



Wed Jul 28 - 2:17:42 pm

 **jgombita**: @ [pearl_brands](#) I meant would a #solopr PRSA member block off time for "annual" \$\$\$ conference or think, nah, conflicts with free/weekly chat.


Wed Jul 28 - 2:14:05 pm

 **TheJillianSays**: I'm always forgetting the hashtag! #solopr


Wed Jul 28 - 2:13:44 pm

 **CommAMMO**: I like how twitter initiates F2F meetings - such as @ [jgombita](#)'s kind squiring of me and Esteemed Spouse in the T-dot last mo. Q3 #solopr


Wed Jul 28 - 2:11:57 pm

 **TheJillianSays**: Q3: @ [jgombita](#) I have literally \$0 so I can't join assn's, buy books, go to conv's etc. I have to find good advice in creative ways. #solopr


Wed Jul 28 - 2:11:16 pm

 **jgombita**: @ [arikhanson](#) is there a pot of (real) coffee on that back burner, too? ;-) #solopr


Wed Jul 28 - 2:11:04 pm

 **TheJillianSays**: Q3: @ [jgombita](#) For me, assn's are impersonal and too heavy with fees. That is the BIGGEST advantage fir me to use Twitter resources. #solopr


Wed Jul 28 - 2:10:30 pm

 **RealPRMedia**: Catching up 2 chat @ [KellyeCrane](#) - but thx 4 comment @ blogs,"do only if u want, they take more time than u think." We thought so! #solopr


Wed Jul 28 - 2:10:20 pm

 **jgombita**: RT @ [TheJillianSays](#) I have literally \$0 so can't join assn's. buy books, go to conv's etc. Have to find good advice in creative ways #solopr


Wed Jul 28 - 2:09:46 pm

 **CommAMMO**: @ [3hatscomm](#) I have to remind myself to do other stuff than read/comment/tweet/blog. I like doing that better than calling... #solopr


Wed Jul 28 - 2:09:16 pm

 **jgombita**: RT @ [TheJillianSays](#) For me, assn's are impersonal & too heavy with fees. That's the BIGGEST advantage fir me to use Twitter resources #solopr


Wed Jul 28 - 2:08:45 pm

 **CommAMMO**: TRUDAT! RT @ [arikhanson](#): @ [SoloPR](#) @ [jgombita](#) & I find TREMENDOUS value in mtg ppl like @ [kellyecrane](#) @ [cloudspark](#) that I turn 2 4 advice. #solopr


Wed Jul 28 - 2:07:23 pm

 **tkgpr**: RT @ [SusanHartPR](#): RT @ [irenewilliams](#): Just 'cause you're not \$1B doesn't mean there's nothing to learn from BP. <http://bit.ly/BP2me> #solopr


Wed Jul 28 - 2:07:21 pm

 **jgombita**: Thanks to everyone involved in this week's @ [SoloPR](#) chat, esp. answer to Q3.Know @ [prconversation](#) interview w. @ [kellyecrane](#) will rock! #solopr

Wed Jul 28 - 2:07:08 pm


 **CommAMMO**: @ [arikhanson](#) "I love coffee, I love tea. I love the java jive and it loves me," (in a musical mood..." #solopr

Wed Jul 28 - 2:06:11 pm

 [cloudspark](#): okay tweeps, thanks for the patience while i chatted on this week's #soloPR. now back to our regular snarky tweets.

Wed Jul 28 - 2:05:14 pm



 [arikhanson](#): Big thanks to [@kellyecrane](#) and #solopr Nation for the great convo today. Great use of my time--even if it is on the back-burner sometimes ;)


Wed Jul 28 - 2:04:59 pm



 [cidokogiPR](#): RT [@cloudspark](#): q3: at times #soloPR chat is an online classroom, a coffeehouse, a debate hall, or a much -needed recess break #solopr

Wed Jul 28 - 2:02:59 pm



 [3hatscomm](#): Ditto. RT [@SoloPR](#): All of you are what make the #solopr community (Q3) what it is, so please know that you all rock! #solopr


Wed Jul 28 - 2:02:18 pm



 [pearl brands](#): That was fast. Thx again! RT [@SoloPR](#): We've reached the end of our official time - thx for everyone's patience with the gremlins! #solopr


Wed Jul 28 - 2:02:15 pm



 [SoloPR](#): Feel free to keep chatting on the hashtag all week - have a great one. #solopr

Wed Jul 28 - 2:02:15 pm



 [SoloPR](#): All of you are what make the #solopr community (Q3) what it is, so please know that you all rock!


Wed Jul 28 - 2:01:44 pm



 [arikhanson](#): [@jgombita](#) [@cloudspark](#) Did someone say coffee? ;) #soloPR


Wed Jul 28 - 2:01:40 pm



 [cloudspark](#): q4: it's why, when asked, i advise ppl to keep it to 1 page, bullet points & action verbs. K.I.S.S. but have a purposeful direction #solopr


Wed Jul 28 - 2:01:29 pm



 [BevPayton](#): RT [@tkgpr](#): Q3 For me it's connecting with smart ideas on an ongoing basis. Having one's own virtual brain trust #solopr

Wed Jul 28 - 2:01:12 pm



 [arikhanson](#): [@SoloPR](#) [@jgombita](#) Also not getting that from my assoc. Tough to find ppl "like me" locally. Basically that's the issue. #solopr


Wed Jul 28 - 2:00:39 pm



 [RealPRMedia](#): We've heard good buzz @ #solopr chats. Stopping by for a look around. We're a new team in Denver, but not new to PR & Media :)


Wed Jul 28 - 2:00:33 pm



 [SoloPR](#): We've reached the end of our official time - thanks for everyone's patience with the gremlins! #solopr

Wed Jul 28 - 2:00:26 pm



 [tkgpr](#): Q3 For me it's connecting with smart ideas on an ongoing basis. Having one's own virtual brain trust #solopr

Wed Jul 28 - 2:00:08 pm



 [arikhanson](#): [@SoloPR](#) [@jgombita](#) And I find TREMENDOUS value in mtg ppl like [@kellyecrane](#) [@cloudspark](#) that I turn to for advice. #solopr


Wed Jul 28 - 1:59:36 pm



 **CommAMMO**: Rah! Rah! Rah! RT @[KatTayls](#): @[CommAMMO](#) :) Give me a P! Give me an R! Whats that spell? Whoo HOO PR :) #solopr


Wed Jul 28 - 1:59:31 pm



 **CommAMMO**: Meh. Dat's me. RT @[janetlfalk](#): Q4 Biz plan is an issue, especially for those who went #solopr without taking a client with them. #solopr


Wed Jul 28 - 1:58:56 pm



 **KatTayls**: @[CommAMMO](#) :) Give me a P! Give me an R! What's that spell? Whoo HOO PR :) #solopr


Wed Jul 28 - 1:58:49 pm



 **arikhanson**: @[SoloPR](#) @[jgombita](#) Yes. Board member of #prsa and we don't offer anything like this. Local goup though--but not as active online. #solopr


Wed Jul 28 - 1:58:34 pm



 **johncloonan**: RT @[cloudspark](#): just as important is offline: networking, speaking, pro bono work, volunteering - all contribute to your brand #solopr


Wed Jul 28 - 1:58:24 pm



 **BevPayton**: Eh, that would be me. RT @[janetlfalk](#): Q4 Biz plan is an issue, especially for those who went #solopr without taking a client with them.

Wed Jul 28 - 1:58:06 pm



 **jgombita**: You rock! :-)) RT @[cloudspark](#) q3: at times #soloPR chat is an online classroom, a coffeehouse, a debate hall, or a much -needed recess break


Wed Jul 28 - 1:58:04 pm



 **CommAMMO**: Agree, immed access is imp. RT @[pearl_brands](#): @[jgombita](#) R assns hv wider spread cntrprts, chat makes day2day cont super accessible. #solopr


Wed Jul 28 - 1:57:54 pm



 **3hatscomm**: @[CommAMMO](#) I make time to read, comment on other blogs.. it's the writing. #notetoself Make a calendar! #solopr

Wed Jul 28 - 1:57:53 pm



 **jetsnow**: RT @[cloudspark](#): just as important is offline: networking, speaking, pro bono work, volunteering - all contribute to your brand #solopr


Wed Jul 28 - 1:57:47 pm



 **cloudspark**: RT @[CommAMMO](#) @[3hatscomm](#) Something that helps me is to calendar the read-write time to blog, w/subjects in a file, ready to roll. #solopr


Wed Jul 28 - 1:57:38 pm



 **cloudspark**: q4: created a one-sheeter with bullet points and action verbs, update it every year. #soloPR


Wed Jul 28 - 1:56:40 pm



 **3hatscomm**: @[SoloPR](#) Same here, TweetChat is very slow today. #solopr


Wed Jul 28 - 1:56:36 pm



 **BevPayton**: RT @[cloudspark](#): q3: at times #soloPR chat is an online classroom, a coffeehouse, a debate hall, or a much -needed recess break


Wed Jul 28 - 1:56:30 pm



 **CommAMMO**: RT @[jgombita](#): Sorry to ask, again @[kellycrane](#). re answers to Q3. are these things you ARENT getting from your associations, etc? #solopr

Wed Jul 28 - 1:56:20 pm




 **fransteps**: Q4 Biz Plan: My career coach is helping me think thru elements; will be a flexible, living

plan. but YES! #solopr.


Wed Jul 28 - 1:56:04 pm



 **CommAMMO**: RT @[jgombita](#): Sorry to ask, again @[kellyecrane](#). re answers to Q3. are these things you AREN'T getting from your associations, etc? #solopr


Wed Jul 28 - 1:56:20 pm



 **fransteps**: Q4 Biz Plan: My career coach is helping me think thru elements; will be a flexible, living plan. but YES! #solopr.


Wed Jul 28 - 1:56:04 pm



 **SoloPR**: RT @[jgombita](#): Sorry to ask, again. Folks, re answers to Q3., clarify are these things you AREN'T getting from your associations, etc? #solopr


Wed Jul 28 - 1:55:39 pm



 **arikhanson**: @[SoloPR](#) Good question--I would love to hear what others have to say. #solopr


Wed Jul 28 - 1:55:38 pm



 **pearl brands**: @[jgombita](#) Our associations have wider spread counterparts, but this chat makes the day to day contact super accessible. #solopr


Wed Jul 28 - 1:55:14 pm



 **janetfalk**: Q4 Biz plan is an issue, especially for those who went #solopr without taking a client with them.


Wed Jul 28 - 1:55:00 pm



 **CommAMMO**: RT @[cloudspark](#): q3: at times #soloPR chat is an online classroom, a coffeehouse, a debate hall, or a much -needed recess break #solopr


Wed Jul 28 - 1:55:00 pm



 **CommAMMO**: @[3hatscomm](#) Something that helps me is to calendar the read-write time to blog, w/subjects in a file, ready to roll. #solopr


Wed Jul 28 - 1:54:53 pm



 **CommAMMO**: RT @[SoloPR](#): Q4: Last week there was a side discuss re: bus plans that we wanted 2 bring up again. Do you have 1, how did u develop? #solopr

Wed Jul 28 - 1:54:06 pm



 **SoloPR**: My Twitters are moving super sloooowww. Sorry peeps! #solopr


Wed Jul 28 - 1:53:54 pm



 **ronbower**: RT @[CommAMMO](#): Yes. RT @[cloudspark](#): just as important is offline: networking, speaking, pro bono work, volunteering - all contribute to your brand #solopr


Wed Jul 28 - 1:53:24 pm



 **CommAMMO**: @[KatTayls](#) "What is it that we're living for? Applause Applause!" Nothing I know, brings on the glow, like sweet applause." #solopr


Wed Jul 28 - 1:53:09 pm



 **jgombita**: Sorry to ask, again @[kellyecrane](#). Folks, re answers to Q3., clarify are these things you AREN'T getting from your associations, etc? #solopr


Wed Jul 28 - 1:52:54 pm



 **BethHawksPR**: RT @[cloudspark](#): as with any entrepreneur *you* are the brand. work both offline & online to build your reputation & 'brand' awareness #soloPR

Wed Jul 28 - 1:52:35 pm




 **cloudspark**: q3: at times #soloPR chat is an online classroom, a coffeehouse, a debate hall, or a much -

needed recess break


Wed Jul 28 - 1:52:33 pm



 **TheJillianSays**: Truth. RT @cidokogiPR: Q3: I think everyone loves to be a part of a community.. #solopr


Wed Jul 28 - 1:52:26 pm



 **3hatscomm**: ITA keeps it fresh. RT @BevPayton: Q3: Greater variety of work in #solopr; not assigned to a specialty silo and stuck there.


Wed Jul 28 - 1:52:10 pm



 **CommAMMO**: RT @cidokogiPR: Q3: people with common interests, esp. when there is no clear, cut manual on how to get it done. #solopr

Wed Jul 28 - 1:52:06 pm



 **KellyeCrane**: RT @SoloPR /q4: Last week there was a side discussion re: business plans... Do you have 1, how did you develop? #solopr


Wed Jul 28 - 1:51:17 pm



 **janetfalk**: Agreed @arikhanson #solopr


Wed Jul 28 - 1:49:51 pm



 **TheJillianSays**: RT @janetfalk: Q3 Ideas from peers who have been there, done that. They point out the hidden thorns #solopr


Wed Jul 28 - 1:49:35 pm



 **3hatscomm**: Word to that @cloudspark #needmoretime Love your idea of shorter posts, think I'll try one today. (now I have to, right?!) #solopr


Wed Jul 28 - 1:49:15 pm



 **cidokogiPR**: I personally see this chat as a place of virtual mentorship.. with me being the eager mentee.. #solopr


Wed Jul 28 - 1:49:02 pm



 **SoloPR**: Q4: Last week there was a side discussion re: business plans that we wanted to bring up again. Do you have 1, how did you develop? #solopr


Wed Jul 28 - 1:49:00 pm



 **jgombita**: Awesome answer to Q3 folks--please keep them coming! Thanks. #solopr


Wed Jul 28 - 1:48:57 pm



 **BevPayton**: RT @CommAMMO: Q2: both Twitter and blogging are means to participate in SocMed - needed to demonstrate skills in new media 1/2 #solopr

Wed Jul 28 - 1:48:18 pm



 **cidokogiPR**: Q3: people with common interests, esp. when there is no clear, cut manual on how to get it done. #solopr


Wed Jul 28 - 1:48:12 pm



 **SoloPR**: Thanks for sharing answers to Q3 - will let you know when @jgombita's post is up! #solopr

Wed Jul 28 - 1:47:36 pm



 **KatTavls**: Us extroverts do well w/ a little validation :) RT @cloudspark: @SoloPR resources, timely tips, community and (sometimes) validation #soloPR

Wed Jul 28 - 1:47:34 pm



 **cidokogiPR**: Q3: I think everyone loves to be a part of a community.. #solopr

Wed Jul 28 - 1:47:28 pm



 **CommAMMO**: RT @[garrettkuk](#): Q2: Use blog posts & article shares - be a resource hub, reinforce thought leadership & your names search-friendly #solopr


Wed Jul 28 - 1:47:26 pm



 **janetfalk**: Q3: Feedback on resources that are new to me. #solopr


Wed Jul 28 - 1:46:59 pm



 **CommAMMO**: RT @[janetfalk](#): Q3 Ideas from peers who have been there, done that. They point out the hidden thorns #solopr


Wed Jul 28 - 1:46:51 pm



 **CommAMMO**: RT @[arikhanson](#): Q3: The opp to discuss issues that are relevant to me with people going thru the exact same thing on a daily basis. #solopr


Wed Jul 28 - 1:46:40 pm



 **CommAMMO**: Yes. RT @[cloudspark](#): just as important is offline: networking, speaking, pro bono work, volunteering - all contribute to your brand #solopr


Wed Jul 28 - 1:46:18 pm



 **cidokogiPR**: q3: free space to learn and share experiences with people who have been where u were and are where you are striving to be currently #solopr

Wed Jul 28 - 1:46:15 pm



 **CommAMMO**: Q2 2/2 - blogging is platform for not only my ideas, but discussion starter with others, means of sharing content, etc. #solopr


Wed Jul 28 - 1:44:53 pm



 **paulajohns**: I use Posterous - love it! RT @[KellyeCrane](#): RT @[cloudspark](#): another option to blogging is Posterous - easier and shorter posts. #soloPR


Wed Jul 28 - 1:44:52 pm



 **arikhanson**: Q3: And opp to meet new folks that care about the same topics/issues I do. Ref sources, colleagues, help and potentially, friends #solopr


Wed Jul 28 - 1:44:14 pm



 **CommAMMO**: Q2: both Twitter and blogging are means to participate in SocMed - needed to demonstrate skills in new media 1/2 #solopr

Wed Jul 28 - 1:43:57 pm



 **cidokogiPR**: RT @[arikhanson](#): Q2: And remember, blog posts make great "pass alongs" to existing and prospective clients. #solopr


Wed Jul 28 - 1:43:32 pm



 **janetfalk**: @[cloudspark](#) Re: leave-behinds: "Don't leave home without it" #solopr


Wed Jul 28 - 1:43:27 pm



 **KellyeCrane**: RT @[SoloPR](#): Q3... please tell me what you get out of #solopr that you don't get anywhere else (industry assoc., etc)?


Wed Jul 28 - 1:43:14 pm



 **CommAMMO**: re: Q3 I get discussion w/ specialized community at no cost; terrific look at what others are doing, expands my network. #solopr


Wed Jul 28 - 1:42:53 pm



 **pearl brands**: @[SoloPR](#) But I think you were also asking about the profession itself :) I like the freedom & direct connection to a variety of biz @ #solopr

Wed Jul 28 - 1:42:50 pm



 **arikhanson**: Q3: The opp to discuss issues that are relevant to me with people going through the exact same thing on a daily basis. #solopr


Wed Jul 28 - 1:42:49 pm



 **janetfalk**: Q3 Ideas from peers who have been there, done that. They point out the hidden thorns #solopr


Wed Jul 28 - 1:42:43 pm



 **3hatscomm**: RT @cloudspark: @KellyeCrane another option to blogging is Posterous - easier and shorter posts, might work for some w/ limited time #solopr


Wed Jul 28 - 1:42:38 pm



 **cloudspark**: @SoloPR resources, timely tips, community and (sometimes) validation #soloPR


Wed Jul 28 - 1:42:33 pm



 **myahre**: @jgombita it is an annual event it has been held at this time for the last three years - this was not intentional. #solopr


Wed Jul 28 - 1:42:15 pm



 **BevPayton**: RT @arikhanson: Q2: And remember, blog posts make great "pass alongs" to existing and prospective clients. #solopr


Wed Jul 28 - 1:41:39 pm



 **CommAMMO**: RT @SoloPR: Q3... please tell me what you get out of #solopr that you dont get anywhere else (industry assoc., etc)? #solopr


Wed Jul 28 - 1:41:38 pm



 **pearl brands**: @SoloPR connections to professionals from outside my local scope of reference. #solopr


Wed Jul 28 - 1:41:24 pm



 **KellyeCrane**: RT @cloudspark: another option to blogging is Posterous - easier and shorter posts, might work for some w/ limited time #soloPR


Wed Jul 28 - 1:41:16 pm



 **3hatscomm**: @arikhanson @KellyeCrane That's my problem; making the time to blog regularly. Working on it. #solopr

Wed Jul 28 - 1:40:46 pm



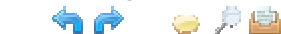
 **SoloPR**: RT @arikhanson: Q2: And remember, blog posts make great "pass alongs" to existing and prospective clients. #solopr


Wed Jul 28 - 1:40:29 pm



 **cloudspark**: @KellyeCrane another option to blogging is Posterous - easier and shorter posts, might work for some w/ limited time #soloPR


Wed Jul 28 - 1:40:19 pm



 **SoloPR**: Q3... please tell me what you get out of #solopr that you don't get anywhere else (industry assoc., etc)?


Wed Jul 28 - 1:39:57 pm



 **jgombita**: @pearl_brands but pick who you follow on Google Buzz carefully. Find many are simply pushing tweets into Google Buzz (+ LI & FB). #solopr


Wed Jul 28 - 1:39:30 pm



 **cloudspark**: @arikhanson whenever i speak, i have leave-behinds of value that have our brand/company info. #soloPR

Wed Jul 28 - 1:39:27 pm



 **BevPayton**: RT @KellyeCrane: @arikhanson if a person can blog, it's well worth it! But if u only post

once evry 3 mos, it loses effectiveness. #solopr

Wed Jul 28 - 1:38:59 pm



SoloPR: Q3 is from @[jgombita](#), for an upcoming interview of me (@[KellyeCrane](#)) on @[prconversations](#).... #solopr

Wed Jul 28 - 1:38:44 pm



jgombita: @[myahre](#) but why would @[prsa](#) deliberately schedule it at the same time as an established Twitter chat led by one of its own members?! #solopr

Wed Jul 28 - 1:38:16 pm



sueyoungmedia: RT @[arikhanson](#): Q2: And remember, blog posts make great "pass alongs" to existing and prospective clients. #solopr #GIFB

Wed Jul 28 - 1:38:14 pm



pearl brands: @[jgombita](#) Oh, ok cool! That's something to look more into. I hadn't thought of it much before. #solopr

Wed Jul 28 - 1:37:50 pm



arikhanson: Q2: And remember, blog posts make great "pass alongs" to existing and prospective clients. #solopr

Wed Jul 28 - 1:37:47 pm



SoloPR: RT @[cloudspark](#): one more for Q1: but aside from cision, you can also use cyberalert and tveyes to track tv/radio PSAs #solopr

Wed Jul 28 - 1:37:40 pm



KatMalone: RT @[LauraScholz](#): RT @[cloudspark](#): just as impt is offline: networking, speaking, pro bono work, volunteering-all contribute to brand #solopr

Wed Jul 28 - 1:37:33 pm



SoloPR: @[BevPayton](#) If you have a trusting relationship with them, that sounds like a great idea! #solopr

Wed Jul 28 - 1:37:15 pm



pearl brands: I agree! @[cloudspark](#) leaving behind good in-person impressions is excellent. Can lead to more word of mouth referrals! #solopr

Wed Jul 28 - 1:36:35 pm



karenglowacki: Essential! RT @[cloudspark](#): just as important is offline: networking, speaking, pro bono, volunteering - all contribute 2 your brand #soloPR

Wed Jul 28 - 1:36:27 pm



KellyeCrane: @[jgombita](#) I love @[DougH](#) too! #solopr

Wed Jul 28 - 1:36:20 pm



cloudspark: one more for Q1: but aside from cision, you can also use cyberalert and tveyes to track tv/radio PSAs #soloPR

Wed Jul 28 - 1:35:43 pm



SoloPR: RT @[garrettkuk](#): Q2: Use blog posts & article shares - be a resource hub, reinforce thought leadership & your name's search-friendly #solopr

Wed Jul 28 - 1:35:35 pm



BevPayton: Another local #solopr started a blog but can't keep it up. Perhaps we can share it, create an editorial calendar and alternate posts.

Wed Jul 28 - 1:35:17 pm




jgombita: @[pearl_brands](#) b/c you come to rely upon someone's Buzz approval as to whether article/post

is worth reading. Like I rely on @[dough!](#) #solopr

Wed Jul 28 - 1:34:40 pm



 [garrettkuk](#): Q2: Use blog posts & article shares - be a resource hub, reinforce thought leadership & your name's search-friendly #soloPR


Wed Jul 28 - 1:34:25 pm



 [arikhanson](#): Especially speaking... RT @[cloudspark](#): just as important is offline: networking, speaking, pro bono work, volunteering. #soloPR


Wed Jul 28 - 1:34:07 pm



 [KellyeCrane](#): @[arikhanson](#) Absolutely- if a person can blog, it's well worth it! But if you only post once every 3 months, it loses effectiveness. #solopr


Wed Jul 28 - 1:33:44 pm



 [cidokogiPR](#): AMEN!RT @[cloudspark](#): just as important is offline: networking, speaking, pro bono work, volunteering - all contribute to your brand #solopr

Wed Jul 28 - 1:33:39 pm



 [arikhanson](#): @[janetfalk](#) I do a lot of random outreach via Twitter. When I'm planning my month, I'll do some outreach to "prospect" #solopr

Wed Jul 28 - 1:33:31 pm



 [LauraScholz](#): Ditto! RT @[cloudspark](#): just as important is offline: networking, speaking, pro bono work, volunteering-all contribute to your brand #solopr


Wed Jul 28 - 1:33:16 pm



 [BevPayton](#): RT @[KellyeCrane](#): Don't forget- the SoloPR.com blog welcomes your contributions! Just send me a DM with your idea. #solopr


Wed Jul 28 - 1:33:04 pm



 [arikhanson](#): @[KellyeCrane](#) Plus, how many PR folks in ATL blog regularly? I'm guessing not too many. It's a differentiator for you. #solopr


Wed Jul 28 - 1:32:56 pm



 [luannsaid](#): AND..I'm pulled away again. Maybe next week I'll have some breathing room. Have a great rest of the chat! #solopr


Wed Jul 28 - 1:32:55 pm



 [jgombita](#): @[JanetLFalk](#) use all available social media channels eg Twitter, Facebook, LinkedIn, blog itself. Have in the About section of blog. #solopr


Wed Jul 28 - 1:32:33 pm



 [arikhanson](#): @[KellyeCrane](#) But I bet people mention it when they meet you. Best thought leadership platform you can have. #solopr

Wed Jul 28 - 1:32:27 pm



 [cloudspark](#): just as important is offline: networking, speaking, pro bono work, volunteering - all contribute to your brand #soloPR

Wed Jul 28 - 1:32:26 pm



 [cidokogiPR](#): @[cloudspark](#) is a GO GETTER!! #solopr

Wed Jul 28 - 1:32:14 pm



 [pearl brands](#): @[jgombita](#) I'm curious... how so? #solopr

Wed Jul 28 - 1:31:52 pm



 [cidokogiPR](#): It seems like if you dont want to commit to your own blog, group and guest blogging is a

great alternative! I like it! #solopr

Wed Jul 28 - 1:31:38 pm



SoloPR: [@karenglowacki](#): Too long to retweet, but you're exactly right! #solopr

Wed Jul 28 - 1:31:32 pm



cloudspark: [@cidokogiPR](#) [@janetfalk](#) i've guest-ed for [@arikhanson](#) [@cubanaLAF](#) and am working on one for [@soloPR](#) this week. #soloPR

Wed Jul 28 - 1:31:21 pm



karenglowacki: RT [@cloudspark](#): [@BevPayton](#) try guest blogging and be sure to comment on industry blogs. it can be just as valuable as owning a blog. #soloPR

Wed Jul 28 - 1:30:58 pm



janetfalk: When any current bloggers looking for guests, how should they notify willing writers? #solopr

Wed Jul 28 - 1:30:37 pm



pearl brands: RT [@KellyeCrane](#): Don't forget- the SoloPR.com blog welcomes your contributions! Just send me a DM with your idea. #solopr

Wed Jul 28 - 1:30:33 pm



igombita: Q2. I've commented that I think the curatorial (i.e., subject expert) aspects of Google Buzz are highly under-rated by many PR pros. #solopr

Wed Jul 28 - 1:30:20 pm



KellyeCrane: [@arikhanson](#) It's hard to isolate blogging from the rest of my socmed activities, but as a whole social media definitely has. #solopr

Wed Jul 28 - 1:30:16 pm



cloudspark: [@JanetLFalk](#) too many to name here. it's worked for my clients (& me). seek out blogs where a post might resonate w/ that audience. #soloPR

Wed Jul 28 - 1:30:02 pm



cidokogiPR: RT [@igombita](#): [@linkedin](#) is a GREAT place to build ur personal brand and subject expertise. e.g., participating in group discussions #solopr

Wed Jul 28 - 1:30:02 pm



cidokogiPR: RT [@janetfalk](#): [@cloudspark](#) Any examples of success w/ Guest Blog and Comments? #solopr

Wed Jul 28 - 1:29:19 pm



KellyeCrane: [@cidokogiPR](#) Most leads are coming through your network and associated referrals. #solopr

Wed Jul 28 - 1:29:11 pm



KellyeCrane: Don't forget- the SoloPR.com blog welcomes your contributions! Just send me a DM with your idea. #solopr

Wed Jul 28 - 1:28:33 pm



cidokogiPR: RT [@arikhanson](#): [@KellyeCrane](#) Curious: Has blogging drove business for you? #solopr

Wed Jul 28 - 1:28:23 pm



karenglowacki: Q2:having an active Twitter account can leave the impression that a #solopr is up on socmed. Not having 1 could make u seem out of the loop.

Wed Jul 28 - 1:28:21 pm




cidokogiPR: RT [@cloudspark](#): [@BevPayton](#) try guest blogging and be sure to comment on industry



blogs. it can be just as valuable as owning a blog. #solopr


Wed Jul 28 - 1:28:06 pm



 **LauraScholz:** Yes! RT @cloudspark: @BevPayton try guest blogging & be sure to comment on industry blogs. can be just as valuable as owning a blog. #solopr


Wed Jul 28 - 1:28:03 pm



 **LauraScholz:** Agreed! Q2: Twitter, blogging, etc. is just the hook. Your fit/chemistry in real life is the key. #solopr

Wed Jul 28 - 1:27:33 pm



 **pearl brands:** RT @cloudspark: @BevPayton try guest blogging and be sure to comment on industry blogs. it can be just as valuable as owning a blog. #soloPR


Wed Jul 28 - 1:27:32 pm



 **arikhanson:** @KellyeCrane Curious: Has blogging drove business for you? #solopr


Wed Jul 28 - 1:27:28 pm



 **KatTayls:** RT @cloudspark: @BevPayton try guest blogging and be sure to comment on industry blogs. it can be just as valuable as owning a blog. #soloPR


Wed Jul 28 - 1:27:23 pm



 **janetfalk:** @cloudspark Any examples of success w/ Guest Blog and Comments? #solopr


Wed Jul 28 - 1:27:14 pm



 **KellyeCrane:** RT @cloudspark: @BevPayton try guest blogging and be sure to comment on industry blogs. it can be just as valuable as owning a blog. #soloPR


Wed Jul 28 - 1:27:08 pm



 **fransteps:** Q2. Re: starting a blog. Why not contrib to a group blog? OUr PRSA Chptr has one; same visibility; shared time commitment. #solopr


Wed Jul 28 - 1:26:54 pm



 **pearl brands:** yes! RT @arikhanson: Q2: Twitter, blogging, etc. is just the hook. Your fit/chemistry in real life is the key. #solopr

Wed Jul 28 - 1:26:42 pm



 **KellyeCrane:** @BevPayton I'm a believer that you should only blog if you really want to. It takes even more time than you think! #solopr

Wed Jul 28 - 1:26:39 pm



 **arikhanson:** @cloudspark Good point. A thoughtful comment strategy can go a LONG ways. #soloPR


Wed Jul 28 - 1:26:29 pm



 **jgombita:** @cidokogiPR @linkedin is a GREAT place to build your personal brand and subject expertise. e.g., participating in group discussions #solopr


Wed Jul 28 - 1:26:11 pm



 **wsuprssa:** RT @jburkhardt10: What's more effective.. PR or advertising? <http://bit.ly/d1g9nn> Great article!! #PR #solopr #MMI


Wed Jul 28 - 1:25:53 pm



 **cloudspark:** @BevPayton try guest blogging and be sure to comment on industry blogs. it can be just as valuable as owning a blog. #soloPR

Wed Jul 28 - 1:25:31 pm



 **arikhanson:** @BevPayton POV is everything. I know for a fact I've gotten several leads directly from my blog. #solopr

Wed Jul 28 - 1:25:29 pm



cidokogiPR: RT @[BevPayton](#): Q2: I think I have 2 start a blog. But afraid of the time commitmnt. Is it really worth it 4 #solopr.< couldnt hurt #solopr

Wed Jul 28 - 1:25:27 pm



arikhanson: Q2: Twitter, blogging, etc. is just the hook. Your fit/chemistry in real life is the key. #solopr

Wed Jul 28 - 1:25:12 pm



pearl brands: RT @[jgombita](#): You can also drill-down/be a more specialized subject-expert @[KellyeCrane](#) Sharing your expertise publicly is a way of promoting self #solopr

Wed Jul 28 - 1:24:58 pm



cidokogiPR: Q2: So if not on Twitter, how are they finding you and how are they learning about your brand? #solopr

Wed Jul 28 - 1:24:40 pm



SoloPR: @[KateRobins](#) Thank you for your participation - bye! #solopr

Wed Jul 28 - 1:24:39 pm



BevPayton: Q2: I think I have to start a blog. But afraid of the time commitment. Is it really worth it for #solopr. I do other social media.

Wed Jul 28 - 1:24:23 pm



KateRobins: @[KellyeCrane](#) Got it. Thanks. Sorry but have to run. Thanks for all you do! #solopr

Wed Jul 28 - 1:23:47 pm



jgombita: You can also drill-down/be a more specialized subject-expert @[KellyeCrane](#) Sharing your expertise publicly is a way of promoting self #solopr

Wed Jul 28 - 1:23:21 pm



LauraScholz: RT @[pearl brands](#): RT @[BevPayton](#): Re Q2: As #solopr, who we are IS our brand. The two are inseparable.

Wed Jul 28 - 1:22:58 pm



KellyeCrane: @[KateRobins](#) Some potential clients may look at Twitter 1st, but more often they find me elsewhere & then want to see socmed activity #solopr

Wed Jul 28 - 1:22:58 pm



KateRobins: Q2 I follow pr people to learn for myself but find that clients, non pr ppl, don't follow pr ppl. #solopr

Wed Jul 28 - 1:22:49 pm



cloudspark: as with any entrepreneur *you* are the brand. work both offline and online to build your reputation and 'brand' awareness #soloPR

Wed Jul 28 - 1:22:03 pm



cidokogiPR: RT @[BevPayton](#): Re Q2: As #solopr, who we are IS our brand. The two are inseparable. #solopr

Wed Jul 28 - 1:22:01 pm



cidokogiPR: Good question.. RT @[KateRobins](#): Q2 Have people found that customers/non comms ppl shop on Twitter for pr services? #solopr

Wed Jul 28 - 1:21:43 pm



pearl brands: RT @[BevPayton](#): Re Q2: As #solopr, who we are IS our brand. The two are inseparable.

Wed Jul 28 - 1:21:33 pm




BevPayton: Good point! RT @[KatTayls](#): You've got 2 practice what you preach. Show you can build an

effective brand and reputation is important. #solopr


Wed Jul 28 - 1:20:59 pm



 **KatTayls**: RT @[KellyeCrane](#): Q2: Sharing your expertise publicly is a way of promoting yourself (in an un-spammy way). #solopr


Wed Jul 28 - 1:20:43 pm



 **SoloPR**: RT @[KateRobins](#): Q2 Have people found that customers/non comms ppl shop on Twitter for pr services? #solopr


Wed Jul 28 - 1:20:42 pm



 **KateRobins**: @[SoloPR](#) Right. So is that the right spend of time to market oneself to non comms ppl? #solopr


Wed Jul 28 - 1:20:17 pm



 **KatTayls**: @[KateRobins](#) I think both - but you've got to target the message. Colleagues and potential clients care about different things. #solopr


Wed Jul 28 - 1:20:01 pm



 **BevPayton**: Re Q2: As #solopr, who we are IS our brand. The two are inseparable.


Wed Jul 28 - 1:20:00 pm



 **fransteps**: Q2 Share expertise by speaking opps, writing opps, guest blogging opps. They're all OPPS! #solopr.

Wed Jul 28 - 1:19:49 pm



 **CallieOettinger**: @[KellyeCrane](#) Agree about sharing (in an un-spammy way) - just seems that promotion of own work always takes backseat to clients. #solopr


Wed Jul 28 - 1:19:47 pm



 **SoloPR**: RT @[trishlambert](#): Q2: I think VERY important. PR has so much personal style to it that u want to match the client (going both ways) #solopr


Wed Jul 28 - 1:19:36 pm



 **karenglowacki**: Q2: all advice i have been given so far is to build up the tweets, use LinkedIn & create a website to help build my own brand #solopr


Wed Jul 28 - 1:19:24 pm



 **CommAMMO**: RT @[SoloPR](#): Q2: How important is it for PR pros to promote their own (personal) image, i.e. w/personal blog, tweets etc? #solopr


Wed Jul 28 - 1:19:21 pm



 **KateRobins**: Q2 Have people found that customers/non comms ppl shop on Twitter for pr services? #solopr


Wed Jul 28 - 1:18:59 pm



 **SoloPR**: RT @[luannsaid](#): Q2: Without an org surrounding us, personal branding is essential. Just hard to find the time. #solopr


Wed Jul 28 - 1:18:18 pm



 **cidokogiPR**: Right! RT @[pearl_brands](#): Youve got 2 practice what you preach. Showing you can build an effective brand and reputation is important. #solopr


Wed Jul 28 - 1:18:15 pm



 **cidokogiPR**: Q1: Very important to be able to cultivate your own brand so that potential clients and industry peers can see you as a expert #solopr


Wed Jul 28 - 1:17:48 pm



 **trishlambert**: Q2: Gosh, I think VERY important. PR has so much personal style to it that u want to match the client (going both ways) #solopr


Wed Jul 28 - 1:17:32 pm




 **SoloPR**: RT @KatTayls: You've got to practice what you preach. Showing you can build an effective brand and reputation is important. #solopr

Wed Jul 28 - 1:17:26 pm




 **pearl brands**: You've got to practice what you preach. Showing you can build an effective brand and reputation is important. #solopr


KateRobins: @KatTayls Are customers the audience or other comms people? #solopr
about 1 hour ago via [TweetChat](#) · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

 **CommAMMO**: RT @SoloPR Does anyone have a recommendation for the best tracking of radio and TV PSAs? #solopr

about 1 hour ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)


 **luannsaid**: Q2: Without an org surrounding us, personal branding is essential. Just hard to find the time. #solopr

about 1 hour ago via [HootSuite](#) · [Reply](#) · [View Tweet](#)


 **KellyeCrane**: Q2: Sharing your expertise publicly is a way of promoting yourself (in an un-spammy way). #solopr

about 1 hour ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)

 **KateRobins**: Q2, and important to whom? #solopr
about 1 hour ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)

 **arikhanson**: @KellyeCrane "Digital PR" reference. You commented once you don't think that term should be used. That's all. ;) #solopr


about 1 hour ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

 **suzanneskyvara**: #SoloPR Here's the WIC Survey link. You get to benchmark yourself financially too <http://bit.ly/duGSHO> (expand-----)


about 1 hour ago via [HootSuite](#) · [Reply](#) · [View Tweet](#)

 **CommAMMO**: @jgombita Good point - followers, maybe you'd like to stay for #solopr


about 1 hour ago via [TweetChat](#) · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

 **jburkhardt10**: What's more effective.. PR or advertising? <http://bit.ly/d1g9nn> (expand-----) Great article!! #PR #solopr #MMI

about 1 hour ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)

 **karenglowacki**: Greetings from Carmel, IN #solopr

about 1 hour ago via [web](#) · [Reply](#) · [View Tweet](#)

 **SoloPR**: RT @cloudspark: i've tried the 'follow up with where we sent the psas' tactic and it's not an effective measure #solopr

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[KatTayls](#): RT [@SoloPR](#): Q2: How important is it for PR pros to promote their own (personal) image, i.e. w/personal blog, tweets etc? [#solopr](#)

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[janetfalk](#): [@suzanneskyvara](#) How does one participate in WIC Annual Comp Survey? [#solopr](#)

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[KateRobins](#): RT [@suzanneskyvara](#): [#SoloPR](#) Learn how your consulting practice compares to others in the WIC 9th Annual Compensation Survey... [#solopr](#)

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[jgombita](#): Today will mainly be in lurk mode for upcoming [@prconversations](#) planned interview with awesome [@kellyecrane](#) about her [#solopr](#) efforts. 2/2

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[luannsaid](#): RT [@SoloPR](#) Does anyone have a recommendation for the best tracking of radio and TV PSAs? [#solopr](#)

about 1 hour ago via [HootSuite](#) · [Reply](#) · [View Tweet](#)



[KateRobins](#): [@BevPayton](#) We're here. [#solopr](#)

about 1 hour ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



[BevPayton](#): Hi [#solopr](#) tweeps. Didn't know if we were still on since PRSA IPA Virtual conference is same time.

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[jgombita](#): Toronto-based PR practitioner. Curious--other non-Americans on board today? 1/2 [#solopr](#)

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[rustyspeidel](#): Hey [#solopr](#) people, if you're looking for a simple and effective invoicing and biz management tool, look no further! <http://bit.ly/ds9GSu> ([expand](#)----)

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[KateRobins](#): RT [@KellyeCrane](#): RT [@SoloPR](#) Q1: Does anyone have a recommendation for the best tracking of radio and TV PSAs? [#solopr](#)

about 1 hour ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



[pearl_brands](#): We're a brand communications start up based in [#swfl](#) [@KatTayls](#) manages the pr part.

[#solopr](#)

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[KellyeCrane](#): RT [@SoloPR](#) Q1: Does anyone have a recommendation for the best tracking of radio and TV PSAs? [#solopr](#)
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