group?
- 5:56 pm **KateRobins:** @KellyeCrane Branding and trademarks and patents, oh my! #solopr
- 5:56 pm **KellyeCrane:** Excellent! RT @krisTK: Q3 Identify unmet opps and needs within your target svc area. Can your biz meet them? #solopr
- 5:56 pm **jenshieldsATL:** RT @LauraScholz: Q3: I think hanging out w/ other entrepreneurs always inspires and motivates me. #solopr
- 5:56 pm **andreahrizk:** RT @KellyeCrane: Q3: Lots of entrepreneurs are risk-takers. If you have problems in this area, being in their company can inspire #solopr
- 5:57 pm **MsSuiGeneris:** Q3 Interviewing other entrepreneurs is a great way to learn as well. #solopr
- 5:57 pm **KellyeCrane:** Great idea from @cloudspark - I'll start a "recommended books" thread on the Solo PR Pros LI group bit.ly/Nf4sw #solopr
- 5:57 pm **FabBrownGirl:** Good idea im looking 4 good booksRT @cloudspark: @KellyeCrane i suggest we crowd-source a book reco for #soloPR & post on LI group? #solopr
- 5:58 pm **janetlfalk:** Last week attended #NYEW Entrepreneur Week w/ panels on issues. Many serial entrepreneurs who gget idea, grow biz, sell, start anew #solopr
- 5:59 pm **KellyeCrane:** Our official #solopr chat time went by quickly, as usual. Thanks all for participating, and keep chatting on the hahstag all week!
- 5:59 pm **karenschwim:** The entrepreneur understands their primary biz is bringing in business you can always figure out how to get the work done #solopr
- 5:59 pm **janetlfalk:** #NYEW www.nyew.org may have presentations, links to videos, etc. #solopr
- 5:59 pm **karenschwim:** @KellyeCrane Thanks for another great chat! #solopr
- 6:00 pm **socialitestatus:** @karenschwim thanks! I need those tips so I'll go back to lurking lol! #solopr
- 6:00 pm **MsSuiGeneris:** @KellyeCrane Thanks! It's been great! #solopr
- 6:00 pm **3hatscomm:** @KellyeCrane Thx for the chat, sorry I mostly lurked. #solopr
- 6:01 pm **MsSuiGeneris:** And thanks to everyone who made this a great chat! #solopr
- 6:01 pm **KateRobins:** @JanetLFalk You mentioned something like ny subcontractors? What is that? #solopr
- 6:02 pm **FabBrownGirl:** AGREED! RT @MsSuiGeneris: And thanks to everyone who made this a great chat! #solopr
- 6:03 pm **SoloDovePR:** My exact thoughts RT @LauraScholz: Q3: I think hanging out w/ other entrepreneurs always inspires and motivates me. #solopr
- 6:04 pm **KellyeCrane:** Just posted the book recommendation question to the LinkedIn group. The direct link: <http://bit.ly/cCHXDY> #solopr
- 6:05 pm **FabBrownGirl:** Just call me the fly on the wall! thanks again! #solopr
- 6:05 pm **KellyeCrane:** @3HatsComm No need to say sorry - we have lots of #solopr lurkers!
- 6:33 pm **gmjameson:** Here's to an all new adventure that starts today for this PR girl. #solopr
- 6:34 pm **LeliaKate:** Hate to miss today's #solopr chat - was on a client call. Always an encouraging and informative hour. #soloprpro
- 6:37 pm **LauraScholz:** @christiantjr @SoloDovePR @KellyeCrane Thanks for the #solopr conversation!
- 6:41 pm **juleszunich:** @KellyeCrane ~ I hate that I have to miss #solopr chat almost every week due to standing mtg. Transcripts are life-savers! THX
- 6:45 pm **youplusmeCEO:** Ack! Missed #solopr :(@kellyecrane I'll be looking forward to the transcript.
- 6:45 pm **KellyeCrane:** @juleszunich Thank you- the #solopr chat transcript will be up within 24 hours.

- 7:30 pm **LScribner:** #solopr people: any recos on service/app for tracking media and SM coverage? Looking for any/all suggestions. Thanks!
- 7:45 pm **karenschwim:** @socialitestatus You're so funny, we like it when you talk too. :-) #solopr
- 8:19 pm **paulajohns:** @LScribner Have you tried Social Mention? Also, a friend just told me about Meltwater Media Monitoring <http://tinyurl.com/cgny9s> #solopr
- 8:30 pm **Boston_PR:** by @jburkhardt10: Find me on Facebook to hear about upcoming MyMediaInfo specials and system upgrades <http://bit.ly/apL1xo> #PR #solopr
- 8:30 pm **Boston_PR:** by @jburkhardt10: Hey Boston PR Tweepers! Did you sign up for the Social Media event next Wednesday? #PR #solopr #journchat #ne...
- 8:33 pm **Cupslj:** RT @publicremix: Meet the genius behind the SM branding of @cupslj at my class! Will @PrestigeInsight bring samples? Register: <http://bit.ly/cRF43a> #solopr
- 8:34 pm **prestigeinsight:** RT @publicremix: Meet the genius behind the SM branding of @cupslj at my class! Will @PrestigeInsight bring samples? Register: <http://bit.ly/cRF43a> #solopr
- 8:55 pm **IndigoSevenPR:** @SoloDovePR You're welcome....See you at the next #solopr chat.