



## Transcript from June 2, 2010 to June 2, 2010

All times are Pacific Time

### June 2, 2010

- 12:35 am **spinspun:** Congrats to @mdbarber on 10 years, and going #solopr for all the right reasons. <http://bit.ly/9gMOq5>
- 1:39 am **bcockman:** What a long, but productive day! Working for yourself is the best! #solopr
- 1:21 pm **KellyeCrane:** Short work week means it's already #solopr chat day! Join us at 1pm ET as we cover #PR and #freelance topics. Send me your Qs.
- 1:30 pm **CaSuPe15:** RT @KellyeCrane: Short work week means it's already #solopr chat day! Join us at 1pm ET as we cover #PR and #freelance topics. Send me your Qs.
- 3:46 pm **mdbarber:** RT @KellyeCrane: Short work week means it's already #solopr chat day! Join us at 1pm ET as we cover #PR and #freelance topics. Send me your Qs.
- 4:05 pm **KellyeCrane:** If you missed it yesterday, @mdbarber shares what's important on her 10th anniversary as a #solopr <http://bit.ly/cfyYkO>
- 4:10 pm **cgornpr:** RT: @KellyeCrane If you missed it yesterday, @mdbarber shares what's important on her 10th anniversary as a #solopr <http://bit.ly/cfyYkO>
- 4:17 pm **KellyeCrane:** @cgornpr I love that everyone shapes their #solopr life in their own way - perfect evidence of the freedom it affords us!
- 4:24 pm **hopwood:** How about ditching the family and going solo down in Acapulco? RT @KellyeCrane @cgornpr everyone shapes their #solopr life their own way
- 4:32 pm **hopwood:** Missing out on #solopr again tonight as I'm on cooking duty but hope to catch up on the transcript.
- 4:37 pm **rockstarjen:** @KellyeCrane i know the feeling. hoping a can join #solopr for a bit today. i'll be in and out, but at least there this time.
- 4:41 pm **jillvan:** Going to have to miss #solopr today. Boo!
- 4:46 pm **KellyeCrane:** @hopwood You could even take the family \*with\* you to Acapulco. :-) #solopr
- 4:57 pm **trishlambert:** Got to take computer to Geek Squad for a fix, so won't make it today! Have fun y'all!! #solopr
- 4:58 pm **JamieLaceyPR:** As my #solopr anniversary yr 1 approaches, @mdbarber blog on what's important on her 10th is very inspirational. Thx! <http://bit.ly/cfyYkO>
- 5:00 pm **KellyeCrane:** Welcome to this week's #soloPR chat for indie pros in PR and related fields (and those who want to learn more about it). #solopr
- 5:00 pm **KellyeCrane:** I'll be tweeting more over the next #solopr hour, so feel free to snooze me if you're not joining us.
- 5:00 pm **KellyeCrane:** If you have #solopr questions you'd like us to discuss, please @me without the hashtag (or DM), and we'll add them to the list!
- 5:01 pm **krisTK:** So excited that I can join #solopr today. I've been missing my pals.
- 5:01 pm **KellyeCrane:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr
- 5:01 pm **KellyeCrane:** @krisTK Hooray! Glad to see you. #solopr

5:02 pm **ghidotti:** Going to try and participate for a bit on #solopr chat today ... haven't had the opportunity in a long while!

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. Looking forward to another great #solopr

5:02 pm **arikhanson:** Hey @kellyecrane! Arik Hanson, indie strategist in MSP. #solopr

5:02 pm **karensxim:** Hey Solo superstars! Doing a drive by today, up to my ears in alligators! #solopr

5:02 pm **deegospel:** joining #solopr

5:02 pm **wordymouth:** Michael Sommermeyer, solo gov. pr guy in Las Vegas. #solopr

5:02 pm **krisTK:** @ghidotti good to "see" you. Hope all is well. #solopr

5:02 pm **jenzings:** Joining to listen and learn...Jen Z at CustomScoop #solopr

5:03 pm **KellyeCrane:** @arikhanson Hello, long time no speak! #solopr

5:03 pm **mdbarber:** Good morning all from Anchorage. 32 year PR pro. 10 yrs + 1 day as solo. #solopr

5:04 pm **rmpapag:** Hi everyone! Solo media analysis professional here #solopr

5:04 pm **deegospel:** Dee Stewart. PR. Atlanta. Owner of DeeGospel PR #solopr

5:04 pm **ghidotti:** Hi from Little Rock. Have owned my own firm for 3 years now. #solopr

5:04 pm **KellyeCrane:** @karensxim Hmmm, alligators? The biting kind? #solopr

5:04 pm **ghidotti:** @krisTK Thanks! You too! It's going great. Crazy busy, but I guess that's good, right?! #solopr

5:04 pm **alisonlaw:** Hi, everyone! Alison Law, Alison Law Communications, Atlanta, GA. On my own for last couple of years. #solopr #solopr

5:04 pm **FabBrownGirl:** Here for #solopr chat, then off to grab lunch.. busy day so far, but I am getting closer to my dreams! #solopr

5:05 pm **mdbarber:** @krisTK Missed you too. Hope things are going okay. #solopr

5:05 pm **cgornpr:** Hi from Philly! Two years into #solopr, 10 year plus pro.

5:06 pm **KellyeCrane:** Q1: @mdbarber recently shared her reasons for going #solopr: <http://bit.ly/cfyYkO> - what is important to you?

5:06 pm **PRjeff:** Jeff Pizzino, currently hovering around the toasty triple digit #Phx area, solo most of my 23-yr-career. #solopr

5:06 pm **krisTK:** @mdbarber Loved your post about 10 years as a consultant. The pics of the boys were priceless. #solopr

5:06 pm **wbreaux:** @krisTK wish I had the guts to become a #solopr. Looking up to greats (@krisTK and @amynolanpr) might give me the courage one day!

5:07 pm **cmenking:** RT @ghidotti: Hi from Little Rock. Have owned my own firm for 3 years now. #solopr

5:07 pm **ghidotti:** I went out on my own to be more flexible since I have young kiddos. It has definitely provided that. Busy, but flexible. #solopr

5:07 pm **KellyeCrane:** @wbreaux You can do it! @krisTK & @amynolanpr are excellent role models. #solopr

5:08 pm **mdbarber:** @krisTK Thanks. They actually weren't too embarrassed either which is a miracle in and of itself. #solopr

5:08 pm **rockstarjen:** Jen (5+ yrs solo, 17 overall) in SD with clients in digital media, travel & assistance services. Great to join in after a hiatus. #solopr

5:08 pm **KellyeCrane:** RT @ghidotti: I went out on my own to be more flexible since I have young kiddos. It has definitely provided that. Busy, but flexible #solopr

5:08 pm **FabBrownGirl:** RT @krisTK: @mdbarber Loved your post about 10 years as a consultant. The pics of the boys were priceless. < Agreed! Great post! #solopr

5:08 pm **mdbarber:** @wbreaux You can do it. You've already started with great mentors. Just pick the best time for you personally. #solopr

5:08 pm **marketwire:** @wbreaux It's a great ambition to have. I usually just lurk here as there's some great information, but usually can't contribute. #solopr

5:08 pm **alisonlaw:** RT @KellyeCrane: Q1: @mdbarber recently shared her reasons for going #solopr: <http://bit.ly/cfyYkO> - what is important to you? #solopr

5:09 pm **arikhanson:** @KellyeCrane Q1: 3 reasons: Family flexibility, creative control, ability to work with people I respect/enjoy. #solopr

5:09 pm **rockstarjen:** @mdbarber i haven't seen or read your post yet! i'll have to do that today. still catching my breath. #solopr

5:09 pm **krisTK:** Q1: going solo was response to losing job and feeling out of control. I still feel out of control some days but in a good way. #solopr

5:10 pm **KellyeCrane:** Q1: I hated having others build their agencies on my back. Love that now whether I work hard or take a break - it's up to me. #solopr

5:10 pm **wordymouth:** Q1: If and when, flexibility, power to select my own projects, running away from the downers. <G> #solopr

5:10 pm **mdbarber:** @rockstarjen Catching breath? What's that? Let me know how when you catch it. :) #solopr

5:10 pm **rockstarjen:** Q1: work/life balance, flexibility, no San Diego commute traffic (hate the idea of wasting 1-2 hours a day in a car). #solopr

5:10 pm **luannsaid:** Client work beckons: have a great #solopr chat all! Will check out the transcript.

5:10 pm **LauraScholz:** Q1: Flexibility, control, opportunities to work with clients I respect and believe in. #solopr

5:10 pm **ghidotti:** I plan to write something very similar in 10 years, @mdbarber! Careers are great, but family comes first! Great post! #solopr

5:10 pm **KellyeCrane:** Great ones! RT @arikhanson: Q1: 3 reasons: Family flexibility, creative control, ability to work with people I respect/enjoy. #solopr

5:10 pm **alisonlaw:** RT @krisTK: Q1: going solo was response 2 losing job & feeling out of control. I still feel out of control some days but in good way #solopr

5:10 pm **cgornpr:** @KellyeCrane Q1: Family, flexibility, and creative control. + the chance to work on many great things and get passionate about them. #solopr

5:11 pm **rockstarjen:** @mdbarber when/if i'm successful, i'll share the secret. :) #solopr

5:11 pm **mdbarber:** Q1 - Get to do what I want, the way I want, when I want, for orgs/people I want to help. Too many "I"s in that but it's still true. #solopr

5:11 pm **KellyeCrane:** Interesting to see many listing "control" as important to them. Probably a common theme among successful indies. #solopr

5:12 pm **B\_TIFULDRTYRICH:** RT @KellyeCrane: Welcome 2 ths week's #soloPR chat 4 indie pros in PR & related fields (and those who wnt 2 learn more abt it). #solopr

5:12 pm **alisonlaw:** Q1: fewer dress-up days, better commute, more flexibility. #solopr

5:12 pm **mdbarber:** @ghidotti Thanks Natalie. I'll look forward to your post as well. #solopr

5:12 pm **KellyeCrane:** RT @wordymouth: Q1: If and when, flexibility, power to select my own projects, running away from the downers. <G> #solopr

5:12 pm **3hatscomm:** @rockstarjen @mdbarber 2 secrets to success: 1) Never tell everything you know. ;-) #solopr

5:12 pm **PRjeff:** Q1: "Right-sized" out of a co. (whatever that means), jobs seemed scarce, had done solo. Love destiny not controlled by a co. #solopr

5:13 pm **krisTK:** Q1: being solo prevents burn-out. If I get bored, I start pursuing different projects, clients. No longer stuck in dead-end job. #solopr

5:13 pm **PRandMarComPro:** Hello everyone. #solopr #solopr

5:13 pm **cgornpr:** @alisonlaw I totally agree with fewer dress up days! @solopr. #solopr

5:13 pm **ghidotti:** @KellyeCrane There's no doubt that I like being able to control my time, how I work a plan for clients, etc. I'm a control freak! :) #solopr

5:13 pm **mdbarber:** @KellyeCrane I imagine "control" is similar to "freedom" in this case. #solopr

5:13 pm **KellyeCrane:** Most of us also seem to appreciate being able to choose our clients - that is \*big\* in staying challenged/satisfied. #solopr

5:13 pm **gmjameson:** Hi #solopr chat, glad to be here this week (at long last!)

5:13 pm **mdbarber:** So true! RT @3hatscomm: @rockstarjen @mdbarber 2 secrets to success: 1) Never tell everything you know. ;-) #solopr

5:14 pm **cgornpr:** @krisTK Kris, I love that theory. I think that is why I am happier solo. #solopr #solopr

5:14 pm **krisTK:** @alisonlaw I have casual Friday everyday and have to "suit up" only for meetings. #solopr

5:14 pm **mdbarber:** Good point: RT @krisTK: prevents burn-out. If I get bored, I start pursuing diff projects, clients. No longer stuck in dead-end job. #solopr

5:14 pm **rockstarjen:** @3HatsComm @mdbarber so devious! >8)> #solopr

5:14 pm **mdbarber:** @krisTK And the suiting up becomes harder and harder doesn't it! #solopr

5:15 pm **KellyeCrane:** @ghidotti @mdbarber Yes, I think we have the "freedom" to "control" our own destinies (as much as one can, in this life)! #solopr

5:15 pm **deegospel:** q1 @KellyeCrane choosing are clients...yes #solopr

5:16 pm **cgornpr:** RT @krisTK: Q1: being solo prevents burn-out. If I get bored, I start pursuing different projects, clients. #solopr #solopr

5:16 pm **marketwire:** @mdbarber as in being your own boss. #solopr

5:16 pm **krisTK:** @mdbarber I now treat myself to new yoga pants instead of a suit. I wear them out faster. #solopr

5:16 pm **deegospel:** q1: i also love being available to my girlee and her school #solopr

5:16 pm **deegospel:** @krisTK good yoga pants are hard to find :) #solopr

5:17 pm **mdbarber:** @krisTK LOL! I hear you. Wonder if we can start a new trend in DC this fall... #solopr

5:17 pm **youplusmeCEO:** Hovering @ #solopr while I prep for mtgs. Solo 2+ w a 12+ yr career. Looking gorgeous here in San Diego

5:17 pm **PRjeff:** And the best "real" jobs are those where you're empowered... given freedom and control-most bosses don't get that. #solopr

5:17 pm **KellyeCrane:** Q1: Related to chosing your own clients is the ability to avoid those that conflict with ones ethics. Happens too often in agencies #solopr

5:17 pm **gmjameson:** Q1 The opportunity to provide support to multiple non-profits - as opposed to just one - was a passion! #solopr

5:17 pm **KellyeCrane:** RT @deegospel: q1: i also love being available to my girlee and her school #solopr

5:17 pm **MichaelWillett:** ! RT @KellyeCrane Most of us also seem to appreciate being able to choose our clients-that is \*big\* in staying challenged/satisfied #solopr

5:18 pm **rmpapag:** Q1 I went #solopr because I saw a business need that I could fill uniquely and without restraint from a corporate entity.

5:18 pm **cgornpr:** RT @PRjeff: And the best "real" jobs are those where youre empowered... given freedom and control-most bosses dont get that. #solopr

5:18 pm **KellyeCrane:** @mdbarber @krisTK We should have a #solopr meet-up in DC and everyone could wear their yoga pants!

5:18 pm **wordymouth:** The best work comes from individuals free to express themselves; sometimes that gets lost in a big organization. #solopr

5:18 pm **rockstarjen:** @KellyeCrane I refused to work on an acct at an agency once due to ethics. My manager was very cool/accepting of it. #solopr

5:19 pm **FabBrownGirl:** Q1: We r carefree control freaks! At least thats how I describe myself. #solopr

5:19 pm **FabBrownGirl:** Im too laid back for the corporate office, but dont want any1 controlling what or how I do things... #solopr

5:19 pm **mdbarber:** RT @wordymouth: The best work comes from individuals free to express themselves; sometimes that gets lost in a big organization. #solopr

5:19 pm **gmjameson:** @rmpapag Q1 I totally connect with that! #solopr allows you to run - really run - and "do your thing"!

5:19 pm **KellyeCrane:** @rockstarjen That's nice to hear - some aren't as understanding. #solopr

5:19 pm **rmpapag:** Q1 The flexibility to work when I have the energy and enthusiasm vs. 9-5 constraint also helps balance life/work #solopr

5:19 pm **wbreaux:** Thanks for the kind words, @KellyeCrane @mdbarber @Marketwire. I specialize in #SoMe, #tourism & #politics. One day #solopr?!

5:19 pm **KellyeCrane:** I think you're onto something. RT @FabBrownGirl: Q1: We r carefree control freaks! At least thats how I describe myself. #solopr

5:20 pm **FabBrownGirl:** RT @mdbarber: @KellyeCrane I imagine "control" is similar to "freedom" in this case. << Definitely #solopr

5:20 pm **ghidotti:** I'm in! RT @KellyeCrane: @mdbarber @krisTK We should have a #solopr meet-up in DC and everyone could wear their yoga pants!

5:20 pm **arikhanson:** @KellyeCrane \*Everyone\* would be wearing their yoga pants? ;) #solopr

5:20 pm **LauraScholz:** AND literally run! Great sched for marathon training! RT @gmjameson: @rmpapag Q1 #solopr allows you to run - really run - & "do your thing"!

5:20 pm **krisTK:** @wbreaux I have complete faith in you. Reach out anytime you wish to chat. #solopr

5:20 pm **rockstarjen:** @KellyeCrane yeah, i'm not sure my 2nd agency would have been so understanding if that occured (sadly) #solopr

5:20 pm **deegospel:** @rmpapag q1 so true. i can get the work done, but having the 9-5 constraint makes it hard to balance & enjoy life #solopr

5:20 pm **mdbarber:** @arikhanson Oh yeah....you too. :- ) #solopr

5:20 pm **FabBrownGirl:** RT @rmpapag: Q1 The flexibility to work when I have the energy and enthusiasm vs. 9-5 constraint also helps balance life/work #solopr

5:21 pm **PRjeff:** Do I have to shop for yoga pants now to be part of the "in" solo PR gang? #solopr



5:21 pm **KellyeCrane:** @arikhanson Dudes can wear manly yoga pants, too. I'm lookin' at you, Hanson. #solopr

5:21 pm **KellyeCrane:** @PRjeff Actually, the freedom of which we speak allows you to wear something other than yoga pants! Sweats, perhaps? #solopr

5:21 pm **mdbarber:** @PRjeff You and @arikhanson can get together on your style. Sweat pants might work okay for you guys. #solopr

5:22 pm **PRjeff:** RT @wordymouth: The best work comes from individuals free to express themselves; sometimes that gets lost in a big organization. #solopr

5:22 pm **krisTK:** Brilliant idea! RT @KellyeCrane: We should have #solopr meet-up in DC and everyone could wear yoga pants! @ghidotti @mdbarber

5:22 pm **deegospel:** @PRjeff lol no #solopr

5:22 pm **KellyeCrane:** OK, enough with the fashion chat - moving on... :- ) #solopr

5:22 pm **LauraScholz:** I like being liked--but I'm tired of being a compulsive people-pleaser. New blog: <http://bit.ly/b4fdhD> #solopr

5:23 pm **LauraScholz:** @KellyeCrane @arikhanson Or even no pants at all! #solopr

5:23 pm **KellyeCrane:** Q2:-Should surveys be performed in-house (polldaddy) or contracted? Experiences? #solopr

5:23 pm **PRjeff:** Is that an oxymoron? RT @KellyeCrane: @arikhanson Dudes can wear manly yoga pants, too. #solopr

5:23 pm **wordymouth:** I've been told I'm not the 'right fit. At least as a #solopr, I'd have the ability to find the 'right fits' and provide service. #solopr

5:23 pm **goldinpr:** Seeking PR pro w/ 2 yrs experience to support small NYC firm 20 hrs/wk. Strong writer, resourceful, creative. Want more info? LMK! #solopr

5:23 pm **krisTK:** RT @rmpapag: Q1 I went #solopr because I saw a business need that I could fill uniquely, without restraint from corporate entity.

5:23 pm **LauraScholz:** Maybe we should have a #solopr fashion chat! ;) RT @KellyeCrane: OK, enough with the fashion chat - moving on... :- ) #solopr

5:24 pm **dconconi:** late to the party - sorry. Catching up. something about yoga pants? ;) #solopr

5:24 pm **gmjameson:** Q2 Is really on-point - can't wait to hear the responses. Writing a plan involving survey measurement right now (literally) #solopr

5:24 pm **youplusmeCEO:** RT @KellyeCrane: Q2:-Should surveys be performed in-house (polldaddy) or contracted? Experiences? #solopr

5:24 pm **gmjameson:** RT @KellyeCrane: Q2:-Should surveys be performed in-house (polldaddy) or contracted? Experiences? #solopr

5:25 pm **mollywendell:** RT @PRjeff: And the best "real" jobs are those where you're empowered... given freedom and control-most bosses don't get that. #solopr

5:25 pm **mdbarber:** @dconconi Hi there. Glad you got the important parts. :- ) #solopr

5:25 pm **KellyeCrane:** Yes! RT @wordymouth: I've been told I'm not the 'right fit. As a #solopr, I'd have the ability to find the 'right fits' and provide svcs

5:25 pm **arikhanson:** @PRjeff Jeff, our DC meet up will involve micro-brews and cigars instead. We'll do the 180 of yoga ;) #solopr

5:25 pm **ghidotti:** Q2: Both, depending on the situation and the client. Some call for a freebie Survey Monkey, others need a market research vendor. #solopr

5:25 pm **dconconi:** ahaha - no flies on me! RT @mdbarber: @dconconi Hi there. Glad you got the important parts. :- ) #solopr

5:26 pm **JamieLaceyPR:** Interesting concept :) RT @KellyeCrane - We should have a #solopr meet-up in DC and everyone could wear their yoga pants!

5:26 pm **PRandMarComPro:** Q2: It depends on the scope of the survey, the audience, etc. #solopr #solopr

5:26 pm **KellyeCrane:** @LauraScholz Maybe someday! #solopr

5:26 pm **cgornpr:** Q2: Should be done in house unless you know a good resource to do them. If, they can benefit PR, PR should direct. #solopr #solopr

5:26 pm **mdbarber:** Q2 Really depends on the need & the budget. Problem w polldaddy are they aren't scientific samples but instead very interested folks #solopr

5:26 pm **MichaelWillett:** RT @goldinpr Seeking PR pro w/ 2 yrs experience to support small NYC firm 20 hrs/wk. Strong writer, resourceful,creative-info? LMK! #solopr

5:27 pm **KellyeCrane:** RT @ghidotti: Q2: Both, depending on the situation & the client.Some call for a freebie Survey Monkey, others need a mkt rsch vendor #solopr

5:27 pm **ghidotti:** Thanks for the brief conversation, guys. Have to head to a meeting, but look forward to the next #solopr.

5:27 pm **krisTK:** Q2: Technology makes it easier to develop, conduct surveys but you still need to know how to write questions, etc. to do in-house #solopr

5:27 pm **mdbarber:** @arikhanson I'll join you for the microbrews. Can skip the cigars tho. #solopr

5:27 pm **dconconi:** Q2 agree with @ghidotti - depends on client budget, but both are options. Think contracted have more street cred #solopr

5:27 pm **youplusmeCEO:** I think in-house is great if you have support (ie intern) who can manage it while you focus on big picture-great teachable moment #solopr

5:28 pm **KellyeCrane:** Yes-Selective sampling RT @mdbarber: Q2 ...Problem w polldaddy is they aren't scientific samples but instead very interested folks #solopr

5:28 pm **bonnieupright:** @mdbarber @kristk I can rock a Sue Sylvester track suit like nobody else. Maybe I wear for Assembly? Lurking in #solopr while at grocery.

5:28 pm **dconconi:** RT @krisTK: Q2: Tech makes it easier to develop, conduct surveys but u still need 2 know how 2 write questions, etc. to do in-house #solopr

5:28 pm **krisTK:** Q2: I assign students to develop a 10-question survey on SurveyMonkey so they understand process, questions to ask. #solopr

5:28 pm **gmjameson:** Q2 Agree scope impacts survey decision, as well as internal expertise (beyond ours) to meaningfully interpret, synthesize the data #solopr

5:28 pm **mdbarber:** Writing survey questions can be challenging. Need to make sure ?s don't "lead" to answer you want but get objective answers. #solopr

5:28 pm **KellyeCrane:** RT @krisTK: Q2: Technology makes it easier to develop, conduct surveys but you still need to know how to write questions, etc. #solopr

5:28 pm **mdbarber:** @bonnieupright You always make me LOL!!!! #solopr

5:29 pm **cgornpr:** @mdbarber I think that is really true. I think it is probably one of the lesser known skills we should have as PR pros. #solopr

5:29 pm **KellyeCrane:** @bonnieupright @mdbarber @kristk Will look forward to that, Cheerio. #solopr

5:29 pm **deegospel:** q2: good question. i use poll daddy on the focus groups i build for my clients, but outside svcs have more expertise i needpolls are #solopr

5:30 pm **krisTK:** Q2: also need to understand the analysis part of the survey when writing questions. ie, fill-in-the-blank answers hard to quantify. #solopr

5:30 pm **mdbarber:** @bonnieupright @kristk Oh...and don't forget your pearls! #solopr

5:30 pm **mdbarber:** @cgornpr That's very true. Probably good topic for a PD session/webinar. #solopr

- 5:31 pm **rmpapag:** Q2 What if the survey is focused on a peer group? Do the same suggestions still apply? [#solopr](#)
- 5:31 pm **krisTK:** [@bonnieupright](#) that visual will keep me smiling for days. [#solopr](#)
- 5:31 pm **mdbarber:** RT [@krisTK](#): Q2: also need to understand the analysis part of the survey. ie, fill-in-the-blank answers hard to quantify. [#solopr](#)
- 5:31 pm **KellyeCrane:** Q2: To get a better survey sample, you can buy an email list from a publication or association. Offer an incentive to fill-out. [#solopr](#)
- 5:31 pm **KellyeCrane:** RT [@rmpapag](#): Q2 What if the survey is focused on a peer group? Do the same suggestions still apply? [#solopr](#)
- 5:32 pm **KateRobins:** [#solopr](#) late. sorry. hi.
- 5:32 pm **mdbarber:** Q2: might be worth consulting a research pro to review survey before sending to get feedback. [#solopr](#)
- 5:32 pm **mdbarber:** Suggestions really apply to any survey because ?s written to lead answers will skew any survey, regardless of audience. [#solopr](#)
- 5:33 pm **KellyeCrane:** [@rmpapag](#) The need to have good questions and an eye toward the analysis are true even w/peer group. [#solopr](#)
- 5:33 pm **marketwire:** Surveys should be done in house to collaborate on goals of the survey. Delivery, however, can be done outside. [#solopr](#)
- 5:33 pm **rmpapag:** Good Point! RT [@mdbarber](#): Q2: might be worth consulting a research pro to review survey before sending to get feedback. [#solopr](#)
- 5:33 pm **PRjeff:** You mean, "when in Rome..." RT [@arikhanson](#): [@PRjeff](#) r DC meet up will involve micro-breus & cigars instead- the 180 of yoga ;) [#solopr](#)
- 5:33 pm **gmjameson:** [@mdbarber](#) Q2 Agreed! Pull people with specific skills (and measurement is definitely on that list) into your network and tap them! [#solopr](#)
- 5:33 pm **wordymouth:** RT [@marketwire](#): Surveys should be done in house to collaborate on goals of the survey. Delivery, however, can be done outside. [#solopr](#)
- 5:34 pm **KellyeCrane:** [@rmpapag](#) If it's a closed group (say, a members-only assoc), less attention to the sample is needed. [#solopr](#)
- 5:34 pm **gmjameson:** Q2 Not sure where to find the comms research pros? Tap profs at your alma mater or local grad school ([@WebsterU](#) in [#STL](#) for example) [#solopr](#)
- 5:34 pm **KateRobins:** [@rmpapag](#) Who [pro] do you recommend? [#solopr](#)
- 5:34 pm **mdbarber:** RT [@gmjameson](#): Pull people with specific skills (measurement is def on that list) into your network and tap them! [#solopr](#)
- 5:35 pm **KellyeCrane:** Q2: The best survey analysis comes from someone who knows SPSS (a statistical program). [@kdpaine](#) says top PR progs are teaching this [#solopr](#)
- 5:35 pm **marketwire:** Think it's extremely important for in house to create goals and initial set of questions. Use team collaboration. [#solopr](#)
- 5:35 pm **krisTK:** Q2: Reminds us to focus on our strengths. Hire specialist to help with surveys over doing one that doesnt work yourself [#solopr](#)
- 5:36 pm **KellyeCrane:** [@marketwire](#) [#solopr](#)
- 5:36 pm **cgornpr:** RT [@KellyeCrane](#): Q2: The best survey analysis comes from someone who knows SPSS. [@kdpaine](#) says top PR progs are teaching this [#solopr](#)
- 5:36 pm **mdbarber:** RT [@KellyeCrane](#): Q2: best survey analysis comes from one who knows SPSS (a statistical prog). [@kdpaine](#) says top PR progs r teaching [#solopr](#)
- 5:36 pm **dconconi:** Yes!! RT [@gmjameson](#): [@mdbarber](#) Q2: Pull people with specific skills (& measurement is def on that list) into ur network & tap them! [#solopr](#)



5:36 pm **krisTK:** RT @marketwire: Surveys should be done in house to collaborate on goals of the survey. Delivery, however, can be done outside. #solopr

5:36 pm **KellyeCrane:** @marketwire Agree that in-house should participate fully in Q development, but good to have whomever will analyze review Qs too #solopr

5:37 pm **krisTK:** Q2: Now I remember why I hated Statistics courses in college. #solopr

5:37 pm **KellyeCrane:** RT @krisTK: Q2: Reminds us to focus on our strengths. Hire specialist to help with surveys over doing one that doesnt work yourself #solopr

5:37 pm **gmjameson:** I have to follow @kdpaine! Anyone described as the queen of measurement gets my attention! #solopr

5:37 pm **alisonlaw:** Very nice! RT @krisTK: @alisonlaw I have casual Friday everyday and have to "suit up" only for meetings. #solopr

5:37 pm **youplusmeCEO:** Yea sdsu! RT @KellyeCrane: Q2: The best survey analysis comes from some1 know SPSS. @kdpaine says top PR progs are teaching this #solopr

5:38 pm **rmpapag:** Q2 Great points and suggestions. I will need to look further into them, thank you #solopr !

5:38 pm **mdbarber:** Q2 - Def inhouse involvement in survey but expert review on ?s is important too. Seen enuf poorly written surveys to no the valu. #solopr

5:38 pm **marketwire:** @KellyeCrane Agree, but if the budget is not there, team collaboration will probably be the next best thing. #solopr

5:38 pm **KellyeCrane:** @gmjameson Oh yes, @kdpaine rocks - check out her book on measurement, too. #solopr

5:38 pm **youplusmeCEO:** @KellyeCrane better to say "rent" as you will never own the contacts in the US, but yes a great targeted tool #solopr

5:39 pm **KellyeCrane:** Q3: Have you ever had to move (your home and/or your office)? How do you maintain uninterrupted service for your clients? #solopr

5:39 pm **gmjameson:** @KateRobins So glad to follow another #solopr pro working predominantly with non-profits! Looking forward to connecting.

5:39 pm **dconconi:** Q2 - such an important topic as surveys are a great way to establish a benchmark for future measurement/success - don't do it enough #solopr

5:39 pm **mdbarber:** Q2 -- @kdpaine and @shonali are great measurement experts. @shonali runs measurement chat ev 2 weeks. #solopr

5:39 pm **KateRobins:** @KellyeCrane Absolutely. Internal qs can be as unintelligible as internal jargon #solopr

5:40 pm **KellyeCrane:** Yes, tx RT @youplusmeCEO: @KellyeCrane better to say "rent" as you will never own the list in the US, but yes a great targeted tool #solopr

5:40 pm **KateRobins:** @KellyeCrane I'm here nodding at that one too. (Focus on strengths...) #solopr

5:40 pm **paulajohns:** Agree that in-house should participate fully in Q development, but good to have expert analysis of Q's/overall project if possible. #solopr

5:40 pm **mdbarber:** @KellyeCrane Q3 -- I imagine you can teach that class now can't you? ;-)  
#solopr

5:41 pm **LauraScholz:** RT @KellyeCrane: Q3: Have you ever had to move (home and/or office)? How do you maintain uninterrupted service for your clients? #solopr

5:41 pm **KellyeCrane:** As some of you may have guessed, Q3 came up because of my recent move. #solopr

5:42 pm **mdbarber:** Q3 Manage expectations before the move so clients understand there may be down time. #solopr

5:42 pm **krisTK:** Q3: spent first year as indy commuting between TX and MS. Laptop and cell phone were crucial. [#solopr](#)

5:42 pm **KateRobins:** [@mdbarber](#) How many times have you been surv'd only to think, "I'm not a, b, c, or d." As kids say, "Haven't done "b" in a while..." [#solopr](#)

5:42 pm **cgornpr:** [@KellyeCrane](#) Q3: Didn't have to move, but had to deal with a hospitalization and recovery. I hired a contractor for a few weeks. [#solopr](#)

5:43 pm **rockstarjen:** Q3 I know you just went through a move. I did it 3 years ago. I think I might have had a few hours down time. Coffee shop helped. [#solopr](#)

5:43 pm **KellyeCrane:** Q3: My first tip for moving would be, don't fool yourself - it will take a while and be pretty painful! [#solopr](#)

5:43 pm **KateRobins:** [@gmjameson](#) Yes! A heckuva weight-loss plan! [#solopr](#)

5:43 pm **deegospel:** q3: i moved 3 years ago. now i use sprint's wifi hub spot for wireless in my home,so i don't have internet interruptions [#solopr](#)

5:44 pm **KateRobins:** [@KellyeCrane](#) Q3 Hire others to live your life. [#solopr](#)

5:44 pm **KellyeCrane:** Q3: Have an alternate workspace in mind for any time you need to vacate (or have technical difficulties upon move in). [#solopr](#)

5:45 pm **mdbarber:** [@KateRobins](#) Exactly. That's why an outside analysis is important. If it's not your expertise...ask! Better than useless results. [#solopr](#)

5:45 pm **KellyeCrane:** [@mdbarber](#) Aye carrumba. This one was especially tough - I guess because my new house is a bit of a fixer upper. [#solopr](#)

5:45 pm **deegospel:** [@KellyeCrane](#) q3 ha [#solopr](#)

5:45 pm **rmpapag:** Q3 I've not had to do it...but I've had my internet service disrupted. 100% of what I do is web-based. Bought a wireless access card [#solopr](#)

5:45 pm **KellyeCrane:** RT [@cgornpr](#): Q3: Didn't have to move, but had to deal with a hospitalization and recovery. I hired a contractor for a few weeks. [#solopr](#)

5:46 pm **mdbarber:** RT [@krisTK](#): Q3: spent first year as indy commuting between TX and MS. Laptop and cell phone were crucial. [#solopr](#)

5:46 pm **shashib:** RT [@mdbarber](#): Q2 -- [@kdpaine](#) and [@shonali](#) are great measurement experts. [@shonali](#) runs measurement chat ev 2 weeks. [#solopr](#)

5:46 pm **Growsmartbiz:** RT [@mdbarber](#): Q2 -- [@kdpaine](#) and [@shonali](#) are great measurement experts. [@shonali](#) runs measurement chat ev 2 weeks. [#solopr](#)

5:46 pm **KellyeCrane:** RT [@rockstarjen](#): Q3 I [moved] 3 years ago. I think I might have had a few hours down time. Coffee shop helped. [#solopr](#)

5:46 pm **mdbarber:** RT [@KellyeCrane](#): Q3: Have an alternate workspace in mind for any time you need to vacate (or have technical difficulties upon move in). [#solopr](#)

5:46 pm **KateRobins:** [@KellyeCrane](#) Movers always say, "Whatever you think you've got, double that." Not just stuff, but time , money involved... [#solopr](#)

5:46 pm **KellyeCrane:** I should have asked you a few wks ago - could have used this tip! RT [@KateRobins](#): [@KellyeCrane](#) Q3 Hire others to live your life. [#solopr](#)

5:47 pm **gmjameson:** RT [@mdbarber](#): Q3 Manage expectations before the move so clients understand there may be down time. [#solopr](#)

5:47 pm **jenzings:** Re: moving - dedicate time to be offline & communicate it. Things will come up, they always do! [#solopr](#)

5:47 pm **mdbarber:** RT [@KellyeCrane](#): Q3: My first tip for moving would be, dont fool yourself - it will take a while and be pretty painful! [#solopr](#)

5:47 pm **dconconi:** Q3 not recently but assume technology (email, fb, twitter) makes it easier - the challenge is your time away from files [#solopr](#)

5:48 pm **rmpapag:** Q3 @mdbarber said it! Communicate, communicate, communicate. As long as everyone knows what is going on there is a bit of latitude #solopr

5:48 pm **rockstarjen:** Have to check out now. Have a great day, Solo superstars! #solopr

5:48 pm **KellyeCrane:** Q3: Maintain access to email at all times, and check your voice mail frequently. And/or, notify clients you're taking a week off #solopr

5:48 pm **marketwire:** RT @mdbarber: Q2 -- @kdpaine and @shonali are great measurement experts. @shonali runs measurement chat ev 2 weeks. #solopr

5:48 pm **KellyeCrane:** RT @krisTK: Q3: spent first year as indy commuting between TX and MS. Laptop and cell phone were crucial. #solopr

5:48 pm **gmjameson:** Q3 Manage expectations, yes! I have a design friend who uses Basecamp (as do I) and sets his "away time" on the milestone calendar. #solopr

5:48 pm **KateRobins:** @mdbarber Downtime is less and less tolerable. Unless it's a sick family member. #solopr

5:48 pm **dconconi:** @rockstarjen thank goodness for those coffeeshops! #solopr

5:48 pm **krisTK:** Q3: in addition to box w papertowels, TP, I had one of crucial work files that went in car w me. #solopr

5:49 pm **KellyeCrane:** RT @deegospel: q3: moved 3 yrs ago. now i use sprint's wifi hub spot for wireless in my home,so i don't have internet interruptions #solopr

5:49 pm **KateRobins:** @mdbarber Not. #solopr

5:49 pm **dconconi:** RT @KellyeCrane: Q3: Have an alternate workspace in mind 4 any time u need to vacate (or have technical difficulties upon move in). #solopr

5:50 pm **LauraScholz:** Great point! RT @gmjameson: RT @mdbarber: Q3 Manage expectations before the move so clients understand there may be down time. #solopr

5:51 pm **KateRobins:** @KellyeCrane There ya go! Contractors. Get a network of solid trusted understudies. #solopr

5:51 pm **KellyeCrane:** Q3: Right now with the real estate market the way it is, count on your house having lots of showings before it sells. #solopr

5:51 pm **KellyeCrane:** Bye! RT @rockstarjen: Have to check out now. Have a great day, Solo superstars! #solopr

5:51 pm **krisTK:** Q3: Hurricane season reminds me to refresh contingency plans. Storms can mean no electricity, phone, internet #solopr

5:51 pm **cgornpr:** Great chat today. I need to step out! Thank you! #solopr

5:52 pm **rmpapag:** Do #solopr take vacation? I haven't had one in over 3 years.

5:52 pm **amvandenhurk:** @KellyeCrane @prjeff No yoga pants. Where I'm at shorts are worn & airco on high. It is hot & humid here. #solopr

5:52 pm **KateRobins:** RT @krisTK: Q3: Hurricane season reminds me to refresh contingency plans. Storms can mean no electricity, phone, internet #solopr

5:52 pm **krisTK:** Q3: Communicate with clients in advance to set expectations about availability. #solopr

5:52 pm **3hatscomm:** RT @jenzings: dedicate time to be offline & communicate it. Things will come up, they always do! #solopr

5:53 pm **gmjameson:** Q3 Alternative workspaces are key even when you're not in transition. Changing the creative space produces fresh results! #solopr

5:53 pm **pantsbot:** RT @amvandenhurk @KellyeCrane @prjeff No yoga pants. Where I'm at shorts are worn & airco on high. It is hot & humid here. #solopr

5:54 pm **youplusmeCEO:** I'm going to be in july - I plan on using my down time to pack; but will escape to the local @vzwsocal wifi spot so I can work #solopr

5:54 pm **KellyeCrane:** Since we all have 4 days in which to do 5 days worth of work, let's wrap up a little early today. #solopr

5:54 pm **KellyeCrane:** Believe it or not, AT&T has been here at my house during this entire chat! #solopr

5:55 pm **dconconi:** Thanks again for another engaging chat - wonder how many of us will now be followed by lululemon? #solopr

5:55 pm **KateRobins:** Quite seriously, moving might be best if you just walk away from everything, take laptop, cellphone,. Find a place with built ins.#solopr

5:55 pm **rockstarjen:** @dconconi for SO many reasons. ;) #solopr

5:55 pm **mdbarber:** @KellyeCrane PProbably a good idea. Thanks Kellye. Get that house unpacked now! :-) Have a good week everyone. #solopr

5:55 pm **KateRobins:** @gmjameson Public libraries. #solopr

5:55 pm **rockstarjen:** @KellyeCrane bye-bye lady. as always, great chat. need to find time soon to participate more! #solopr

5:55 pm **KellyeCrane:** As always, thanks to you all for joining and for sharing your immense insights. Hopefully I'll be back to normal next week! #solopr

5:56 pm **amvandenhurk:** @KellyeCrane I moved states in the past 2 weeks, it is hard, but being #solopr I have close relationships w/ clients making it flexible.

5:56 pm **krisTK:** @KellyeCrane Oh yes, I believe that. I think the AT&T repairman is on my Xmas list now. #solopr

5:57 pm **krisTK:** Very tempting. RT @KateRobins: Quite seriously, moving might be best if you just walk away from everything; take laptop, cellphone. #solopr

5:57 pm **rmpapag:** #Solopr Thanks for a chat. Glad I could carve out the time to participate and learn. Chin up @KellyeCrane you are a multi-tasking superstar!

5:57 pm **gmjameson:** Thank you to @LauraScholz, @KateRobins, @KellyeCrane, @dconconi, @mdbarber, @rmpapag for the RTs. #solopr

5:58 pm **rantonette:** Quick note to #solopr chatters - I'm seeking a travel PR pitcher who might want to add a small biz to their ongoing outreach. Ping me.

5:58 pm **dconconi:** @gmjameson my pleasure - thanks for the useful, smart info #solopr

5:58 pm **wordymouth:** Great chat as always. Thanks for the RTs and the new ideas on surveys. #solopr

5:58 pm **gmjameson:** @KateRobins I actually love working in libraries. :-) #solopr

5:58 pm **rmpapag:** Our last move, I left house #1, when to a three day conference and returned to house #2, now that is the way to move! #solopr

5:58 pm **krisTK:** How the time flies. Thanks @KellyeCrane for another great chat. #solopr

5:59 pm **gmjameson:** #Solopr crowd, do you use a separate Twitter for your "business"? Curious to learn everyone's approach on that . Thanks!

5:59 pm **dconconi:** Thanks for the great chat - wonder how many of us will be followed by lululemon now? #solopr

6:00 pm **rockstarjen:** RT @rantonette: Quick note to #solopr chatters - I'm seeking travel PR pitcher who might add a small biz to their ongoing outreach. Ping me.

6:00 pm **LauraScholz:** Ha! love it!! RT @dconconi: Thanks for the great chat - wonder how many of us will be followed by lululemon now? #solopr

- 6:01 pm **KellyeCrane:** RT @amvandenhurk: I moved states in the past 2 wks, it is hard, but being #solopr I have close relationships w/ clients making it flexible.
- 6:04 pm **3hatscomm:** @gmjameson I'm mostly business (75/25), but lots of my personality; I use a different Twitter for the private, personal #solopr
- 6:11 pm **KellyeCrane:** @alisonlaw Just moved on Saturday, and of course things are a kooky mess. Glad to have the #solopr gang to keep me sane!
- 6:17 pm **CPHCEO:** RT @gmjameson: Q3 Alternative workspaces are key even when you're not in transition. Changing the creative space produces fresh results! #solopr
- 7:13 pm **karensxim:** @KellyeCrane I missed #solopr and yes these alligators are biting!
- 7:30 pm **socialitestatus:** Everyday I work a job that has nothing to do with my degree it makes work harder to get to 100% #solopr!
- 7:35 pm **gmjameson:** @dpkpr I am feeling that way, also. Especially as a #solopr person, I AM the "biz."
- 7:37 pm **GetPushing:** RT @mashable AP Stylebook Adds 42 New Guidelines for Social Media! <http://bit.ly/arQpXj> #sm #grammar #journalism #pr #pr20chat #solopr
- 7:42 pm **KatTayls:** RT @GetPushing: RT @mashable AP Stylebook Adds 42 New Guidelines for Social Media! <http://bit.ly/arQpXj> #sm #grammar #journalism #pr #pr20chat #solopr
- 7:46 pm **deegospel:** @FamilyFiction thanks for the RTs!! #solopr
- 8:28 pm **PRjeff:** I don't recall seeing an excused absence from you RT @karensxim: @KellyeCrane I missed #solopr and yes these alligators are biting! #solopr
- 9:24 pm **dpkpr:** Hey, #solopr tweeps. Our co-op shares a Burrell's Luce online media directory subscription. Cost is \$100/quarter. Respond if interested.
- 10:15 pm **Bordersprings:** Congrats! Quite a milestone. RT @ghidotti: Hi from Little Rock. Have owned my own firm for 3 years now. #solopr