what the hashtag?!

#solopr

wthashtag.com/solopr

Transcript from June 16, 2010 to June 16, 2010

All times are Pacific Time

June 16, 2010

1:09 am	**amynolanapr:**	Wonder if I'll be able to sleep tonight. Excited about meeting with big potential client tomorrow! #SoloPR
2:38 am	**SaraLanePR:**	@amynolanapr Good luck! #solopr
11:51 am	**amynolanapr:**	@SaraLanePR Thank you! #solopr
1:09 pm	**KellyeCrane:**	Does absence make the heart grow fonder? #solopr chat is back today! 1-2pm ET- let's hope the Twitter gods cooperate this time.
1:12 pm	**bonnieupright:**	YAY! I can participate! RT @KellyeCrane: Does absence make heart grow fonder? #solopr chat is back today! 1-2pm ET!
1:33 pm	**OnlinePRNews:**	Great chat if you can make it ---> RT @KellyeCrane: Does absence make the heart grow fonder? #solopr chat is back today! 1-2pm ET
1:58 pm	**krisTK:**	Looking forward to a desk-bound day. Highlight will be #solopr chat at noon CT. Join us if you freelance or consult.
1:59 pm	**amynolanapr:**	RT @krisTK: Looking forward to a desk-bound day. Highlight will be #solopr chat at noon CT. Join us if you freelance or consult.
2:01 pm	**KellyeCrane:**	@bonnieupright @OnlinePRNews @krisTK @amynolanapr Great! Excited to see you all on the chat today. #solopr
2:06 pm	**rmpapag:**	RT @KellyeCrane: Does absence make the heart grow fonder? #solopr chat is back today! 1-2pm ET- let's hope the Twitter cooperate this time.
2:29 pm	**jenbalios:**	Please RT@KellyeCrane PR/Mkt. Pros in DC, VA & MD: Thoth Award Entries Due Friday, June 18. http://bit.ly/STtd5 #solopr
2:41 pm	**KellyeCrane:**	RT @jenbalios: PR/Mkt. Pros in DC, VA & MD: Thoth Award Entries Due Friday, June 18. http://bit.ly/STtd5 #solopr
3:37 pm	**KellyeCrane:**	Can you become a #solopr pro, even in these tough times? Yes! Like @prtini - http://bit.ly/c3rbRt
3:41 pm	**LauraScholz:**	Congrats, Heather! RT @KellyeCrane: Can you become a #solopr pro, even in these tough times? Yes! Like @prtini - http://bit.ly/c3rbRt
3:59 pm	**mdbarber:**	RT @KellyeCrane: Does absence make the heart grow fonder? #solopr chat is back today! 1-2pm ET- let's hope the Twitter gods cooperate this time.
4:48 pm	**krisTK:**	lurking in #prstudchat while preparing for #solopr
4:49 pm	**marisaablack:**	Me too! But I'll possibly miss #solopr @krisTK lurking in #prstudchat while preparing for #solopr
4:53 pm	**PRVille:**	WOOT! RT @KellyeCrane: Does absence make the heart grow fonder? #solopr chat is back today! 1-2pm ET!
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:**	Glad to resume biz as usual! If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr
5:01 pm	**KatTayls:**	Still doing #soloPR counseling, but also newly strategically aligned with a marketing/ad/design firm. Glad the chat is back on this week!
5:02 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
5:02 pm	**KellyeCrane:**	Also, if you haveQs you'd like us to discuss, please @me without the hashtag (or DM), and we'll add them to the list #solopr

5:02 pm	**FabBrownGirl:**	So happy to see the chat back! Pumped!! #solopr
5:02 pm	**janetlfalk:**	JanetLFalk in NYC met Peter Shankman of HARO at panel on Social Media for law firms last night #solopr
5:03 pm	**KellyeCrane:**	I'm the moderator, based in Atlanta, 20 yrs PR, 15 yrs as an independent consultant, author of the blog: http://soloprpro.com/ #solopr
5:03 pm	**karenswim:**	Good Afternoon! Karen Swim here from Michigan, delighted to to joining! #solopr
5:03 pm	**rmpapag:**	Looking at joining #solopr but work calls keeping me busy.
5:03 pm	**KellyeCrane:**	@KatTayls That sounds like a nice arrangement, Kat. Good for you! #solopr
5:03 pm	**karenswim:**	Ha! So excited I made a typo! #solopr
5:03 pm	**mdbarber:**	Good morning from Anchorage. 10 years as indy counselor; 30+ as PR pro. Hope you're all doing well. #solopr
5:03 pm	**jenmitch:**	#solopr practitioner from San Diego. 2 years solo. Hey everyone! Glad to be able to make one of these.
5:04 pm	**amynolanapr:**	Greetings from Baton Rouge. APR with 15 yrs experience, 9 months as #SoloPR. Will enjoy chat while prepping for pitch meeting later today.
5:04 pm	**KellyeCrane:**	Welcome everyone - new, old, and lurking. :-) #solopr
5:04 pm	**bonnieupright:**	Hi! I'm in Jax, APR, Indy for nearly 3 years, work w/pro athletes, non-profits and small biz. Previous life was sportswriter. #solopr
5:04 pm	**dconconi:**	RT @KellyeCrane: time for this weeks #soloPR chat 4 indie pros in PR and related fields (and those who want 2 learn more about it). #solopr
5:04 pm	**fawnkey:**	@KellyeCrane Hi Kelly! Marty from Kansas City here...marketing, social media, PR, personal branding, etc. Always a fun chat here! #solopr
5:05 pm	**trishlambert:**	Hi y'all! Here in Austin TX, 30+ yr mktg/pr vet (gulp), 5yrs into 2nd round as solo & will never go back to the cubicle! #solopr
5:05 pm	**SoloDovePR:**	Hi everyone #solopr from NJ entertainment PR
5:05 pm	**dconconi:**	happy #solopr day from Toronto - 6 months in biz here, 11 years in the DC area from '88 - '99. Glad 2 b back in biz! #solopr
5:06 pm	**KellyeCrane:**	Excellent group assembling today (as always) for the chat - hello all! #solopr
5:06 pm	**jillvan:**	Hi all...Jill from Columbus here. Crazy busy but will try to chime into #solopr chat as much as possible.
5:06 pm	**karenswim:**	@trishlambert Hey mamacita! :-) #solopr
5:06 pm	**amynolanapr:**	Me either!! RT @trishlambert: Will never go back to the cubicle! #solopr
5:06 pm	**PRAMITASEN:**	Hi. Pramita from Fargo, ND. Marketing &Sales Assc in financial Indus. #soloPR
5:06 pm	**mdbarber:**	What a great group today. Welcome to everyone. #solopr
5:07 pm	**KellyeCrane:**	Q1: When in between projects and working to gain new business, what are the best practices for that? #solopr
5:07 pm	**jillvan:**	Definitely! RT @KellyeCrane: Excellent group assembling today (as always) for the chat - hello all! #solopr
5:07 pm	**karenswim:**	RT @KellyeCrane: Q1: When in between projects and working to gain new business, what are the best practices for that? #solopr
5:07 pm	**trishlambert:**	@karenswim Hey there!!! Sittin' in my Wifi cafe trying to get a paper written...getting drowsy! Countin on this hour to energize me! #solopr
5:07 pm	**makasha:**	Hi. Makasha Dorsey, The Dorsey Group - Montgomery, AL #solopr
5:07 pm	**PRPiper:**	Hi all - Jumping in from SWFLorida (where are beaches are still beautiful!)! 20plus yr professional-five as a #solopr
5:07 pm	**dconconi:**	RT @KellyeCrane: Q1: When in between projects and working to gain new business, what are the best practices for that? #solopr
5:07 pm	**krisTK:**	After six years consulting, I'd respond to a job offer with a "why not retain me instead?" No cubicles or commutes for me. #solopr

5:07 pm	**trishlambert:**	RT @KellyeCrane: Q1: When in between projects and working to gain new business, what are the best practices for that? #solopr
5:08 pm	**karenswim:**	Q1: Business development should never be on backburner, build in to every single week #solopr
5:08 pm	**jillvan:**	RT @KellyeCrane: Q1: When in between projects and working to gain new business, what are the best practices for that? #solopr
5:08 pm	**KellyeCrane:**	RT @karenswim: Q1: Business development should never be on backburner, build in to every single week #solopr
5:08 pm	**PRjeff:**	RT @karenswim: Q1: Business development should never be on backburner, build in to every single week #solopr
5:08 pm	**KatTayls:**	indeed! RT @PRPiper Hi all - Jumping in from SWFLorida (where are beaches are still beautiful!)! 20plus yr professional-five as a #solopr
5:08 pm	**dconconi:**	RT @krisTK: After six years consulting, Id respond 2 a job offer with "why not retain me instead?" No cubicles or commutes for me. #solopr
5:08 pm	**KatTayls:**	RT @KellyeCrane: Q1: When in between projects and working to gain new business, what are the best practices for that? #solopr
5:08 pm	**trishlambert:**	Q1: Not xactly answering, but marketing needs to be ongoing, continuous. Very difficult to get biz by turning mktg on & off. #solopr
5:09 pm	**KellyeCrane:**	Q1: A good rule of thumb is that no one client should ever be more than 50% of your business. #solopr
5:09 pm	**karenswim:**	Q1: you can always figure out how to get work done but your primary role is developing biz #solopr
5:09 pm	**mdbarber:**	Q1: Agree biz devel shouldn't be back burner but can use "down time" to write up success stories and edit capabilities #solopr
5:09 pm	**karenswim:**	RT @KellyeCrane: Q1: A good rule of thumb is that no one client should ever be more than 50% of your business. (Agree!) #solopr
5:09 pm	**mdbarber:**	Q1: Agree biz devel shouldn't be back burner but can use "down time" to write up success stories and edit capabilities. #solopr
5:09 pm	**trishlambert:**	I was writing the same thing, u beat me to the tweet! RT @karenswim: Q1: Bus dev should never be on backburner,build in every week #solopr
5:10 pm	**dbmc:**	RT @KellyeCrane: Q1: A good rule of thumb is that no one client should ever be more than 50% of your business. #solopr
5:10 pm	**PRjeff:**	Q1: I've found trade shows are a great place to network for clients. #solopr
5:10 pm	**karenswim:**	RT @mdbarber: Q1: Agree biz devel shouldnt be back burner but can use "down time" to write up success stories and edit capabilities #solopr
5:10 pm	**krisTK:**	Q1: is question about making most of down time between projects or biz development? #solopr
5:10 pm	**amynolanapr:**	Q1. I find #solopr biz to be feast or famine cycle. Fortunately, I'm moving away from famine. Use off time for prof. dev., learn new skills.
5:10 pm	**KellyeCrane:**	Great idea! RT @mdbarber: Q1: ...use "down time" to write up success stories and edit capabilities. #solopr
5:10 pm	**dconconi:**	Q1 definitely need to make the pipeline a priority - beef up on and offline networking in between paying gigs #solopr
5:10 pm	**janetlfalk:**	Self-promotional email to those who best appreciate the work just completed #solopr
5:10 pm	**trishlambert:**	Yes! Even better: 30% RT @KellyeCrane: Q1: A good rule of thumb is that no 1 client should ever be more than 50% of your business. #solopr
5:10 pm	**makasha:**	Q1: Former clients are a great place to begin especially for referrals. #solopr
5:10 pm	**KellyeCrane:**	@krisTK How to do both. How can you use downtime to develop business? #solopr
5:11 pm	**karenswim:**	RT @krisTK: Q1: is question about making most of down time between projects or biz development? (My ? too) #solopr
5:11 pm	**jillvan:**	Q1: If I have downtime, I use it to work on marketing "materials" - website, SM profiles, reaching out to old contacts, etc. #solopr

5:11 pm	**krisTK:**	Q1: Down time means focus on me and my biz vs client needs: website, planning, lunches w referral sources #solopr
5:11 pm	**karenswim:**	RT @makasha: Q1: Former clients are a great place to begin especially for referrals. (Yes and existing as well) #solopr
5:11 pm	**trishlambert:**	Also to request testimonials, update site, etc RT @mdbarber:Q1:...use "down time" to write up success stories and edit capabilities. #solopr
5:11 pm	**KellyeCrane:**	Q1: One way to "do" marketing on an ongoing basis is to keep up w/your biz network. Use downtime to catchup w/folks. #solopr
5:12 pm	**mdbarber:**	RT @jillvan: Q1: If I have downtime, I use it to work on mktg "materials" - website, SM profiles, reaching out to old contacts. #solopr
5:12 pm	**krisTK:**	Q1: Down time also means I can do some pro bono work for non-profits I care about (and turn them into referral sources) #solopr
5:12 pm	**PRAMITASEN:**	Q1. Agreed!Busn dev. a& ongoing PR efforts r v. imp.But also try to not deviate from d set marketing plan yet practising flexibility #solopr
5:12 pm	**karenswim:**	Q1: You can also use down time to enhance your skills and service offerings #solopr
5:12 pm	**jillvan:**	RT @KellyeCrane: Q1: One way to "do" marketing on an ongoing basis is 2 keep up w/your biz network. Use downtime to catchup w/folks. #solopr
5:12 pm	**annebentley:**	Q1. Downtown to finally get my newsletter out to fill the pipeline! Hi everyone! #solopr
5:12 pm	**KellyeCrane:**	Yes, other events, too. RT @PRjeff: Q1: I've found trade shows are a great place to network for clients. #solopr
5:13 pm	**jenmitch:**	Q1: Downtime: I catch up on trade news, blog and actively look for prospects. And I try to enjoy some of the time with my dd. #solopr
5:13 pm	**krisTK:**	Q1: take time to write up case studies, document success stories #solopr
5:13 pm	**millercan:**	RT @KellyeCrane: Q1: A good rule of thumb is that no one client should ever be more than 50% of your business. #solopr
5:13 pm	**annebentley:**	Q1 - oops! Should say downtime! #solopr
5:13 pm	**karenswim:**	RT @krisTK: Q1: Down time means focus on me&my biz vs client needs(I call that a weekend!) :-) #solopr
5:13 pm	**trishlambert:**	Q1: Downtime also good for strategic biz review; look at results vs plan, evaluate marketing/other activities, correct if needed #solopr
5:13 pm	**youplusmeCEO:**	lurking as I finish up some project work #solopr - big launch this week!
5:13 pm	**alisonlaw:**	Yes, always keep running inventory of successes. RT @krisTK: Q1: take time to write up case studies, document success stories #solopr
5:14 pm	**rmpapag:**	Q1 Downtime? What is that? #solopr
5:14 pm	**SoloDovePR:**	RT @KellyeCrane: Q1: A good rule of thumb is that no one client should ever be more than 50% of your business. #solopr
5:14 pm	**krisTK:**	Q1: Downtime: reading, learning -- on the patio, by the pool, on our oil-free MS beaches #solopr
5:14 pm	**FabBrownGirl:**	As someone who is looking for their first clients, how and where do you begin? Tips? Best practices? #solopr
5:14 pm	**3hatscomm:**	lurking mode today, finishing some projects and blog post #solopr
5:14 pm	**KellyeCrane:**	Good for you! RT @rmpapag: Q1 Downtime? What is that? #solopr
5:14 pm	**trishlambert:**	Q1: Oh gosh...y'all are giving me a "to do" list!!!! Great input! #solopr
5:15 pm	**karenswim:**	RT @rmpapag: Q1 Downtime? What is that? (Rofl! If you discover secret, pls share!) #solopr
5:15 pm	**KellyeCrane:**	Q1: A good skill to aquire is to see downtime coming before it arrives. *That's* the best time to do some mktg. #solopr
5:15 pm	**trishlambert:**	Yes, pls bottle it.I'll buy a case!RT @karenswim: RT @rmpapag: Q1 Downtime? What is that? (Rofl! If you discover secret, pls share!) #solopr

5:15 pm	**fawnkey:**	@PRjeff I believe we're the only males on the #solopr chat today. We're outnumbered!
5:15 pm	**waxgirl333:**	@3HatsComm I love lurking. :) #solopr
5:15 pm	**jillvan:**	Seriously! RT @trishlambert: Q1: Oh gosh...y'all are giving me a "to do" list!!!! Great input! #solopr
5:15 pm	**OnlinePRNews:**	Jumping in to read & chat for a bit....Hi everyone! #solopr
5:15 pm	**davispr:**	Hello everyone - I'm an independent PR pro from South Carolina celebrating my 6th year in business next month. #solopr
5:16 pm	**makasha:**	@FabBrownGirl Begin with the end in mind. Locate the kind of client you want, evaluate their pr/mkting efforts, and ... #solopr
5:16 pm	**karenswim:**	@fawnkey @PRJeff you're surrounded by love :-) #solopr
5:16 pm	**mdbarber:**	@davispr Hi Kelly. Great to see you here. #solopr
5:16 pm	**FabBrownGirl:**	RT @PRjeff: Q1: Ive found trade shows are a great place to network for clients.< Great idea! #solopr
5:16 pm	**trishlambert:**	No no! You are LUCKY!! grin RT @fawnkey: @PRjeff I believe were the only males on the #solopr chat today. Were outnumbered! #solopr
5:16 pm	**KellyeCrane:**	@FabBrownGirl Make sure everyone you know and have worked with is aware you're consulting now. Many overlook this simple step. #solopr
5:16 pm	**KatTayls:**	RT @KellyeCrane: Q1: A good rule of thumb is that no one client should ever be more than 50% of your business. #solopr
5:17 pm	**makasha:**	@FabBrownGirl then introduce yourself along with your analysis #solopr
5:17 pm	**KellyeCrane:**	RT @makasha: @FabBrownGirl Begin with the end in mind. Locate the kind of client you want, evaluate their pr/mkting efforts, and ... #solopr
5:17 pm	**PRAMITASEN:**	@FabBrownGirl Start going to networking events and establish personal connections, & then transition them to clients #solopr
5:17 pm	**davispr:**	Q1 - Downtime for me means focusing on strategic planning for my company, updating collateral/website, and increased pro-bono work. #solopr
5:17 pm	**KellyeCrane:**	@davispr Congrats on that upcoming milestone! #solopr
5:17 pm	**fawnkey:**	@trishlambert @karenswim I'm not sayin' being outnumbered is a BAD thing! :-) #solopr
5:18 pm	**KellyeCrane:**	Welcome to all just joining. Question #2 coming up shortly. #solopr
5:18 pm	**davispr:**	RT @KellyeCrane: Q1: A good rule of thumb is that no one client should ever be more than 50% of your business. #solopr
5:18 pm	**SoloDovePR:**	RT @alisonlaw: Yes, always keep running inventory of successes. RT @krisTK: Q1: take time to write up case studies, document success stories #solopr
5:18 pm	**amynolanapr:**	RT @KellyeCrane Make sure everyone you know and have worked with is aware you're consulting now. Many overlook this simple step. #solopr
5:18 pm	**jenmitch:**	@KellyeCrane @makasha @fabbrowngirl Past coworkers are your best evangelists. Agreed. #solopr
5:18 pm	**FabBrownGirl:**	RT @krisTK: Q1: take time to write up case studies, document success stories < yes! #solopr
5:18 pm	**karenswim:**	@FabBrownGirl I'm fond of making target lists of ideal clients & using that to springboard efforts to discover inside contacts #solopr
5:19 pm	**karenswim:**	RT @jenmitch: @KellyeCrane @makasha @fabbrowngirl Past coworkers are your best evangelists. Agreed. (Very true) #solopr
5:19 pm	**KellyeCrane:**	RT @jenmitch: Past coworkers are your best evangelists. #solopr
5:19 pm	**dconconi:**	happy past clients too!!RT @jenmitch: @KellyeCrane @makasha @fabbrowngirl Past coworkers are your best evangelists. Agreed. #solopr
5:19 pm	**davispr:**	@mdbarber Thanks Mary! Glad to be here. #solopr
5:19 pm	**amynolanapr:**	@KellyeCrane Agree with reconnecting. Today's pitch is for past colleague. Just happened to give card last month. Didn't know I was #solopr.

5:19 pm	**makasha:**	RT @jenmitch: @KellyeCrane @makasha @fabbrowngirl Past coworkers are your best evangelists. Agreed. #solopr (YES)
5:20 pm	**KellyeCrane:**	Oh yes! RT @dconconi: happy past clients too!!RT @jenmitch: Past coworkers are your best evangelists. Agreed. #solopr
5:20 pm	**krisTK:**	Don't wait until slow business turns into no business. Keep in touch with potential clients, referral sources #solopr
5:20 pm	**karenswim:**	@FabBrownGirl if you're light on success stories get involved with a non-profit/charity & use efforts to document successes #solopr
5:20 pm	**LeliaKate:**	Q1: Regarding down time, I generally use any extra time to keep up a blog, network with potential clients and friends in Charlotte. #solopr
5:20 pm	**jenmitch:**	@dconconi Agreed! Good work = good referrals. #solopr
5:20 pm	**youplusmeCEO:**	@jenmitch @KellyeCrane @makasha @fabbrowngirl don't forget your fellow #solopr! had some great referrals
5:21 pm	**KellyeCrane:**	@amynolanapr That's great. You never know when someone will need services (or hear of someone who does). #solopr
5:21 pm	**dconconi:**	I have found ad agencies to be a great source of referrals 2 - helps them be more full service 2 their clients to have PR resources #solopr
5:21 pm	**krisTK:**	Former colleagues and PRSA peers: I liked them b4 I went solo and I love having them as clients #solopr
5:21 pm	**mdbarber:**	Very imp! RT @krisTK: Dont wait until slow business turns into no business. Keep in touch with potential clients, referral sources #solopr
5:21 pm	**FabBrownGirl:**	RT @KellyeCrane: @FabBrownGirl Make sure everyone you know and have worked with is aware youre consulting now. Many overlook this #solopr
5:21 pm	**ValerieG07:**	@KellyeCrane Hi! Valerie from TX. Graduated in Dec. Thinking of doing solo PR offering sm, other PR services. Good idea in economy? #solopr
5:21 pm	**KellyeCrane:**	This is why we missed Kristie! :-) RT @krisTK: Don't wait until slow business turns into no business. #solopr
5:21 pm	**makasha:**	RT @youplusmeCEO: @jenmitch @KellyeCrane @makasha @fabbrowngirl don't forget your fellow #solopr! had some great referrals
5:21 pm	**FabBrownGirl:**	RT @makasha: @FabBrownGirl Begin with the end in mind. Locate the kind of client you want, evaluate their pr/mkting efforts, and ... #solopr
5:22 pm	**jetsnow:**	RT @KellyeCrane: @FabBrownGirl Make sure everyone you know and have worked with is aware youre consulting now. Many overlook this #solopr
5:22 pm	**KellyeCrane:**	Q2 is a follow-up from @ValerieG07: Graduated in Dec. Thinking of doing solo PR offering sm, other PR services. Good idea? #solopr
5:22 pm	**makasha:**	RT @karenswim @FabBrownGirl make target lists of ideal clients & use that to springboard efforts to discover inside contacts #solopr
5:22 pm	**krisTK:**	@KellyeCrane Ah, thanks. I did actually sing that while tweeting. #solopr
5:22 pm	**alisonlaw:**	How many are blogging? RT @LeliaKate: Q1: I generally use extra time to keep up a blog, network with potential clients & friends. #solopr
5:22 pm	**ghidotti:**	Entering awards good way to get this done! @ghidotti: RT@krisTK: Q1: take time to write up case studies, document success stories #solopr
5:22 pm	**jetsnow:**	RT @dconconi: have found ad agencies to be a great source of referrals - helps them be more full service 2 their clients to have PR #solopr
5:23 pm	**karenswim:**	@ValerieG07 Indies comprise 30% of the work force and trend expected to grow even after recession, great time to be in business! #solopr
5:23 pm	**jenmitch:**	@dconconi Agree. I have worked for a number of agencies. #solopr
5:23 pm	**jetsnow:**	RT @makasha: RT @karenswim @FabBrownGirl make target lists of ideal clients & use that to discover inside contacts #solopr
5:23 pm	**FabBrownGirl:**	RT @PRAMITASEN: @FabBrownGirl Start going to networking events and establish personal connections, & then transition them to clients #solopr
5:23 pm	**krisTK:**	@alisonlaw Blogging is on my list but others have said to have passion for it first. I havent felt "the call to blog" yet. #solopr

5:23 pm	**amynolanapr:**	Yes! Most of my work comes from agencies. RT @dconconi: I have found ad agencies to be a great source of referrals #solopr
5:23 pm	**fawnkey:**	@krisTK How could you NOT sing that! #solopr
5:23 pm	**rmpapag:**	Tried blogging in January but could not manage to keep up. Work obligations really needed my grey matter more #solopr
5:23 pm	**jenmitch:**	@alisonlaw I blog. Have gained a number of clients who liked what I wrote. Pitched them without even knowing it. #solopr
5:23 pm	**mdbarber:**	@ValerieG07 Look at what experience you have that would cause companies to hire you. If so, go for it but you likely need exp first. #solopr
5:23 pm	**PRAMITASEN:**	RT @KellyeCrane: RT @jenmitch: Past coworkers are your best evangelists. #solopr
5:24 pm	**alisonlaw:**	RT @karenswim: @ValerieG07 Indies comprise 30% of work force & trend expected to grow ... great time to be in business! #solopr
5:24 pm	**dconconi:**	even the big PR firms need extra support now and then #solopr
5:24 pm	**trishlambert:**	@karenswim Hey! Do you have ref matl for the 30% number? Would love to get some back up on that topic #solopr
5:24 pm	**alisonlaw:**	RT @jenmitch: @alisonlaw I blog. Have gained a number of clients who liked what I wrote. Pitched them without even knowing it. #solopr
5:24 pm	**KellyeCrane:**	RT @ghidotti: Entering awards good way to get this done! RT@krisTK: Q1: take time to write up case studies, document success stories #solopr
5:24 pm	**janetlfalk:**	There's never a good time or a bad time. Jump in and no regrets. You can bail later. #solopr
5:24 pm	**davispr:**	I tell my clients that the best compliment they can pay me is to refer me to others. #solopr
5:25 pm	**KellyeCrane:**	RT Q2 is a follow-up from @ValerieG07: Graduated in Dec. Thinking of doing solo PR offering sm, other PR services. Good idea? #solopr
5:25 pm	**karenswim:**	@trishlambert I do and will email it :-) #solopr
5:25 pm	**KellyeCrane:**	RT @janetlfalk: There's never a good time or a bad time. Jump in and no regrets. You can bail later. #solopr
5:25 pm	**mdbarber:**	So true: RT @davispr: I tell my clients that the best compliment they can pay me is to refer me to others. #solopr
5:25 pm	**jenmitch:**	Q2: For new grads I would consider consulting for agencies. Less overhead for agency, experience for you. #win #solopr
5:25 pm	**jetsnow:**	Good advice - RT @janetlfalk: There's never a good time or a bad time. Jump in and no regrets. You can bail later. #solopr
5:25 pm	**krisTK:**	Great mktg tool. RT @jenmitch: I blog. Have gained clients who liked what I wrote. Pitched them without even knowing it. #solopr
5:25 pm	**dconconi:**	I don't blog but thinking about starting - seems a good way to also bld awareness for clients - if done smartly #solopr
5:25 pm	**karenswim:**	RT @davispr: I tell my clients that the best compliment they can pay me is to refer me to others. (Absolutely!) #solopr
5:25 pm	**PRPiper:**	Amen! RT @davispr: I tell my clients that the best compliment they can pay me is to refer me to others. #solopr
5:25 pm	**rmpapag:**	This is how my business grows RT @davispr: I tell my clients that the best compliment they can pay me is to refer me to others. #solopr
5:25 pm	**jenmitch:**	RT @mdbarber: So true: RT @davispr: I tell my clients that the best compliment they can pay me is to refer me to others. #solopr
5:25 pm	**youplusmeCEO:**	@KellyeCrane @ValerieG07 I would try to get some experience before heading into a #solopr career - try interning
5:26 pm	**trishlambert:**	@karenswim Thanks!!! I like proof of our assertion that indies are a serious force in the mktplace! #solopr
5:26 pm	**ValerieG07:**	@alisonlaw Guess I'm just nervous to jump in there with limited experience #solopr. Any tips?

5:26 pm	**mdbarber:**	Q2 Personally think it's tough for grads wo work experience to differentiate themselves. Need some hands on experience first. #solopr
5:26 pm	**karenswim:**	@trishlambert I'll do it after our writing hour :-) #solopr
5:26 pm	**KellyeCrane:**	Q2: For a new grad, you will need to have had internships. Best route is to subcontract to other solos or agencies, so you can learn #solopr
5:27 pm	**annebentley:**	Q2. @valerie07 PR + SM = great. However, unless you've already done some in-house and agency work, you may miss the mentoring. #solopr
5:27 pm	**3hatscomm:**	ITA contacts, resources too RT @mdbarber: its tough for grads wo work experience to differentiate themselves. Need experience first. #solopr
5:27 pm	**mdbarber:**	@ValerieG07 Think about whether you would hire you. If you wouldn't, get experience in your "weaker" areas first. Then jump in. #solopr
5:27 pm	**alisonlaw:**	@krisTK I love to write, but blogging is intimidating to me. I wonder sometimes what to say that hasn't been said. #solopr
5:27 pm	**FabBrownGirl:**	RT @mdbarber: So true: RT @davispr: I tell my clients that the best compliment they can pay me is to refer me to others.< I agree #solopr
5:27 pm	**PRAMITASEN:**	RT @davispr: I tell my clients that the best compliment they can pay me is to refer me to others. #solopr
5:27 pm	**cgornpr:**	Q2: You need experience. Highly recommend interning and or subcontracting. Experience will build your client base. #solopr
5:27 pm	**ValerieG07:**	@mdbarber Oh I hear ya and agree. I have exp. working w/nonprofits doing light PR but feel I need to build a stronger portfolio. #solopr.
5:28 pm	**amynolanapr:**	RT @KellyeCrane: Q2: You will need to have had internships. Best route is to sub to other solos or agencies, so you can learn #solopr
5:28 pm	**trishlambert:**	Agree...very tough w/o portfolio. RT @mdbarber: Q2 ...tough for grads wo exp to differentiate. Need some hands on experience first. #solopr
5:28 pm	**krisTK:**	Q2: Can't imagine going straight to solo after college. On-the-job training and mentors have made a huge difference in my work. #solopr
5:28 pm	**mdbarber:**	RT @cgornpr: Q2: You need experience. Highly recommend interning and or subcontracting. Experience will build your client base. #solopr
5:28 pm	**PRPiper:**	Q2: Be prepared to work hard if you go "solo" . Work doesn't come knocking at your door, you have to knock on doors to get it. #solopr
5:28 pm	**ValerieG07:**	@mdbarber Thanks! I like that tip. Build up my weak points. #solopr
5:28 pm	**karenswim:**	@alisonlaw @krisTK everything has been said but not by you :-) #solopr
5:28 pm	**KatTayls:**	RT @krisTK: Q2: Can't imagine going straight to solo after college. On-the-job training and mentors have made a huge difference in my work. #solopr
5:28 pm	**mdbarber:**	RT @krisTK: Q2: Cant imagine going straight to solo after college. OJT & mentors have made a huge difference in my work. #solopr
5:28 pm	**makasha:**	@alisonlaw you say what matters to you. I also encourage readers to follow my RSS feed b/c I blog only when I have something to say #solopr
5:29 pm	**jenmitch:**	Q2: Interning has always been a PR right of passage. Seems even more important today. #solopr
5:29 pm	**jillvan:**	Agreed. RT @mdbarber: Q2 Personally think it's tuff 4 grads wo experience to differentiate themselves. Need some experience first. #solopr
5:29 pm	**janetlfalk:**	Wish that doubt would give pause to others RT @krisTK I wonder sometimes what to say that hasn't been said. #solopr
5:29 pm	**KellyeCrane:**	@ValerieG07 Q2: Obviously, those starting out won't be doing the same work as those w/20 yrs of exp, but you can be a freelance AC #solopr
5:29 pm	**PRAMITASEN:**	As a recent grad myself...I know that it is really tough to venture out right away without any prior experience. Internships r best #solopr
5:29 pm	**mdbarber:**	Q2 -- Several of us have mentioned mentors too. Being involved in PRSA/IABC is a great source for mentors. Get involved. #solopr
5:29 pm	**makasha:**	RT @PRPiper: Q2: Be prepared to work hard if you go "solo" [hard, long hours] #solopr

5:29 pm	**krisTK:**	@alisonlaw PRSA IPA has a blog that could use more contributors. I think about contributing more than having my own. #solopr
5:29 pm	**trishlambert:**	Q2: Gritting teeth and working for others also helps build network....very important part of going solo. #solopr
5:29 pm	**davispr:**	Q2 - I agree that new grads should get real world experience working for others before going #solopr. Have to build the skills, network, etc
5:30 pm	**dconconi:**	Absolutely! RT @jenmitch: Q2: Interning has always been a PR right of passage. Seems even more important today. #solopr
5:30 pm	**mdbarber:**	RT @trishlambert: Q2: Gritting teeth and working for others also helps build network....very important part of going solo. #solopr
5:30 pm	**PRAMITASEN:**	RT @jenmitch: Q2: Interning has always been a PR right of passage. Seems even more important today. #solopr ~~VERY TRUE!
5:31 pm	**ValerieG07:**	@annebentley U r so right! My downfall right now is most places only want current students as interns. Would intern in a heartbeat! #solopr
5:31 pm	**cgornpr:**	Q2: A lot of non-profits offer great opportunities for younger professionals to gain a lot of experience. Built my exp. in house. #solopr
5:31 pm	**youplusmeCEO:**	@KellyeCrane most clients want to know what your track record is #solopr straight out of the gate would be difficult
5:31 pm	**alisonlaw:**	@makasha @karenswim You are right - your own voice is difference & to @krisTK's point, blog about something you're passionate about. #solopr
5:31 pm	**bonnieupright:**	In addition to interning, volunteer at a non-profit you love. Offer to help w/PR or special events committee. Great resources at np #solopr
5:31 pm	**krisTK:**	Q2: if full-time job is not available for new grad, then freelance work could help during job search -- $$, contacts, portfolio #solopr
5:31 pm	**KellyeCrane:**	@jspepper Are you seeing #solopr chat BS? If so, please weigh in!
5:31 pm	**makasha:**	Q2: If the new grad has built a network and interned I think finding a niche would garner great clientele #solopr
5:32 pm	**michellechance:**	RT @bonnieupright: In addition to interning, volunteer at a non-profit you love. Offer to help w/PR or special events committee. Great resources at np #solopr
5:32 pm	**socialitestatus:**	RT @karenswim: RT @davispr: I tell my clients that the best compliment they can pay me is to refer me to others. (Absolutely!) #solopr
5:32 pm	**FabBrownGirl:**	Before my ADD kicks in thanks @jetsnow @makasha @youplusmeCEO @dconconi @jenmitch @karenswim @KellyeCrane @PRAMITASEN for you help! #solopr
5:32 pm	**ValerieG07:**	@PRAMITASEN It is. So few places are hiring so maybe branching out solo is good. Still weighing options. More experience needed #solopr
5:32 pm	**trishlambert:**	Q2: Laugh, we r basically saying that we need to apprentice b4 setting up our own shops! Not a bad metaphor, helps keep perspective. #solopr
5:33 pm	**makasha:**	RT @michellechance: RT @bonnieupright volunteer at a non-profit you love. Offer to help w/PR or special events committee. #solopr
5:33 pm	**KellyeCrane:**	@youplusmeCEO Agree that less experienced #solopr pros would work as subs to others, not directly with clients. #solopr
5:33 pm	**dconconi:**	I subcontract appropriate work to recent grads, interns, PR pros with limited experience - I'm sure many other #soloprs do too #solopr
5:33 pm	**KellyeCrane:**	RT @bonnieupright: In addition to interning, volunteer at a non-profit you love. Offer to help w/PR or special events committee. #solopr
5:33 pm	**trishlambert:**	RT @KellyeCrane: @youplusmeCEO Agree that less experienced #solopr pros would work as subs to others, not directly with clients. #solopr
5:33 pm	**PRPiper:**	Q2: Agree w/ @mdbarber Professional networking critical when right out of school. Get involved w/ FPRA, PRSA, IABC, WIC, etc. #solopr
5:34 pm	**ValerieG07:**	@krisTK Yes! That's the angle I'm coming from. Few jobs= trying to find a way to get experience and $$ #solopr
5:34 pm	**FabBrownGirl:**	I have a follow up on subcontracting. I am intersted in becoming one to tackle more experience. What advice would you give to start? #solopr

5:35 pm	**davispr:**	@trishlambert All that gritting of teeth working for others is why I went #solopr! :) But learned valuable lessons that helped me build biz
5:35 pm	**PRAMITASEN:**	Great advice! @mdbarber Professional networking critical when right out of school. Get involved w/ FPRA, PRSA, IABC, WIC, etc. #solopr
5:35 pm	**KellyeCrane:**	Q3 asks for some general #pradvice: What's the best way to space out PR comms (like Press Release etc.) to have all yr. coverage? #solopr
5:35 pm	**amynolanapr:**	Q2: I'm sure any one of us on #solopr chat would be happy to be a mentor, too. I've had many in this group, and still rely on mentors.
5:35 pm	**makasha:**	@FabBrownGirl Local SBAs are great and networking with other professionals #solopr
5:36 pm	**KatTayls:**	RT @KellyeCrane: Q3 asks for some general #pradvice: What's the best way to space out PR comms (like Press Release etc.) to have all yr. coverage? #solopr
5:36 pm	**ValerieG07:**	@KellyeCrane I am on that right now! New nonprofit, so they r still figuring out where to start. Trying to help and get experience #solopr
5:36 pm	**krisTK:**	@ValerieG07 Perhaps "I know you don't have any openings but I'd love to help you get some back-burner projects off your list" #solopr
5:37 pm	**PRAMITASEN:**	@ValerieG07 Volunteering is a great idea,especially for non-profits. Also ask ur past profs if you can help them out on any project. #solopr
5:37 pm	**karenswim:**	RT @KellyeCrane: Q3 asks 4 gnrl #pradvice: Whats best way to space out PR comms (like Press Release etc.) to have all yr. coverage? #solopr
5:37 pm	**janetlfalk:**	Q3 Look at the Calendar year and find tie-ins; then align with Ed Cals #solopr
5:37 pm	**trishlambert:**	I know! A necessary evil, wasnt it?RT @davispr: @trishlambert All that gritting of teeth working for others is why I went #solopr!:) #solopr
5:37 pm	**ValerieG07:**	@trishlambert Can you explain "as subs to others"? #solopr
5:37 pm	**makasha:**	Q1: Other than developing newsworthy information there is no best way other than your in house system and news contact needs #solopr
5:37 pm	**FabBrownGirl:**	There are interns and then there are SUPER interns.. I think the latter are more equipped to start their own solo career. #solopr
5:37 pm	**annebentley:**	Q3. Think about creating a seasonal / event calendar of pitches as a way to tie your client to timely news. #solopr
5:37 pm	**mdbarber:**	Q3 seems to depend on goals, targets, objectives and messages. Create a plan with measurable objectives. #solopr
5:37 pm	**KellyeCrane:**	RT @janetlfalk: Q3 Look at the Calendar year and find tie-ins; then align with Ed Cals #solopr
5:37 pm	**FabBrownGirl:**	RT @makasha: @FabBrownGirl Local SBAs are great and networking with other professionals !! << Thanks! you are so right! #solopr
5:37 pm	**karenswim:**	Q3: for super new without budget for monthly, I've done quarterly or every two months #solopr
5:38 pm	**KellyeCrane:**	RT @mdbarber: Q3 seems to depend on goals, targets, objectives and messages. Create a plan with measurable objectives. #solopr
5:38 pm	**krisTK:**	@ValerieG07 Sub= subcontractor. Find consultant or agency who is over-loaded. They may need tactical support #solopr
5:38 pm	**KatTayls:**	Q3 Newsletters and blogs though are better if regular time intervals. #solopr
5:38 pm	**karenswim:**	RT @KellyeCrane: RT @janetlfalk: Q3 Look at the Calendar year and find tie-ins; then align with Ed Cals #solopr
5:38 pm	**trishlambert:**	Surfe! Subcontract to other PR ppl to take on their overflowRT @ValerieG07: @trishlambert Can you explain "as subs to others"? #solopr
5:38 pm	**makasha:**	RT @karenswim: Q3: for super new without budget for monthly, Ive done quarterly or every two months (Using that strategy now) #solopr
5:39 pm	**bonnieupright:**	PLEASE have measurable objectives. RT @mdbarber: Q3 depends on goals, targets, objectives, messages. Create plan w/measurable obj. #solopr
5:39 pm	**ValerieG07:**	@PRAMITASEN Thanks 4 the tips! And yup, Im volunteering too. Plus have few ppl interested in basic PR/SM services. Slowly but surely #solopr

5:39 pm	**3hatscomm:**	RT @annebentley: Q3. Think about creating a seasonal / event calendar of pitches as a way to tie your client to timely news. #solopr
5:39 pm	**KatTayls:**	Q3: Aim for an ave of 1 a month or so press releases. going by a strict sched doesn't mean inc coverage if not newsworthy. #solopr
5:39 pm	**KatTayls:**	RT @bonnieupright: PLEASE have measurable objectives. RT @mdbarber: Q3 depends on goals, targets, objectives, messages. Create plan w/measurable obj. #solopr
5:39 pm	**KellyeCrane:**	Q3: If your client has product roll-outs, start there to develop the annual plan of activities. #solopr
5:39 pm	**PRAMITASEN:**	RT @annebentley: Q3.Think about creating a seasonal/event calendar of pitches as a way to tie your client to timely news. #solopr Gr8 advice
5:39 pm	**davispr:**	great idea! RT @krisTK: "I know you don't have any openings but I'd love to help you get some back-burner projects off your list" #solopr
5:39 pm	**dconconi:**	Q3: seasonal tie ins, long term strategy and repurposing for social media all help create content #solopr
5:39 pm	**KellyeCrane:**	RT @annebentley: Q3. Think about creating a seasonal / event calendar of pitches as a way to tie your client to timely news. #solopr
5:39 pm	**ValerieG07:**	@trishlambert Thanks for explaining! Now how would I approach that w/ other PR ppl? Seems tricky... #solopr
5:40 pm	**alisonlaw:**	RT @annebentley: Q3. Think about creating a seasonal / event calendar of pitches as a way to tie your client to timely news. #solopr
5:40 pm	**PRAMITASEN:**	@ValerieG07 Great! Good luck :) #solopr
5:40 pm	**luannsaid:**	Hi, everyone! (Finally made it.) Q3: Checking editorial calendars for seasonal opps can help. #solopr
5:40 pm	**karenswim:**	@ValerieG07 Not at all, one of best and fave clients is a PR agency #solopr
5:40 pm	**FabBrownGirl:**	@ValerieG07 if they only want students as interns try looking 4 volunteer post'ns instead. Title is interchangable w/ similar exp. #solopr
5:40 pm	**KellyeCrane:**	Great - remember non-press rls avenues! RT @KatTayls: Q3 Newsletters and blogs though are better if regular time intervals. #solopr
5:41 pm	**ValerieG07:**	@davispr Wonderful idea! Love the verbage! Thanks you two! #solopr
5:41 pm	**karenswim:**	RT @KellyeCrane: Great - remember non-press rls avenues! RT @KatTayls: Q3 Newsletters and blogs (and contributed articles) #solopr
5:41 pm	**trishlambert:**	@ValerieG07 Off top of head, networking is good bet. Meetups, local associations, research local firms and send snail mail intro ltr #solopr
5:42 pm	**bonnieupright:**	Repurposing SM great idea RT @dconconi: Q3: seasonal tie ins, long term strategy & repurposing for social media help create content #solopr
5:42 pm	**krisTK:**	Q3: Find ways to contribute to a bigger story. Go beyond announcements to trends, tips, #solopr
5:42 pm	**PRAMITASEN:**	RT @KellyeCrane:Gr8-remember non-press rls avenues! RT @KatTayls:Q3 Newsletters & blogs though are better if regular time intervals. #solopr
5:42 pm	**ValerieG07:**	@FabBrownGirl Yes very good idea! Volunteering 4 one place right now and one more soon. Just hope they utilize me 4 PR related stuff #solopr
5:42 pm	**luannsaid:**	Actually, I do very few press releases anymore. Mostly pitches to specific publications. #solopr
5:42 pm	**megmbsc:**	She really is awesome! RT @davispr: I tell my clients that the best compliment they can pay me is to refer me to others. #solopr
5:42 pm	**PRAMITASEN:**	RT @luannsaid: Hi, everyone! (Finally made it.) Q3: Checking editorial calendars for seasonal opps can help. #solopr ~ Great Idea. Thanks!
5:42 pm	**trishlambert:**	I do a lot with white papers...loads of online/offline avenues for those. RT @KellyeCrane: Great - remember non-press rls avenues! #solopr
5:43 pm	**ValerieG07:**	@PRAMITASEN Thanks! Mind if I add you to my following list? Would be godo if I can send you ?s and what not #solopr
5:43 pm	**deegospel:**	joining late, sorry #solopr

5:43 pm	**KellyeCrane:**	Q3: Depending on your industry, contributed articles/posts can be a way to stay visible when there's no news. #solopr
5:43 pm	**krisTK:**	@ValerieG07 You can negotiate title. I've had volunteers, interns ask if they can call themselves "assistant" instead on resume #solopr
5:43 pm	**bonnieupright:**	Google Trends is good way to see what folks are talking about RT @krisTK: Q3: Go beyond announcements to trends, tips, #solopr
5:43 pm	**karenswim:**	@deegospel Hey Dee! :-) #solopr
5:43 pm	**KellyeCrane:**	RT @luannsaid: Actually, I do very few press releases anymore. Mostly pitches to specific publications. #solopr
5:44 pm	**janetlfalk:**	Agreed. Client is a (re)source RT @luannsaid: Mostly pitches to specific publications. #solopr
5:44 pm	**luannsaid:**	For B2B clients--white papers & blog posts can become contributing articles for trade pubs easily. As often as budget allows. #solopr
5:44 pm	**FabBrownGirl:**	RT @krisTK: @ValerieG07 Sub= subcontractor. Find consultant or agency who's over-loaded. They may need tactical support #solopr
5:44 pm	**KellyeCrane:**	Yes! RT @krisTK: Q3: Find ways to contribute to a bigger story. Go beyond announcements to trends, tips, #solopr
5:44 pm	**jillvan:**	Q3: In btn announcements, try to do some proactive outreach to see how you can help your media contacts. #solopr
5:44 pm	**PRAMITASEN:**	RT @KellyeCrane: Q3: If your client has product roll-outs, start there to develop the annual plan of activities. #solopr ~ Sounds Great!
5:44 pm	**ValerieG07:**	@krisTK Very clever. Thanks for the advice. I see volunteering is going to be the best way to go b4 jumping into anything full time. #solopr
5:44 pm	**deegospel:**	RT @janetlfalk: Q3 Look at the Calendar year and find tie-ins; then align with Ed Cals... #solopr
5:45 pm	**krisTK:**	Very smart. Need to use that more. RT @bonnieupright: Google Trends is good way to see what folks are talking about #solopr
5:45 pm	**makasha:**	RT @luannsaid: For B2B clients--white papers & blog posts can become contributing articles for trade pubs easily. #solopr
5:45 pm	**deegospel:**	@karenswim Hey, Karen :) #solopr
5:45 pm	**JennaSnacks:**	GOOD! RT @luannsaid: Actually, I do very few press releases anymore. Mostly pitches to specific publications. #solopr
5:45 pm	**mdbarber:**	@bonnieupright Always forget about Google Trends. Thanks for the reminder. It's a great source. #solopr
5:45 pm	**dconconi:**	proactively linking ur stories 2 current events, issues, stories in the news and creating speaking opps for clients helps in between #solopr
5:45 pm	**trishlambert:**	Right on! RT @luannsaid: ...white papers/blog posts can become contributing articles for trade pubs easily... #solopr
5:45 pm	**bonnieupright:**	As for news releases, I avoid writing. If I'm good, should be able to pick up phone & pitch. Anyone can email a release. And many do #solopr
5:45 pm	**mdbarber:**	Q3 -- Look at what you want to see and why. Then figure out how to spread those message through the year. #solopr
5:45 pm	**KellyeCrane:**	Great tip! RT @bonnieupright: Google Trends is good way to see what folks are talking about. #solopr
5:46 pm	**KellyeCrane:**	RT @jillvan: Q3: In btn announcements, try to do some proactive outreach to see how you can help your media contacts. #solopr
5:46 pm	**ValerieG07:**	@KellyeCrane Yes, Google Trends! AND Yahoo trends. Both are helpful. #solopr
5:46 pm	**PRAMITASEN:**	RT @bonnieupright:Google Trends is good way to see what folks are talking about RT @krisTK:Q3:Go beyond announcements to trends,tips #solopr
5:46 pm	**alisonlaw:**	RT @bonnieupright: As for news releases, I avoid writing. I should be able to pick up phone & pitch. Anyone can email a release. #solopr
5:47 pm	**trishlambert:**	Q3: Link client to community events and offer photo ops to media. Have just done that with a Houston client...great press. #solopr

5:47 pm	**krisTK:**	@ValerieG07 If they can't pay you, ask for letter of recommendation, reference. #solopr
5:47 pm	**luannsaid:**	Still haven't checked it out. Thnx for reminder! RT @bonnieupright: Google Trends is good way to see what folks are talking about. #solopr
5:47 pm	**makasha:**	RT @krisTK: @ValerieG07 If they cant pay you, ask for letter of recommendation, reference. #solopr
5:48 pm	**davispr:**	@ValerieG07 Volunteering or full-time job with nonprofit. Gotta make a living! :) #solopr
5:48 pm	**ValerieG07:**	@krisTK Even better! Thanks for all the advice. This is really helpful #solopr
5:48 pm	**deegospel:**	@bonnieupright true. i email alerting them that i will be calling and include snippet of release #solopr
5:48 pm	**KellyeCrane:**	Q4: How often do you like to see posts on your favorite blogs? Is there such a thing as too much content? #solopr
5:49 pm	**karenswim:**	RT @KellyeCrane: Q4: How often do you like to see posts on your favorite blogs? Is there such a thing as too much content? #solopr
5:49 pm	**deegospel:**	@luannsaid @bonnieupright Thanks for the reminder indeed. I think I need to create a checklist for myself, there are so any tools #solopr
5:49 pm	**karenswim:**	@KellyeCrane More than one post a day gets hard for me to keep up #solopr
5:49 pm	**KellyeCrane:**	RT @ValerieG07: @KellyeCrane Yes, Google Trends! AND Yahoo trends. Both are helpful. #solopr
5:49 pm	**jillvan:**	Q4: Love to see posts on my fave blogs often. I feel bummed when I don't see a new post for a few weeks. #solopr
5:50 pm	**alisonlaw:**	Need to sign off for today. Thanks @KellyeCrane for hosting today's tweetchat. Thanks everyone for your insights. #solopr
5:50 pm	**deegospel:**	@KellyeCrane if the content is relevant & well written, i don't tire. i tend to gravitate to blogs with heavy content #solopr
5:50 pm	**FabBrownGirl:**	@KellyeCrane Q4 They can update as much as they want as long as the alerts don't come to my inbox #solopr
5:50 pm	**ValerieG07:**	@davispr Really want 2 work in nonprofit but so hard 2 find job right now. Trying to b clever w/ ways 2 get experience & make $ #solopr
5:50 pm	**PRAMITASEN:**	RT @trishlambert: Q3:Link client to community events & offer photo ops to media.Have just done that wid a Houston client..gr8 press. #solopr
5:50 pm	**mdbarber:**	Q4 I think relevant and "meaty" content is more important than frequency. With RSS and such we can scan to see if we want to read. #solopr
5:50 pm	**krisTK:**	@KellyeCrane I think weekly, perhaps 3x month is enough. If too often, I get tempted to just "mark all read" and move on. Guilt #solopr
5:50 pm	**KatTayls:**	RT @KellyeCrane: Q4: How often do you like to see posts on your favorite blogs? Is there such a thing as too much content? #solopr
5:50 pm	**deegospel:**	@alisonlaw bye, alison. :) #solopr
5:50 pm	**trishlambert:**	Q4: Honestly? Weekly. I subscribe to several daily blogs and don't read more than once/week. #solopr
5:50 pm	**jspepper:**	@KellyeCrane You know if I saw it on #solopr, I'd jump in for blood. That's how I got involved in #pr20chat. This was to students, so worse.
5:50 pm	**makasha:**	Q4: I don't have a preference if the content is timely, useful, and relevant #solopr
5:50 pm	**KellyeCrane:**	Ha! RT @FabBrownGirl: Q4 They can update as much as they want as long as the alerts don't come to my inbox #solopr
5:50 pm	**rmpapag:**	Q4 No such thing as too much, but iIf blogging simply to check off an item on the to do list, then I'm not intersted #solopr
5:50 pm	**jillvan:**	Q4: I love to share great content from great thinkers. #solopr
5:51 pm	**KellyeCrane:**	RT @jillvan: Q4: Love to see posts on my fave blogs often. I feel bummed when I don't see a new post for a few weeks. #solopr

5:51 pm	**LeliaKate:**	Q4: I like to see 2-3 posts per week for really good blogs. I haven't been able to blog that often, myself. I need to. #solopr
5:51 pm	**3hatscomm:**	@KellyeCrane Q4 not too much good content, but sadly not enough time to read it all #solopr
5:51 pm	**dconconi:**	Q4- weekly is manageable, more if content is good enough #solopr
5:51 pm	**mdbarber:**	Q4 Think we're all on info overload. Agree w @krisTK -- if I get too behind I just mark "all read." That doesn't help the blogger. #solopr
5:51 pm	**socialitestatus:**	I'm trying my hardest to follow along in #solopr chat, but I have work to do :(
5:51 pm	**davispr:**	Q4 - at least once daily. not constantly. Only so much time to read them. #solopr
5:52 pm	**KatTayls:**	Q4: For blogs, one a day is ok, but I'm also fine with once a week or month or so. I won't even read them after some point. #solopr
5:52 pm	**KellyeCrane:**	@jspepper We like to keep #solopr blood-free. But for you, we'd make an exception. :-)
5:52 pm	**deegospel:**	@FabBrownGirl: how would they come to your inbox without your permission? i receive a blog in my inbox & don't recall subscribing #solopr
5:52 pm	**PRAMITASEN:**	Q4. I love seeing comments. Provides an idea of the direction of the topic/conversation.I dont subscibe to be notified of comments. #solopr
5:52 pm	**makasha:**	RT @mdbarber: Q4 Think were all on info overload. <I agree> #solopr
5:52 pm	**trishlambert:**	Q4: I enjoy reading blog posts shared by my network, intros me to new ppl. Prefer that to following a few ppl w/a lot of blogging. #solopr
5:52 pm	**krisTK:**	Q4: now I'm scared to check my Reader. Work has been crazy and I've neglected it. #solopr
5:53 pm	**fransteps:**	Q4: blog frequency. Overwhelmed w/ reading lately. Need new strat to manage. #solopr.
5:53 pm	**KellyeCrane:**	RT @trishlambert: Q4: Honestly? Weekly. I subscribe to several daily blogs and don't read more than once/week. #solopr
5:53 pm	**dconconi:**	so true - imagine how our media contacts feel? RT @makasha: RT @mdbarber: Q4 Think were all on info overload. <I agree> #solopr
5:53 pm	**luannsaid:**	Q4: Can't keep up w/ blogs at all right now. RSS feed is so unloved. Only way I'll read a blog post is if someone tweets about it. #solopr
5:53 pm	**mdbarber:**	@krisTK Just mark it read. :-) It'll make you feel better. Start anew. #solopr
5:53 pm	**krisTK:**	@mdbarber I have so many books I want to read, that the list is becoming a book of its own. #solopr
5:53 pm	**bonnieupright:**	@krisTK I neglected mine too. Finally went through it yesterday. Deleted most without reading. Bad PR person, Bad! #solopr
5:54 pm	**KellyeCrane:**	Me too. RT @LeliaKate: Q4: I like to see 2-3 posts per week for really good blogs. I haven't been able to blog that often, myself. #solopr
5:54 pm	**deegospel:**	q4: i find in my niche a lot of content is copied, so i go to the initial source & subscribe, weeds out a lot #solopr
5:54 pm	**FabBrownGirl:**	@deegospel sometimes you join a list without knowing it. If that is the case unsubscribe! #solopr
5:54 pm	**luannsaid:**	@mdbarber: @krisTK Glad I'm not the only one who resorts to marking "all read" #solopr
5:55 pm	**deegospel:**	RT @krisTK: @mdbarber I have so many books I want to read, that the list is becoming a book of its own. #solopr
5:55 pm	**krisTK:**	Q4: if blog is updated too much, I may stop following it and just check in when I have "time" #solopr
5:55 pm	**FabBrownGirl:**	RT @deegospel: q4: i find in my niche a lot of content is copied, so i go to the initial source & subscribe, weeds out a lot #solopr
5:55 pm	**makasha:**	@dconconi I did not think of them ... guess I am delivering chocolate covered strawberries on Friday #solopr

5:55 pm	**KellyeCrane:**	Q4: I have unsubscribed from blogs that post too frequently. I like to listen to lots of voices, so 1-3 posts a wk from ea is good. #solopr
5:56 pm	**trishlambert:**	Q4: re: info overload...used to be a voracious reader,have been off books entirely for a while...too much info coming across screen! #solopr
5:56 pm	**deegospel:**	@FabBrownGirl i tried, but couldn't find the unsubscribe link. wondered if anyone else had that problem #solopr
5:56 pm	**KellyeCrane:**	RT @deegospel: @KellyeCrane if the content is relevant & well written, i don't tire. i tend to gravitate to blogs with heavy content #solopr
5:56 pm	**amynolanapr:**	I'm on info overload these days. I read blogs at random, if headline catches attn. Just trying to manage my "must do" list for now. #solopr
5:56 pm	**ValerieG07:**	@KellyeCrane Ppl blogging/tweeting frustrations w/ info overload on socialmedia sites. Thoughts? What should standard practice b? #solopr
5:56 pm	**luannsaid:**	@krisTK That's it! Publish a book called: Books I Would Read if I Had Time. Next in series: Blog Posts I Would Read If I Had Time #solopr
5:57 pm	**deegospel:**	@trishlambert q4 which makes my work as a literary pr so challenging now. great point. don't forget my novel releases next april ;) #solopr
5:57 pm	**3hatscomm:**	Same here. RT @trishlambert: Q4: re: info overload... have been off books entirely for a while...too much info coming across screen! #solopr
5:57 pm	**dconconi:**	No wonder you are successful! RT @makasha: @dconconi... guess I am delivering chocolate covered strawberries on Friday #solopr
5:57 pm	**KellyeCrane:**	@amynolanapr Good point - many just click from Twitter or Facebook when the mood/topic strikes. #solopr
5:58 pm	**makasha:**	re: info overload and books - i stopped reading and started listening to audio books. #solopr
5:58 pm	**trishlambert:**	@deegospel For you, I make an exception!!!!! And if it's in audioformat, that's even better! Laugh #solopr
5:58 pm	**krisTK:**	@luannsaid I could blog what I think a book is about since I couldn't actually review it. Comments would say if I were right. #solopr
5:58 pm	**KatTayls:**	Q3: I don't mind blogs being very frequent, but I don't like when my subscription includes a ton of paid event pitches. #solopr
5:58 pm	**amynolanapr:**	Bye #solopr friends. Gotta run to potential client mtg now. Appreciate prayers, novenas, crossed fingers, voo-doo...whatever works!
5:58 pm	**karenswim:**	@makasha I can't do audio books, highly visual hard to tune into voices #solopr
5:58 pm	**deegospel:**	@trishlambert it will be in audio and ebook (shameless promo) lol #solopr
5:58 pm	**krisTK:**	That's a great idea! RT @makasha: I stopped reading and started listening to audio books. #solopr
5:59 pm	**deegospel:**	@amynolanapr you got it :) #solopr
5:59 pm	**trishlambert:**	Me too! Actually, podcasts. RT @makasha: re: info overload and books - i stopped reading and started listening to audio books. #solopr
5:59 pm	**krisTK:**	@amynolanapr You got it. Good luck. #solopr
5:59 pm	**davispr:**	Ha!! RT @krisTK Publish a book called: Books I Would Read if I Had Time. Next in series: Blog Posts I Would Read If I Had Time #solopr
5:59 pm	**makasha:**	@dconconi my local clients get the strawberries. If they are not local I might send a book, turtles, or personalized stationary #solopr
5:59 pm	**trishlambert:**	Grin...and I'll participate in the shamlessness! RT @deegospel: @trishlambert it will be in audio and ebook (shameless promo) lol #solopr
5:59 pm	**alisonlaw:**	@mikepilarz Hi, Mike. It's not 1 or other proposition for me. Some people are responsive to e-mail, but phone works better for some. #solopr
5:59 pm	**deegospel:**	RT @krisTK Publish a book called: Books I Would Read if I Had Time. Next in series: Blog Posts I Would Read If I Had Time r #solopr
6:00 pm	**karenswim:**	RT @krisTK Publish a book called: Books I Would Read if I Had Time. Next in series: Blog Posts I Would Read If I Had Time (ROFL) #solopr

6:00 pm	**krisTK:**	@makasha I've delivered blueberries before. Almost that time of year. #solopr
6:00 pm	**KellyeCrane:**	Could this hour have gone any faster? You guys are the best. Thanks for joining the #solopr chat!
6:00 pm	**trishlambert:**	@alisonlaw Hi Alison!!! Good to "see" you again! #solopr
6:00 pm	**deegospel:**	@alisonlaw you, too :) #solopr
6:00 pm	**makasha:**	@krisTK didn't think of blueberries. Great idea! #solopr
6:01 pm	**deegospel:**	@KellyeCrane thanks, Kellye for a fun chat, although i was super late #solopr
6:01 pm	**PRAMITASEN:**	@KellyeCrane Thanks for moderating this chat so well! #solopr
6:01 pm	**trishlambert:**	I smell book franchise! RT @krisTK Publish book called Books I Would Read if I Had Time. Next: Blog Posts I Would Read If I Had Time #solopr
6:01 pm	**karenswim:**	Thanks @KellyeCrane and fabulous solo community! This was exactly what I needed today! #solopr
6:01 pm	**PRAMITASEN:**	Thanks for a great chat everyone #solopr
6:01 pm	**KellyeCrane:**	If you're new, be sure to join the #SoloPR Pros LinkedIn group- bit.ly/Nf4sw - and Facebook - http://bit.ly/aObcT3
6:01 pm	**LeliaKate:**	Agreed! RT @karenswim: Thanks @KellyeCrane and fabulous solo community! This was exactly what I needed today! #solopr
6:02 pm	**trishlambert:**	Bye everyone...off to writing hour w/@karenswim! #solopr
6:02 pm	**PRPiper:**	Thx for hosting! RT @KellyeCrane: Could this hour have gone any faster? You guys are the best. Thanks for joining the #solopr chat!
6:02 pm	**krisTK:**	@luannsaid Explains so much. #solopr
6:02 pm	**makasha:**	I enjoyed myself this week. Great info to take away. Thanks! #solopr
6:02 pm	**KellyeCrane:**	@deegospel Better late than never, as they say. :-) #solopr
6:02 pm	**luannsaid:**	Thank you @KellyeCrane -- sorry I was late. #solopr
6:02 pm	**krisTK:**	Me too. I've missed you all. RT @karenswim: Thanks @KellyeCrane and fabulous solo community! This was exactly what I needed today #solopr
6:02 pm	**jillvan:**	Thanks for the chat, all! See you next week. #solopr
6:02 pm	**jgombita:**	@CommAMMO did you pooch on today's #solopr for #smchat, Sean?
6:02 pm	**ValerieG07:**	This was great and super helpful. Thanks for all the advice and tips PR pros! #solopr
6:02 pm	**jillvan:**	RT @KellyeCrane: If you're new, be sure to join the #SoloPR Pros LinkedIn group- bit.ly/Nf4sw - and Facebook - http://bit.ly/aObcT3
6:03 pm	**krisTK:**	Cheers to @KellyeCrane for today's great chat for #solopr. Highlight of my week.
6:03 pm	**FabBrownGirl:**	This chat was definitely up there! I'm looking to find mentors in this field. If u dont mind me as a twitter mentee, pls let me know #solopr
6:03 pm	**KatTayls:**	Some days are definitely like that! RT @karenswim ...fabulous solo community! This was exactly what I needed today! #solopr
6:03 pm	**FabBrownGirl:**	RT @makasha: I enjoyed myself this week. Great info to take away. Thanks! #solopr
6:03 pm	**KellyeCrane:**	And don't forget, we share info and discussions on the #solopr hashtag all week. Chats are each Wednesday, 1-2pm ET. Have a great week!
6:03 pm	**krisTK:**	@trishlambert maybe in my downtime? #solopr
6:04 pm	**3hatscomm:**	Heh This x 1,000! RT @karenswim @krisTK Publish a book: Books I'd Read if I Had Time. Next in series: Blogs I'd Read If I Had Time. #solopr
6:04 pm	**davispr:**	@kellyecrane Thanks for another great #solopr chat! Talk to you all next week.
6:04 pm	**ValerieG07:**	@KellyeCrane Thanks for moderating! You were fabulous! #solopr
6:04 pm	**bonnieupright:**	Thanks @kellyecrane! Great job once again! #solopr

6:05 pm	**akenn:**	@trishlambert @karenswim just curious..what is writing hour? (I was eavesdropping on #solopr today) #solopr
6:05 pm	**jgombita:**	@CommAMMO your excuse(s) avoided my question re: #solopr...
6:05 pm	**rapturepr:**	Now to peek in on the #solopr chat - hate when I have to miss it :(
6:05 pm	**ValerieG07:**	RT @KellyeCrane And don't forget, we share info and discussions on the #solopr hashtag all week. Chats are each Wednesday, 1-2pm ET.
6:05 pm	**trishlambert:**	There you go!!! Laough!RT @krisTK: @trishlambert maybe in my downtime? #solopr
6:07 pm	**dconconi:**	Thanks to @kellycrane and all the smart #soloprs for key learnings and some laughs #solopr
6:07 pm	**publicremix:**	RT @trishlambert: Q3: Link client to community events and offer photo ops to media. Have just done that with a Houston client...great press. #solopr
6:08 pm	**FabBrownGirl:**	This chat has definitely pumped me up for the day.. now on to more productivity #solopr
6:11 pm	**ValerieG07:**	Just participated in my first #solopr chat. Super informative! Everyone on the chat was helpful, really friendly. Will def return next week!
6:12 pm	**KellyeCrane:**	@ValerieG07 Thanks, Valerie - glad you enjoyed it! #solopr
6:13 pm	**karenswim:**	@akenn Every wk after #solopr we spend the next hour writing, it's an accountability check 2 keep us both moving on our books #solopr
6:15 pm	**deegospel:**	@luannsaid not sure, i think i may get outside help for my campaign. #solopr
6:16 pm	**deegospel:**	@mdbarber it's hard for me and it's what i do, but i believe with all the phone apps books will become step into the new world #solopr
6:16 pm	**deegospel:**	@KellyeCrane ;) #solopr
6:18 pm	**KenWHarperII:**	RT @bonnieupright: In addition to interning, volunteer at a non-profit you love. Offer to help w/PR or special events committee. Great resources at np #solopr
6:18 pm	**ValerieG07:**	Officially "liked" #solopr on #Facebook. Yay! Next step = #Linkedin.
6:29 pm	**brandingexpert:**	@karenswim Jumping in: ALWAYS keep pitching new accounts, even when you're "busy". Keep the newbiz pipeline filled. #solopr
7:07 pm	**dconconi:**	Thnx 4 the supportive community of #solopr friends: @kellyeCrane, @JenMitch, @jetsnow, @makasha, @bonnieupright, @FabBrownGirl, @amynolanpr
8:02 pm	**MissSuccess:**	#PRTwit: Know the difference between goals and objectives....strategy and tactics #PR #solopr
8:05 pm	**SoloDovePR:**	RT @MissSuccess: #PRTwit: Know the difference between goals and objectives....strategy and tactics #PR #solopr
8:24 pm	**ValerieG07:**	@PRAMITASEN Thanks for the well wishes. And congrats to you on being employed! Way to go! Thanks for the tips during the #solopr chat.
8:52 pm	**akenn:**	Reminder: tomorrow (Thurs, 6/17) is North Shore PR Coffee at Cummings Center in Beverly #PR #soloPR #BostonPR
9:20 pm	**LScribner:**	Sorry to miss #solopr 2 weeks in a row! Daughter's 8th grade graduation comes first:)

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