






April 28, 2010 Chat Transcript

 [KellyeCrane](#): Thanks all. Don't forget that the #solopr chat transcript/re-cap will be posted to the Solo PR Pro blog within 24 hours


Wed Apr 28 - 2:03:26 pm

 [MsSuiGeneris](#): Thanks everyone! Great learning experience! #solopr

Wed Apr 28 - 2:01:31 pm

 [JamieLaceyPR](#): Missed #solopr chat today, but have read through the tweets. Looks like a lively discussion. Thx to @[KellyeCrane](#) for kpg the conv flowing!


Wed Apr 28 - 2:01:28 pm

 [cgornpr](#): great chat today! Thank you! #solopr


Wed Apr 28 - 2:00:24 pm

 [youplusmeCEO](#): @[PaulaJohns](#) @[jenmitch](#) I absolutely agree! Impressions don't mean anything if the audience is wrong #solopr


Wed Apr 28 - 2:00:12 pm

 [PRProSanDiego](#): My favorite professional development hour every week - thank you all!
#soloPR


Wed Apr 28 - 2:00:03 pm

 [LScribner](#): Bye all have a great rest of the week #solopr

Wed Apr 28 - 1:59:47 pm

 [jenmitch](#): Thanks for the chat today everyone! Always learn something new from all of you.
#solopr

Wed Apr 28 - 1:59:02 pm

 [dconconi](#): thanks everyone - great to 'meet' you. #solopr

Wed Apr 28 - 1:58:32 pm

 [cags3](#): Thanks for the chat today! #solopr

Wed Apr 28 - 1:58:20 pm


 [3hatscomm](#): RT @[jillvan](#): Good #solopr chat today! Thanks all! #solopr

Wed Apr 28 - 1:58:10 pm


 [dconconi](#): @[KellyeCrane](#) thanks Kellye #solopr

Wed Apr 28 - 1:57:36 pm




 **Jillvan**: Good #solopr chat today! Thanks all!
Wed Apr 28 - 1:57:35 pm



 **KellyeCrane**: If you're new, also join us on the Solo PR Pros LinkedIn group- bit.ly/Nf4sw - and Facebook - <http://bit.ly/aObcT3> #solopr


Wed Apr 28 - 1:56:53 pm



 **PRProSanDiego**: @erinkoro I hate to admit it, but I love crisis work. Clients are ready to listen and quick to act when disaster strikes. #soloPR

Wed Apr 28 - 1:56:38 pm



 **KellyeCrane**: Thanks everyone for another informative chat. We chat on this hashtag all week, so keep it going. #solopr


Wed Apr 28 - 1:56:20 pm



 **KellyeCrane**: @JamiMiami Good to know, thanks Jami! #solopr


Wed Apr 28 - 1:55:23 pm



 **KellyeCrane**: RT @JamiMiami: Q4: I have to have E&O bc of rep of gov't agencies or munis. It can be added to your biz insurance along w/ bonds. #solopr


Wed Apr 28 - 1:55:10 pm



 **Jillvan**: I have been asked to carry liability insurance, but not E&O. #solopr


Wed Apr 28 - 1:55:02 pm



 **JamiMiami**: @KellyeCrane Q4: I have to have E&O bc of rep of gov't agencies or munis. It can be added to your biz insurance along w/ bonds. #solopr


Wed Apr 28 - 1:54:38 pm



 **KellyeCrane**: Q4: OK, so it seems none of us carry E&O! I'm sure the questioner will find that interesting. #solopr

Wed Apr 28 - 1:54:22 pm



 **paulajohns**: @KellyeCrane I haven't been asked to carry E&O insurance in all of my "many* PR years. #solopr


Wed Apr 28 - 1:54:11 pm



 **3hatscomm**: @dconconi Or this <http://some.ly/aVXtJY> via someecards.com #solopr


Wed Apr 28 - 1:53:33 pm



 **Jillvan**: Cracking me up. RT @PRjeff: Q4: Is there insurance for omitting E&O insurance? #solopr


Wed Apr 28 - 1:53:29 pm



 **KellyeCrane**: RT @PRProSanDiego: No E&O for me. I carry a little extra liability on both my homeowners & auto which should cover what I need. #solopr

Wed Apr 28 - 1:52:56 pm



 **erinkoro**: @PRProSanDiego yes because by then its "STOP THE BLEEDING." A little

planning and the bleeding never begins. #solopr

Wed Apr 28 - 1:52:49 pm



KellyeCrane: Q4: It can be very expensive, which is why I've just taken the risk of not having it. @PRjeff may be onto something... #solopr

Wed Apr 28 - 1:52:46 pm



LauraScholz: @LeliaKate Just jumped in! Q3: Obvs not working w/ right firm & should est. mutually acceptable goals/expectations. #solopr

Wed Apr 28 - 1:52:44 pm



PRProSanDiego: No E&O for me. I carry a little extra liability on both my homeowners & auto which should cover what I need. #soloPR

Wed Apr 28 - 1:52:30 pm



dconconi: lets charge clients more for making us miss #solopr chats RT @3hatscomm: @shonali I was late too! Silly work, distracting me ;-) #solopr

Wed Apr 28 - 1:52:09 pm



LScribner: Such as, shd bloggers be covered by the same 1st Amend protections real journalist are? Good debate for another #solopr

Wed Apr 28 - 1:52:06 pm



KellyeCrane: Q4: So, if you write prod manuals & miss a deadline that delays their product.Or you mis-state something that makes their stock dive #solopr

Wed Apr 28 - 1:51:55 pm



LScribner: @KellyCrane I know #solopr is almost ovr but I'd love to hear what others thing of the Gizmodo/iPhone "scandal" if they've been flwing.

Wed Apr 28 - 1:51:26 pm



LeliaKate: @shonali That's ok - you were missed! #solopr #solopr

Wed Apr 28 - 1:51:20 pm



PRjeff: Q4: Is there insurance for omitting E&O insurance? #solopr

Wed Apr 28 - 1:51:09 pm



3hatscomm: @shonali I was late too! Silly work, distracting me ;-) #solopr

Wed Apr 28 - 1:50:35 pm



KellyeCrane: Q4: Ooops, meant to say detrimental to *their* business. #solopr

Wed Apr 28 - 1:50:06 pm



KellyeCrane: Q4: E&O covers you if you make a mistake and the client deems this detrimental to your biz and sues. #solopr


Wed Apr 28 - 1:49:39 pm



shonali: @LeliaKate @kristk @karensxim I'm sorry, it's one of those days. :(I didn't realize when 1 pm ET came and went! #soloPR @KellyeCrane

Wed Apr 28 - 1:49:33 pm



 **PRProSanDiego:** @CristinZ It's easy to teach when you have smart, hard-working students like you. Best ever! So good to see you here! #soloPR


Wed Apr 28 - 1:49:17 pm



 **annebentley:** Gotta run #solopr peeps! Thanks for a great chat!


Wed Apr 28 - 1:49:03 pm



 **KellyeCrane:** Q4: Many of my clients have required me to carry \$1M in insurance, but they want liability (you get in a car wreck while working) #solopr


Wed Apr 28 - 1:48:55 pm



 **cags3:** no E&O insurance for me. #solopr


Wed Apr 28 - 1:48:49 pm



 **LScribner:** @LeliaKate Sure, or there's a quick sign up for free trial of CustomScoop: <http://bit.ly/5Nb3GW> #solopr


Wed Apr 28 - 1:48:34 pm



 **PRProSanDiego:** @LScribner I love to get people "started" on politics! Check out @SDCTA and @Lincoln Club LOVE my political clients! #soloPR


Wed Apr 28 - 1:48:32 pm



 **jillvan:** What is it? RT @KellyeCrane: Q4: Do you have Errors and Omissions (E&O) insurance? What are the best rates/options? #solopr


Wed Apr 28 - 1:48:19 pm



 **3hatscomm:** @youplusmeCEO @KellyeCrane Q3: ITA wiht @M_Heffernan re: PR and OVERALL strategy, integrate PR results with biz goals #solopr

Wed Apr 28 - 1:48:18 pm



 **janetlfalk:** @jenmitch Measurement is the NEW BUSINESS that came in the door and was on the fence or had not heard of the client before. #solopr


Wed Apr 28 - 1:48:10 pm



 **KellyeCrane:** Q4: I have never had E&O insurance. There - I said it. :-) #solopr


Wed Apr 28 - 1:47:49 pm



 **paulajohns:** Agree RT @jenmitch: @youplusmeCEO I think measurement has to include relevancy. Who cares about eyeballs? I want the RIGHT eyeballs. #solopr


Wed Apr 28 - 1:47:29 pm



 **jillvan:** LOL. RT @annebentley: One word from the week re: PR firms waste of money: Blippy. #solopr

Wed Apr 28 - 1:47:27 pm



 **PRProSanDiego:** @erinkoro Speaking of crisis PR, ROI and rates: with crisis PR I charge a LOT more... and no one ever negotiates it, ha! :-) #soloPR


Wed Apr 28 - 1:47:20 pm



 **KellyeCrane**: Q4: Do you have Errors and Omissions (E&O) insurance? What are the best rates/options? #solopr


Wed Apr 28 - 1:45:54 pm



 **PRProSanDiego**: RT @erinkoro PR Firms a waste of \$? Haha PR is easy until a misstep spins out of control. What's the ROI on avoiding that?! #solopr <--YES!


Wed Apr 28 - 1:45:53 pm



 **annebentley**: One word from the week re: PR firms waste of money. Blippy. #solopr


Wed Apr 28 - 1:45:37 pm



 **LeliaKate**: @LScribner Would love to know what you think after your trial of CustomScoop #solopr #solopr


Wed Apr 28 - 1:45:36 pm



 **jenmitch**: @youplusmeCEO I think measurement has to include relevancy. Who cares about eyeballs? I want the RIGHT eyeballs. #solopr

Wed Apr 28 - 1:45:16 pm



 **youplusmeCEO**: RT @KellyeCrane: Q3: But, @M_Heffernan nails it when she talks about the skills and lower overhead benefits of working w indies. Go #solopr!


Wed Apr 28 - 1:45:07 pm



 **KellyeCrane**: Q4 is from the Facebook group - <http://bit.ly/aObcT3> #solopr


Wed Apr 28 - 1:44:50 pm



 **erinkoro**: PR Firms a waste of money? Haha PR is easy until a mis-step that spins out of control. What's the ROI on avoiding that?! #solopr


Wed Apr 28 - 1:43:58 pm



 **LeliaKate**: @laurascholz What do you think? KellyeCrane Q3 @M_Heffernan post suggests PR firms are a waste of money. <http://ow.ly/1D9p1> #solopr #solopr


Wed Apr 28 - 1:43:46 pm



 **OnlinePRNews**: Bummed that my conf. call made me miss most of the chat -- digging in and reading & learning though. Good stuff! #solopr

Wed Apr 28 - 1:43:17 pm



 **youplusmeCEO**: @JenMitch agreed! But do we still aggregate measurement by column inches? I know depending on client, I adjust the "unit" of mes #solopr


Wed Apr 28 - 1:43:13 pm



 **paulajohns**: @LScribner Sounds good, I'll have to check out CustomScoop, too. #solopr


Wed Apr 28 - 1:43:10 pm



 **KellyeCrane**: Q3: But, @M_Heffernan nails it when she talks about the skills and lower overhead benefits of working with indies. Go #solopr!

Wed Apr 28 - 1:43:09 pm




 **BradleyRoss**: RT @KellyeCrane Q3: This week, @M_Heffernan had a blog post suggesting

PR firms are a waste of money. <http://ow.ly/1D9p1> Thoughts? #solopr

Wed Apr 28 - 1:42:44 pm



 **L.Scribner:** @paulajohns I just signed up for a trial of CustomScoop, not just SM monitoring blogs, media, etc #solopr

Wed Apr 28 - 1:42:04 pm



 **PRProSanDiego:** @evolutionfiles Hey, thanks for the shoutout! #soloPR


Wed Apr 28 - 1:41:54 pm



 **KellyeCrane:** Q3: Unfortunately, a lot of PR agencies promise what they can't deliver. SO, it's up to the hirer to dig deeper. #solopr


Wed Apr 28 - 1:41:33 pm



 **LeliaKate:** Q3 I think PR can be a waste of time if you aren't working as a team. I like #solopr because both client and PR pro are invested. #solopr

Wed Apr 28 - 1:41:30 pm



 **jillvan:** Agreed! RT @jenmitch: Q3: Virtual agencies are awesome. Higher skill set. Employees work "on their terms," Usually have more passion. #solopr


Wed Apr 28 - 1:40:51 pm



 **KellyeCrane:** @PRjeff @janetlfalk You guys are a hoot (as usual). #solopr


Wed Apr 28 - 1:40:42 pm



 **KellyeCrane:** I thought that, too RT @cags3: disappointing ... believe she needs PR education and the agencies needed to manage up #solopr


Wed Apr 28 - 1:40:00 pm



 **JamiMiami:** @KellyeCrane I read that and any agency that promises anything should already be a red flag. However, I still disagree w/ the post. #solopr


Wed Apr 28 - 1:39:51 pm



 **annebentley:** RT @jenmitch: Q3: I think virtual agencies are awesome. Higher skill set. Employees work "on their terms," usually have more passion. #solopr

Wed Apr 28 - 1:39:36 pm



 **janetlfalk:** @KellyeCrane PR agencies are a waste of money? This is news? #solopr


Wed Apr 28 - 1:39:30 pm



 **dconconi:** www.communicationsunlimited.ca/blog. good post on big vs indie #solopr

Wed Apr 28 - 1:39:24 pm



 **TobyDiva:** you can still catch the last 20 minutes of #solopr .. chat for solo pr firms hosted by diva @kellyecrane

Wed Apr 28 - 1:39:23 pm



 **PRjeff:** Sounds like a waste of a blog post RT Q3: @M_Heffernan -blog post suggesting PR firms are a waste of money. <http://ow.ly/1D9p1> #solopr

Wed Apr 28 - 1:39:22 pm



 **cags3:** [@KellyeCrane](#) definitely agree #solopr


Wed Apr 28 - 1:39:13 pm



 **MsSuiGeneris:** I agree! RT [@zakmo](#): q2: this is so helpful!! #solopr


Wed Apr 28 - 1:39:12 pm



 **cags3:** [@KellyeCrane](#) disappointing ... believe she needs PR education and the agencies needed to manage up #solopr

Wed Apr 28 - 1:38:46 pm



 **jenmitch:** Q3: I think virtual agencies are awesome. Higher skill set. Employees work "on their terms," usually have more passion. #solopr

Wed Apr 28 - 1:38:44 pm



 **jillvan:** [@annebentley](#) Many thanks! ;-) #solopr


Wed Apr 28 - 1:38:10 pm



 **dconconi:** [@SarahNelson](#) Great. Thank you #solopr

Wed Apr 28 - 1:37:59 pm



 **jgombita:** [@KellyeCrane](#) re: Q3, seemed to me was really the *large* PR (marcomm?) firms [@M_Heffernan](#) had a problem with. Not online or #solopr so much.


Wed Apr 28 - 1:37:45 pm



 **LScribner:** Q2 Has anyone tried CustomScoop? Another #solopr recommended it.


Wed Apr 28 - 1:37:42 pm



 **3hatscomm:** RT [@dconconi](#): Q3 tactics without strategy is a waste of money - PR is not a commodity #solopr


Wed Apr 28 - 1:37:25 pm



 **annebentley:** [@jillvan](#) - will send you free social media monitoring tools via DM. #solopr

Wed Apr 28 - 1:37:23 pm



 **jillvan:** Q3: So this is where sitting down w/ client and understanding goals is critical. And then #measurePR! #solopr


Wed Apr 28 - 1:37:22 pm



 **KellyeCrane:** [@erinkoro](#) Thanks for offering your help to the #solopr gang.


Wed Apr 28 - 1:37:16 pm



 **jenmitch:** [@youplusmeCEO](#) Agree. This is where measurement is still in its infancy. IMO. #solopr


Wed Apr 28 - 1:37:06 pm



 **paulajohns:** Just saw that Scout Labs has a free 30-day trial. Otherwise pricing starts at \$199/mo. Hadn't heard of them before. #solopr


Wed Apr 28 - 1:37:04 pm



 **annebentley**: @jenmitch @kellyecrane - also like ScoutLabs, although no monitoring of Facebook and no way to interact from their dashboard. #solopr


Wed Apr 28 - 1:36:55 pm



 **LeliaKate**: Where are some of our regular folks? @shonali @kristk @karens swim #solopr


Wed Apr 28 - 1:36:50 pm



 **SarahNelson** : @dconconi Many includ: brand mentions, share on conversation, communities launched, comments, posts, links, members, etc. #solopr


Wed Apr 28 - 1:36:41 pm



 **erinkoro**: hey everyone - saw that @scoutlabs came up in convo. I can answer any questions if you like. thx @kellyecrane 4 the mention. #solopr

Wed Apr 28 - 1:36:34 pm



 **dconconi**: Q3 tactics without strategy is a waste of money - PR is not a commodity #solopr


Wed Apr 28 - 1:36:21 pm



 **KellyeCrane**: Glad you think so. :-) RT @zakmo: q2: this is so helpful!! #solopr


Wed Apr 28 - 1:36:15 pm



 **youplusmeCEO**: @JenMitch yes, but the measure is where the justification. I can prove impressions, but saturation & action are diff #solopr


Wed Apr 28 - 1:35:51 pm



 **jenmitch**: I've heard that a few times. RT @KellyeCrane: Q2: ScoutLabs can be a good option for indies like us. #solopr


Wed Apr 28 - 1:35:09 pm



 **KellyeCrane**: Q3: This week, @M_Heffernan had a blog post suggesting PR firms are a waste of money. <http://ow.ly/1D9p1> Thoughts? #solopr

Wed Apr 28 - 1:35:06 pm



 **zakmo**: q2: this is so helpful!! #solopr

Wed Apr 28 - 1:34:37 pm



 **MsSuiGeneris**: @LeliaKate I like Google Analytics. Haven't researched the others yet #solopr


Wed Apr 28 - 1:33:56 pm



 **paulajohns**: Hi, joining #solopr from San Diego area. Social Mention is great. I regularly use it.


Wed Apr 28 - 1:33:51 pm



 **KellyeCrane**: Q2: ScoutLabs can be a good option for indies like us. #solopr


Wed Apr 28 - 1:33:39 pm



 **dconconi**: what elements are you tracking to gauge success for your clients? #solopr


Wed Apr 28 - 1:33:38 pm



 **LeliaKate**: I also suggest very basic Twitter and Facebook searches for monitoring only.
#solopr #solopr


Wed Apr 28 - 1:33:14 pm



 **KellyeCrane**: Q2: I think we all have frustrations because no single tool can do it all. This is true regardless of your budget. #solopr


Wed Apr 28 - 1:32:31 pm



 **SarahNelson** : I focus on 3 types of measurement: Production, engagement, and brand building. All have diff metrics #solopr


Wed Apr 28 - 1:32:10 pm



 **jillvan**: @ [annebentley](#) I would love your list! Thanks! #solopr


Wed Apr 28 - 1:32:07 pm



 **MsSuiGeneris**: @ [deegospel](#) I never thought about bit.ly #solopr


Wed Apr 28 - 1:31:58 pm



 **jillvan**: RT @ [KellyeCrane](#): Q2: There is a diff btn monitoring and measurement. Tools help monitor/listen, but you ID how to measure success #solopr

Wed Apr 28 - 1:31:29 pm



 **KellyeCrane**: Q2: For monitoring, RSS is your friend. You can setup a dashboard using RSS searches from multiple tools. #solopr


Wed Apr 28 - 1:31:17 pm



 **KellyeCrane**: RT @ [SarahNelson](#) : Social Mention and Monitter are easy to use and FREE!
#solopr

Wed Apr 28 - 1:30:49 pm



 **KellyeCrane**: Q2: @ [prsaravevans](#) had a good post on this topic: <http://bit.ly/5Bc3G1> #solopr

Wed Apr 28 - 1:30:19 pm



 **SarahNelson** : Social Mention and Monitter are easy to use and FREE! #solopr

Wed Apr 28 - 1:30:15 pm




 **isgd**: Is Good Some good free tools for social media as well. Ping me if you'd like the list.

#solopr: Some good free too... <http://bit.ly/aychCw>

Wed Apr 28 - 1:29:59 pm



 **JamiMiami**: @ [cgornpr](#) to keep easier accounting, I always set up everything in client's name/billing directly to them. #solopr

Wed Apr 28 - 1:29:31 pm




 **annebentley**: Some good free tools for social media as well. Ping me if you'd like the list.

#solopr

Wed Apr 28 - 1:29:25 pm



 **jenmitch**: @ [youplusmeCEO](#) Agreed. This is why I use matrix documents to track. Execs always want proof of success. #solopr


Wed Apr 28 - 1:29:24 pm



 **erica holloway**: RT @youplusmeCEO: @KellyeCrane @jenmitch I just had to "justify" my SM work I did on behalf of a client. I think its still to ethereal for some #solopr

Wed Apr 28 - 1:29:20 pm



 **janetfalk**: @KellyeCrane Yes, Addictomatic. THANKS! #solopr

Wed Apr 28 - 1:29:05 pm



 **LeliaKate**: Q2: Some measuring tools: Hootsuite, CoTweet, bit.ly, Awe.sm, Radian6 and Viralheat. I've used Hootsuite, Google Analytics. #solopr #solopr

Wed Apr 28 - 1:28:53 pm



 **KellyeCrane**: RT @annebentley: I use Radian6 for soc media. \$100/m, allows for multi queries for rsch/ proposals. \$500/m for ongoing monitoring #solopr


Wed Apr 28 - 1:28:42 pm



 **youplusmeCEO**: @KellyeCrane @jenmitch I just had to "justify" my SM work I did on behalf of a client. I think its still to ethereal for some #solopr


Wed Apr 28 - 1:27:59 pm



 **KellyeCrane**: RT @deegospel: q2: i use g. a. also bit.ly to track links across sms platforms. technorati when i'm tracking book review blogs #solopr


Wed Apr 28 - 1:27:56 pm



 **cgornpr**: @JamiMiami How do you bill your clients for Burrell's Luce? #solopr #solopr


Wed Apr 28 - 1:27:52 pm



 **jenmitch**: Q2: Google Alerts doesn't catch everything. Manually use LazyFeed, Technorati, etc. in addition. Most tools too expensive for #solopr folks


Wed Apr 28 - 1:27:48 pm



 **KellyeCrane**: @janetfalk I believe you are talking about this one: <http://addictomatic.com/> #solopr


Wed Apr 28 - 1:27:44 pm



 **annebentley**: I use Radian6 for soc media. \$100/m, but allows for multi queries for research / proposals. \$500/m for ongoing client monitoring. #solopr

Wed Apr 28 - 1:27:35 pm



 **deegospel**: q2: i use g. a. also bit.ly to track links across sms platforms. technorati when i'm tracking book review blogs #solopr

Wed Apr 28 - 1:27:22 pm



 **dconconi**: google alerts seems to be the standard but there must be something else #solopr


Wed Apr 28 - 1:26:58 pm



 **KellyeCrane**: RT @JamiMiami: @KellyeCrane Hi jumping in. Q2: I use google alerts and if client is willing to pay I use Burrelle's. #solopr


Wed Apr 28 - 1:26:43 pm



 **jenmitch:** @[KellyeCrane](#) Too much agency background to NOT track time. I have been learning good estimates related to real project times. #solopr


Wed Apr 28 - 1:25:54 pm



 **janetlfalk:** Today I heard about "Addict-something" to track client brands on social media. Who knows what this is? #solopr


Wed Apr 28 - 1:25:51 pm



 **KellyeCrane:** Q2: There is a difference between monitoring and measurement. Tools help monitor/listen, but you ID how to measure success #solopr


Wed Apr 28 - 1:25:46 pm



 **ShaneKinkennon:** RT @[PRjeff](#): Q1: Its also supply and demand. Do stellar work & get your demand rockin, then you can command higher fees. #soloPR

Wed Apr 28 - 1:25:43 pm



 **LeliaKate:** RT @[KellyeCrane](#) Q2: What applications/services do you use for media coverage or SM measurement? #solopr #solopr


Wed Apr 28 - 1:25:43 pm



 **KCDPR:** @[cgornpr](#) agreed on Google alerts #solopr

Wed Apr 28 - 1:25:34 pm



 **JamiMiami:** @[KellyeCrane](#) Hi jumping in. Q2: I use google alerts and if client is willing to pay I use Burrelle's. #solopr


Wed Apr 28 - 1:25:34 pm



 **KCDPR:** Re Q2, I've yet to find anything cost effective #solopr

Wed Apr 28 - 1:25:06 pm



 **LeliaKate:** I use @[harvest](#) time-tracking. Can be configured for hourly or based on a flat fee budget. Automatically generates invoices! #solopr #solopr


Wed Apr 28 - 1:24:54 pm



 **KellyeCrane:** yes! RT @[PRjeff](#): Q1: It's also supply and demand. Do stellar work & get your demand rockin', then you can command higher fees. #solopr

Wed Apr 28 - 1:24:23 pm



 **KellyeCrane:** @[jenmitch](#) That's why continuing to track time is important (want to make sure you aren't taking a bath). #solopr


Wed Apr 28 - 1:24:06 pm



 **cgornpr:** @[KellyeCrane](#) Q2: I do Google Alerts. Burrelle's Luce is great if you can afford, as is Vocus and Cision. I can't afford. #solopr


Wed Apr 28 - 1:24:02 pm



 **PRjeff:** Q1: It's also supply and demand. Do stellar work & get your demand rockin', then you can command higher fees. #solopr


Wed Apr 28 - 1:23:36 pm



 [janetfalk](#): @[ShaneKinkennon](#) Agreed that time is one measurable; I worked with attorneys who understand time. #solopr


Wed Apr 28 - 1:23:10 pm



 [ShaneKinkennon](#): Another input: what must I charge to offset risk that i might be occasionally distracted from long-term loyal clients? #soloPR


Wed Apr 28 - 1:23:06 pm



 [deegospel](#): @[KellyeCrane](#) i do the same thing. project fee. based on hourly rate & track time & expenses #solopr


Wed Apr 28 - 1:23:00 pm



 [jenmitch](#): Just started this. Wasn't sure if right move. RT @[KellyeCrane](#): For social media work, project fee works much better for everyone. #solopr


Wed Apr 28 - 1:22:57 pm



 [KellyeCrane](#): Q2: What applications/services do you use for media coverage or SM measurement? #solopr


Wed Apr 28 - 1:22:18 pm



 [dconconi](#): @[KellyeCrane](#) agreed - social media lends itself well to retainer #solopr

Wed Apr 28 - 1:22:06 pm



 [trishlambert](#): Hi all! Jumpin' right in: Prefer project/retainer. Start out calc w/hrly rate, then take other factors in2 acct many alrdy mentioned #solopr


Wed Apr 28 - 1:21:05 pm



 [deegospel](#): hi,all #solopr


Wed Apr 28 - 1:21:01 pm



 [KellyeCrane](#): @[jenmitch](#) I find that for social media-related work in particular, a project fee works much better for everyone. #solopr


Wed Apr 28 - 1:20:47 pm



 [dconconi](#): I have different rates for different clients depending upn mny factors. Currently all my clients are retainer based on est. of hours #solopr


Wed Apr 28 - 1:20:43 pm



 [ShaneKinkennon](#): RT @[cgornpr](#): @[ShaneKinkennon](#) I do flat rates. I look at the project and honestly, how rough the client will be to work with. #soloPR


Wed Apr 28 - 1:20:19 pm



 [ShaneKinkennon](#): @[jenmitch](#) No est. hourly rate. I simply ask, how hard will this be to deliver successfully? Time is only one measure (to me anyway) #soloPR


Wed Apr 28 - 1:19:45 pm



 [KellyeCrane](#): RT @[cgornpr](#): @[ShaneKinkennon](#) I do flat rates. I look at the project and honestly, how rough the client will be to work with. #solopr


Wed Apr 28 - 1:19:40 pm



 **cgornpr**: @ [ShaneKinkennon](#) I do flat rates. I look at the project and honestly, how rough the client will be to work with. #solopr


Wed Apr 28 - 1:19:11 pm



 **janetlfalk**: I estimate hours and try not to go over on projects and retainers. #solopr


Wed Apr 28 - 1:19:10 pm



 **KellyeCrane**: @ [MsSuiGeneris](#) @ [dconconi](#) I am doing more project-based fees now, but I base it on a rising hourly rate & track time against it. #solopr


Wed Apr 28 - 1:18:53 pm



 **jenmitch**: Is anyone doing project over hourly? RT @ [dconconi](#): @ [KellyeCrane](#) @ [ShaneKinkennon](#) do u base your retainers on estimated hourly rate? #solopr


Wed Apr 28 - 1:18:15 pm



 **ShaneKinkennon**: @ [KellyeCrane](#) I calculate almost solely on magnitude of task + price I think client will bear. Very little historical referencing #soloPR

Wed Apr 28 - 1:17:29 pm



 **dconconi**: @ [KellyeCrane](#) @ [ShaneKinkennon](#) do you base your retainers on an estimated hourly rate? #solopr


Wed Apr 28 - 1:17:12 pm



 **MsSuiGeneris**: @ [KellyeCrane](#) Oops. Have you raised your rates recently? #solopr


Wed Apr 28 - 1:17:05 pm



 **KellyeCrane**: RT @ [janetlfalk](#):...I charge differently for corporate and nonprofit. I raised my corporate reate this yr No complaints. #solopr

Wed Apr 28 - 1:16:42 pm



 **KellyeCrane**: @ [ShaneKinkennon](#) Very good! But, you can raise the amount you charge in those retainers from time to time. #solopr


Wed Apr 28 - 1:15:41 pm



 **KellyeCrane**: @ [rmpapag](#) Now you're talkin'! ;-) #solopr


Wed Apr 28 - 1:14:55 pm



 **ShaneKinkennon**: I never contribute much on this topic. Project fees, monthly retainers only. Don't even track hours. (Lucky me!) #soloPR


Wed Apr 28 - 1:14:47 pm



 **KellyeCrane**: True! RT @ [dconconi](#): if you start to offer a new skill can price it differently #solopr

Wed Apr 28 - 1:14:39 pm



 **KellyeCrane**: @ [ghidotti](#) Yes, if you're constantly turning away work, charge more. You may lose a few prospects, but you're too busy anyway! #solopr

Wed Apr 28 - 1:14:21 pm




 **rmpapag**: Well this is looking like another great #solopr discussion. Sorry I have to run...but

meetings with new clients at a new rate await!


Wed Apr 28 - 1:14:17 pm



 **zakmo**: Q1: i lower or raise my rates depending on the kind of work i'm doing. i also use a PPP hybrid... i know it's kind of taboo. #solopr


Wed Apr 28 - 1:14:03 pm



 **dconconi**: Q1 -the big agencies up rates every January as a rule - it's like a cost of living increase #solopr


Wed Apr 28 - 1:14:01 pm



 **LeliaKate**: @PRJeff I also generally raise rates with new clients, not existing. All of my clients actually have different rates, scope of work. #solopr


Wed Apr 28 - 1:13:33 pm



 **cgornpr**: I agree with @Kellyecrane. That is a good time to increase the cost. #solopr #solopr


Wed Apr 28 - 1:13:23 pm



 **PRjeff**: RT @PRProSanDiego: Q1: Hard 2 raise rates on existing clients. I raise for new clients & consider lower fees a "longevity" discount. #solopr

Wed Apr 28 - 1:12:58 pm



 **jenmitch**: Same. RT @PRjeff, rmpapag: Q1: For long standing customers no rate increase is applied. That has garnered another layer of loyalty #solopr


Wed Apr 28 - 1:12:57 pm



 **dconconi**: if you start to offer a new skill can price it differently - #solopr


Wed Apr 28 - 1:12:38 pm



 **cgornpr**: Solo PR practioner in Philadelphia. Been doing this for two year. Based in Philadelphia working with A&E and non-profits. #solopr #solopr


Wed Apr 28 - 1:12:30 pm



 **KellyeCrane**: Q1: I have raised rates on existing clients as part of contract renewal. Expressed it in a letter, never had anyone balk #solopr


Wed Apr 28 - 1:12:18 pm



 **ShaneKinkennon**: Hi folks -- popping in for a brief few before I've gotta run out #soloPR. #soloPR


Wed Apr 28 - 1:12:13 pm



 **janetlfalk**: JanetLFalk in NYC I cahrge differently for corporate and nonprofit. I raised my corporate reate this year. No complaints. #solopr


Wed Apr 28 - 1:12:12 pm



 **ghidotti**: @KellyeCrane Really? I haven't ever thought of that. I'm really bad at the whole charging part of this, which makes no sense. #solopr


Wed Apr 28 - 1:11:47 pm



 **PRjeff**: Same here! RT @[rmpapag](#): Q1: For long standing customers no rate increase is applied. That has garnered another layer of loyalty #solopr


Wed Apr 28 - 1:11:34 pm



 **dconconi**: new to #solopr and first time on a chat. over 25 years in the biz - second time solo. 1st time 11 yrs, this time 4 months #solopr

Wed Apr 28 - 1:11:24 pm



 **PRjeff**: Q1: Certainly have to consider the economy as well before raising rates. Also I only do it for new clients. #solopr


Wed Apr 28 - 1:11:22 pm



 **KellyeCrane**: RT @[rmpapag](#): Q1 Like @[LeliaKate](#) I review annually & compare to others to see if an increase is warranted. #solopr


Wed Apr 28 - 1:10:50 pm



 **rmpapag**: Q1: For long standing customers no rate increase is applied. That has garnered another layer of loyalty #solopr


Wed Apr 28 - 1:10:42 pm



 **PRProSanDiego**: Q1: Very hard to raise rates on existing clients. I raise for new clients & consider lower fees a "longevity" discount. #soloPR


Wed Apr 28 - 1:10:38 pm



 **KellyeCrane**: Q1: A good sign it's time to raise rates: you have more work than you can handle #solopr


Wed Apr 28 - 1:10:26 pm



 **evolutionfiles**: Need PR in San Diego? @[PRProSanDiego](#) is a #soloPR talent w/ clients in health care, sustainable building & politics.


Wed Apr 28 - 1:10:19 pm



 **rmpapag**: Q1 Like @[LeliaKate](#) I review annually & compare to others to see if an increase is warranted. #solopr

Wed Apr 28 - 1:10:12 pm



 **KellyeCrane**: RT Q1: When do you decide to raise rates, and how do you do it? #solopr