



Transcript from August 25, 2010 to August 25, 2010

All times are Pacific Time

August 25, 2010

- 12:09 am **PRProSanDiego**: Survey about "irrelevant" news releases is good news for sole PR pros - we do it right! #soloPR <http://bt.io/FsP4> (via @backtype)
- 12:23 am **tinanoelPR**: RT @PRProSanDiego Survey abt "irrelevant" releases is good news 4 solo PR pros- we do it right! #soloPR <http://bt.io/FsP4> (via @backtype)
- 1:02 am **BevPayton**: RT @PRProSanDiego: Survey abt "irrelevant" news releases is gd news 4 sole PR pros - we do it rt! #soloPR <http://bt.io/FsP4> (via @backtype)
- 2:21 am **krisTK**: Will miss #solopr tomorrow while I'm making a presentation to the Jackson County Chamber in Pascagoula. Planning a twitter shout-out too.
- 2:43 am **mdbarber**: @krisTK Good luck on the presentation! #solopr
- 3:28 am **LauraScholz**: @wendyopsahl: Twitter! And he was in Atlanta a few months ago, so hung out w/ some #solopr people. cc @arikhanson
- 7:59 am **ThePRLady**: I like No.10 RT @ThePRCoach: Gartner Says World of Work Will Witness 10 Changes in Next 10 Years #solopr #socialmedia <http://bit.ly/afnA8R>
- 12:34 pm **shonali**: New post: 5 productivity tools for PR pros: <http://ht.ly/2uvQA> #solopr. What do you think and do you have additional faves?
- 12:43 pm **sharonmostyn**: RT @shonali: New post: 5 productivity tools for PR pros: <http://ht.ly/2uvQA> #solopr. What do you think and do you have additional faves?
- 12:47 pm **amylizmartin**: Reading @shonali's post about her 5 productivity tools: <http://ht.ly/2uvQA> Great read for #solopr!
- 12:52 pm **jessy6341**: RT @shonali: New post: 5 productivity tools for PR pros: <http://ht.ly/2uvQA> #solopr. What do you think and do you have additional faves?
- 2:03 pm **CamJayFen**: RT @shonali: New post: 5 productivity tools for PR pros: <http://ht.ly/2uvQA> #solopr. What do you think and do you have additional faves?
- 2:41 pm **KellyeCrane**: The weekly #solopr chat is today, 1-2pm ET. Just let me know if you have any Qs for discussion, and hope you can join us!
- 2:43 pm **sandrasays**: RT @KellyeCrane: The weekly #solopr chat is today, 1-2pm ET. Just let me know if you have any Qs for discussion, and hope you can join us!
- 3:19 pm **rmpapag**: Won't be able to make #solopr today. Will have to look at the transcript :(
- 3:56 pm **KellyeCrane**: .@Florina_B #brandchat is ending now (11-noon ET on Wednesdays). My #solopr chat is also on Weds, so sadly I've never been able to swing it.
- 3:58 pm **taloolah**: About to hop on to a client call. Anyone know when is #solopr chat is today? Don't want to miss.
- 4:07 pm **dconconi**: @taloolah #solopr chat happens at 1 on Wednesdays. TTYS!
- 4:25 pm **tkgpr**: @KellyeCrane I'd love to know if the group has any ideas for a first time #solopr to begin to generate clients
- 4:27 pm **mentormarketing**: @KellyeCrane I read an article this week on Sizzle Reels, I would like to know if anyone has used them, and what formats work best. #solopr

- 4:30 pm **PRAMITASEN:** The Most Hated Man on Twitter <http://ht.ly/2ueKD> via #davidspinks #solopr #PR #racism #politics #socialmedia
- 4:49 pm **karenschwim:** @taloolah 1pm EST, countdown is on, hope you can make it! #solopr
- 4:50 pm **tkgpr:** Pre #solopr chuckle-not that we need anything to be in a good mood (must luv dogs) RT @laughingsquid <http://bit.ly/c6nqoX>
- 4:58 pm **LScribner:** Hey #solopr has anyone tried out the free service AwardSync: <http://tinyurl.com/2ufyctd> just saw it in the latest HARO.
- 4:59 pm **mdbarber:** Good post on productivity tools for PR Pros from @shonali. What else do you use? Add your favorites. <http://bit.ly/are02F> #solopr
- 5:00 pm **dconconi:** Just logged in for this week's #solopr. Join us! #solopr
- 5:00 pm **karenschwim:** Entering chat so will be noisy for next hr, mute/filter or join using tweetchat or tweetgrid #solopr
- 5:00 pm **trishlambert:** Trumpets blare! Drummers drum! It's time for.... #solopr
- 5:01 pm **SoloPR:** 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 **karenschwim:** Yeehaw! Time for solopr! #solopr
- 5:01 pm **CommAMMO:** Dipping in for a bit - Hello all: Sean here, 18 months and sweating the small stuff. #solopr
- 5:02 pm **karenschwim:** @LScribner I tried it a few months ago after seeing it in an earlier HARO #solopr
- 5:02 pm **CommAMMO:** RT @SoloPR: Its time for this weeks chat for independent pros in PR and related fields (&those who want 2learn more abt it). #solopr
- 5:02 pm **SoloPR:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr
- 5:02 pm **taloolah:** @karenschwim thanks for the conf. on the time. Going to try to catch the beginning of #solopr while I wait for my client call to start :)
- 5:02 pm **shashib:** RT @CommAMMO: RT @SoloPR: Its time for this weeks chat for independent pros in PR and related fields (&those who want 2learn more abt it). #solopr
- 5:02 pm **trishlambert:** @karenschwim Hey chica! #solopr
- 5:02 pm **karenschwim:** @trishlambert Hey Trish! #solopr
- 5:03 pm **karenschwim:** @taloolah Oh good, half a chat is better than none at all :-)) #solopr
- 5:04 pm **mdbarber:** Good morning from sunny Anchorage. I've been a PR pro for 30 years and independent for 10. Hope you're all doing well. #solopr
- 5:04 pm **rockstarjen:** Hello everyone! Jen in San Diego, here. Been solo 6 years and happy to have some time today to join in. #solopr
- 5:04 pm **taloolah:** @karenschwim amen, sistah. a-men ;P #solopr
- 5:04 pm **deegospel:** I'm participating in #solopr in real-time at TweetGrid <http://tweetgrid.com/>
- 5:04 pm **tkgpr:** I'm on #solopr - yay
- 5:04 pm **dconconi:** Diana here - solo in Toronto since January but solo'd for 11 years (89-91) in DC. can only stay for 1/2 chat today. ;-(#solopr
- 5:04 pm **trishlambert:** It's a good day in the Texas Hill Country! And it's even better because it's #solopr day! #solopr
- 5:04 pm **karenschwim:** @deegospel Hey Dee! Long time no chat!:-) #solopr
- 5:04 pm **SoloPR:** This is @KellyeCrane moderating the chat. 15 years indie, blog at <http://soloprpro.com/> #solopr

- 5:05 pm **karenschwim:** @taloolah Lol! #solopr
- 5:05 pm **mentormarketing:** Hi All, I provide mentoring for entrepreneurs new to online marketing and eCommerce. #solopr
- 5:05 pm **SoloPR:** Q1: How do you follow up w/ potential clients without appearing too pushy? #solopr
- 5:05 pm **kellynandrews:** Greetings from Atlanta #solopr friends! After 10 yrs corp and agency, I started on my own this year.
- 5:06 pm **dconconi:** great to see so many of the smart regulars on today's #solopr
- 5:06 pm **karenschwim:** Karen Swim here, entrepreneurial 20 years, took the leap 5+ yrs ago #solopr
- 5:06 pm **karenschwim:** RT @SoloPR: Q1: How do you follow up w/ potential clients without appearing too pushy? #solopr
- 5:06 pm **dconconi:** RT @SoloPR: Q1: How do you follow up w/ potential clients without appearing too pushy? #solopr
- 5:06 pm **SoloPR:** Good tool for following the chat. RT @deegospel: I'm participating in #solopr in real-time at TweetGrid <http://tweetgrid.com/>
- 5:06 pm **davispr:** RT @mdbarber: Good post on productivity tools 4 PR Pros frm @shonali. What else do you use? Add your favorites. <http://bit.ly/are02F> #solopr
- 5:06 pm **karenschwim:** A1: Try to establish a follow-up after initial contact, i.e. ok to check back if I have not heard in a week #solopr
- 5:07 pm **mdbarber:** Q1 -- Send articles and information they might find interesting that make you look smart. #solopr
- 5:07 pm **tkgpr:** just beginning a #solopr career after 23 years in corporate PR, working for financial firms - this is just a wee bit diff
- 5:07 pm **dconconi:** Q1 - I try to find something relevant to their business that I can share to hopefully respark the conversation and show I'm keen #solopr
- 5:08 pm **BevPayton:** HI, I'm a new #solopr in beautiful #Buckscounty, Pa. Happy to have time to join the chat 2day.
- 5:08 pm **CommAMMO:** Struggling to find the balance. RT @SoloPR: Q1: How do you follow up w/ potential clients without appearing too pushy? #solopr
- 5:08 pm **mentormarketing:** Q1: We always end each contact wether via email, phone, web, or face2face with a follow up action item, so that they remain involved #solopr
- 5:08 pm **rockstarjen:** Q1 - I send industry news when I find it with a note. #solopr
- 5:08 pm **mlhujber:** Hello, Michele from NJ. In public relations for more than 20 years, but new having my own business. #solopr
- 5:08 pm **tkgpr:** @mdbarber Agree with that, particularly if it's something about their business or competition that they didn't know #solopr
- 5:08 pm **taloolah:** RT @SoloPR: Q1: How do you follow up w/ potential clients without appearing too pushy? #solopr
- 5:08 pm **trishlambert:** Q1: Follow up via email/phone, ask if any ?'s. No more than 2 follow ups, if they aren't responsive now, they'll be a problem later #solopr
- 5:09 pm **karenschwim:** Yes, that's one of my fave tips RT @rockstarjen: Q1 - I send industry news when I find it with a note. #solopr
- 5:09 pm **DaffronMkt:** Hello all! Marketing & PR consultant to support my family while I pursue my non-profit @jodisvoice #solopr #solopr
- 5:09 pm **CommAMMO:** Yes, I've used this tactic. RT @rockstarjen: Q1 - I send industry news when I find it with a note. #solopr

- 5:09 pm **taloolah:** RT @karenschwim: A1: Try to establish a follow-up after initial contact, i.e. ok to check back if I have not heard in a week #solopr
- 5:09 pm **dconconi:** yep! RT @mdbarber: Q1 -- Send articles and information they might find interesting #solopr
- 5:09 pm **mdbarber:** Q1 Show them you're still paying attention to their business. Can you refer them customers? Show you understand #solopr
- 5:10 pm **karenschwim:** A1: You can also track them, Gist is great for this, and reach out to comment on their news/events, etc #solopr
- 5:10 pm **CommAMMO:** Interesting thought. RT @trishlambert: Q1: Follow up via email/phone, ask if any ? s. No more than 2 follow ups #solopr
- 5:10 pm **SoloPR:** @dconconi @mdbarber @rockstarjen and others are advocating sending them industry info of interest to them. Good tip! #solopr
- 5:10 pm **LScribner:** Q1 I've followed up with specific opportunities they'd be ideal for #solopr
- 5:10 pm **rockstarjen:** @CommAMMO Always get a positive response, and often results in a discussion soon. #solopr
- 5:10 pm **youplusmeCEO:** following along while mobile - Charity #solopr 2 yrs connecting advocates with companies that have stories to tell
- 5:11 pm **mdbarber:** Q1 -- Set up a Google Alert so you see what others are saying about them and send it on. #solopr
- 5:11 pm **makasha:** RT @LScribner: Q1 Ive followed up with specific opportunities theyd be ideal for #solopr
- 5:11 pm **rockstarjen:** Q1 Also monitor HARO/Profnet and let them know of any opps that might appear. Even if they're on it, they'll like that U R 2. #solopr
- 5:11 pm **CommAMMO:** Q1: I try not to "sell" them - just focus on building the relationship, talk abt their business issues. #solopr
- 5:11 pm **mdbarber:** Q1 -- Be careful not to give away what you're trying to get them to buy. #solopr
- 5:11 pm **dconconi:** and on their competitors!!! RT @mdbarber: Q1 -- Set up a Google Alert so you see what others are saying about them and send it on. #solopr
- 5:12 pm **mlhujber:** Q1: I'm very low key. But I also try to clarify up front when the decision will be made and contact again if I don't hear by then. #solopr
- 5:12 pm **makasha:** Sticking my head in for a few minutes - Makasha w/Dorsey Group #solopr
- 5:12 pm **karenschwim:** I have closed business a year after initial contact, sometimes the sales cycle is long, maintain contact #solopr
- 5:12 pm **taloolah:** Well put. RT @CommAMMO Q1: I try not to "sell" them - just focus on building the relationship, talk abt their business issues. #solopr
- 5:12 pm **mentormarketing:** @rockstarjen great tip RE Haro, I just started that, and my clients love me for it. #solopr
- 5:12 pm **tkgpr:** Good one RT @LScribner: Q1 I've followed up with specific opportunities they'd be ideal for #solopr
- 5:12 pm **BevPayton:** I've bn doing ths 4 a yr now, w no converts 2 sales. RT @mdbarber: Q1 Send articles & information they might find interesting #solopr
- 5:12 pm **KellyeCrane:** Q1: You may want to be careful about telling them too much (specific opps, etc.) for free. They may be working w/someone else. #solopr
- 5:12 pm **trishlambert:** @CommAMMO I know I may sound tough, but I only want to work w/clients who r engaged & self-generating. Its10x harder if they arent #solopr
- 5:12 pm **dconconi:** so true! RT @karenschwim: I have closed business a year after initial contact, sometimes the sales cycle is long, maintain contact #solopr

- 5:12 pm **dconconi:** so true! RT @karensxim: I have closed business a year after initial contact, sometimes the sales cycle is long, maintain contact #solopr
- 5:13 pm **karensxim:** Yes! RT @CommAMMO Q1: I try not to "sell" them - just focus on building the relationship, talk abt their business issues. #solopr
- 5:13 pm **CommAMMO:** Patience is a virtue. I hope. RT @karensxim: I have closed business a year after initial contact, sometimes sales cycle is long... #solopr
- 5:13 pm **janetlfalk:** NYC PR Pro 1.5 yr this time around; previously 2 years. Also subcontract #solopr
- 5:13 pm **tkgpr:** RT @mdbarber: Q1 -- Be careful not to give away what you're trying to get them to buy. #solopr -- very tricky that one
- 5:13 pm **makasha:** RT @karensxim: "closed business a year after initial contact" [I just got a call from someone I pitched in 2004] #solopr
- 5:14 pm **BevPayton:** Em, tried that 2., RT @mentormarketing: @rockstarjen great tip RE Haro, I just started that, and my clients love me for it. #solopr
- 5:14 pm **kgombita:** Q1 tell them about free or low-cost events happening that might be of interest (say "I'll be there") #solopr
- 5:14 pm **karensxim:** @CommAMMO I was in sales and can wait it out with the best of them, lol! #solopr
- 5:14 pm **CommAMMO:** @BevPayton Ouch. Yikes. I have at least some project work in the past 18 mo, but still struggling for prospects. #solopr
- 5:14 pm **KellyeCrane:** Q1: It's amazing how many co's never notify the "losers" on a bid., or if they've changed directions. It no longer shocks me. #solopr
- 5:15 pm **deegospel:** q1: Email stating that I will be calling on a certain date to discuss moving forward. #solopr
- 5:15 pm **trishlambert:** They got back in touch w/you when they were ready, right? That's key. RT @karensxim: "closed business a year after initial contact" #solopr
- 5:15 pm **karensxim:** That is awesome and a testament that maintaining the relationship does work! @makasha + you're a superstar! :-) #solopr
- 5:15 pm **rockstarjen:** Demonstrate prowess, but don't give it away RT @mdbarber: Q1 -- Be careful not to give away what youre trying to get them to buy. #solopr
- 5:15 pm **taloolah:** Ditto! RT @karensxim I have closed business a year after initial contact, sometimes the sales cycle is long, maintain contact #solopr
- 5:15 pm **mentormarketing:** Pessimist =) RT @KellyeCrane: Q1: You may want to be careful about telling them too much...They may be working w/someone else. #solopr
- 5:15 pm **SoloPR:** Yes! Always stay classy and this happens a lot. RT @makasha: [I just got a call from someone I pitched in 2004 #solopr
- 5:15 pm **CommAMMO:** Qual prospects needed! RT @trishlambert: I know I may sound tough, I only want 2 work w/clients who'r eng'd & self-gent'g. 10X hrdr #solopr
- 5:16 pm **karensxim:** @trishlambert No, I kept them on a regular follow-up! #solopr
- 5:16 pm **deegospel:** @KellyeCrane q1: true #solopr
- 5:16 pm **dconconi:** so unprofessional. RT @KellyeCrane: Q1: amazing how many cos never notify the "losers" on a bid, or if theyve changed directions. #solopr
- 5:16 pm **mentormarketing:** How many calls get answered? RT @deegospel: q1: Email stating that I will be calling on a certain date to discuss moving forward. #solopr
- 5:16 pm **SoloPR:** True for any business, including ours. RT @mdbarber: Q1 Be careful not to give away what youre trying to get them to buy #solopr
- 5:17 pm **CommAMMO:** @karensxim Hardest is to keep calling. Years ago, w/small firm, I cold-called (Hal Becker's books helped). #solopr

- 5:17 pm **karenschwim:** Long ago was taught if you lose as #1 be the best #2 bc #1 may not work out or change, has worked well for me #solopr
- 5:17 pm **kellynandrews:** Q1 Sharing research on the topic also helps, as it shows that you regularly follow their industry. #solopr
- 5:17 pm **trishlambert:** YES. Got to have a "prospect filter" in place. RT @CommAMMO: Qual prospects needed! #solopr
- 5:17 pm **tkgpr:** You must have been very memorable - RT @makasha: I just got a call from someone I pitched in 2004] #solopr
- 5:17 pm **makasha:** @karenschwim thanks. I did cringe when she sent me the old proposal: It was horrible by today's standards. #solopr
- 5:18 pm **jetsnow:** RT @dconconi: and on their competitors!!! RT @mdbarber: Q1-Set Google Alert so you see what others are saying about them & send #solopr
- 5:18 pm **makasha:** RT @karenschwim: Long ago was taught if you lose as #1 be the best #2 bc #1 may not work out or change, has worked well for me #solopr
- 5:18 pm **LoisMarketing:** #soloPR Q1You can maintain contact , easy to provide good advice, introduce them others without giving too much away
- 5:18 pm **BevPayton:** RT @mentormarketing: Pessimist RT @KellyeCrane: Q1: U may wnt 2 B careful abt telling them 2 much...They may B wrkn w/someone else. #solopr
- 5:18 pm **SoloPR:** In-person networking! RT @jgombita: Q1 tell them about events happening that might be of interest (say "I'll be there") #solopr
- 5:18 pm **karenschwim:** @CommAMMO Yes but you can email, connect on social networks, mail, mix it up #solopr
- 5:18 pm **trishlambert:** Cool, automated follow up (e.g email blast)? Seems like 1 on 1 wld b 2 much time RT @karenschwim: @trishlambert "regular follow-up" #solopr
- 5:18 pm **rockstarjen:** @BevPayton Sorry to hear that. But of course, I've only done this with prospects where I already felt a report. #solopr
- 5:19 pm **deegospel:** @mentormarketing q1: i always receive an email response with either a confirmation, request to table the talk for later, or an end #solopr
- 5:19 pm **karenschwim:** @makasha Rof!! They had the actual proposal from 6 years ago?! Oh my... #solopr
- 5:19 pm **jetsnow:** Cos do w/ job searchers too - creates bad PR RT @dconconi: @KellyeCrane: Q1: amazing how many cos never notify the "losers" #solopr
- 5:20 pm **CommAMMO:** When I was on corporate side after the small firm exp, I tried to be sensitive - spent a lot of time fielding calls. #solopr
- 5:20 pm **karenschwim:** @jetsnow Some cos do not respond for fear of repercussion #solopr
- 5:20 pm **KellyeCrane:** @mentormarketing Yes, sometimes they've decided to take in-house, too. So they may string you along for freebies. Sadly it happens! #solopr
- 5:21 pm **dconconi:** RT @LoisMarketing: #soloPR Q1You can maintain contact, easy to provide good advice, introduce them others w/o giving too much away #solopr
- 5:21 pm **dconconi:** cowards. RT @karenschwim: @jetsnow Some cos do not respond for fear of repercussion #solopr
- 5:21 pm **deegospel:** q1: i also invite pcs to attend a free workshop or seminar that i am giving on a subject similar to their needs #solopr
- 5:21 pm **karenschwim:** @jetsnow oops should have said to job applicants, not responding to vendors is unfortunately typical but rude #solopr
- 5:21 pm **LoisMarketing:** #soloPR Follow up contact should not be too impersonal/cold, make effort to make real introductions, demonstrate value

- 5:22 pm **janetfalk:** @CommAMMO Good for you It takes so little effort to be a human being and so much effort to fall short. #solopr
- 5:22 pm **KellyeCrane:** Q1: @karensxim mentioned Gist. Staying in touch via social media is definitely a good way to stay top of mind without being pushy. #solopr
- 5:22 pm **makasha:** RT @LoisMarketing: #soloPR Follow up contact should not be too impersonal, make effort to make real introductions, demonstrate value #solopr
- 5:23 pm **mdbarber:** Curious how folks are using Gist? #solopr
- 5:23 pm **deegospel:** @KellyeCrane i like Gist a lot. hey, @karensxim #solopr
- 5:23 pm **trishlambert:** Right on, sista! RT @KellyeCrane: Staying in touch via social media is definitely a good way to stay top of mind without being pushy. #solopr
- 5:23 pm **karensxim:** @deegospel :-) #solopr
- 5:24 pm **shashib:** RT @davispr: RT @mdbarber: Good post on productivity tools 4 PR Pros frm @shonali. What else do you use? Add your favorites. <http://bit.ly/are02F> #solopr
- 5:24 pm **CommAMMO:** RT @mdbarber: Curious how folks are using Gist? #solopr
- 5:24 pm **SoloPR:** Dynamo RT @deegospel: q1 i also invite pcs to attend a free workshop or seminar that i am giving on a subject similar to their needs #solopr
- 5:25 pm **jetsnow:** RT @KellyeCrane: Q1: ...Staying in touch via social media is definitely a good way to stay top of mind without being pushy. #solopr
- 5:25 pm **rockstarjen:** Me, too. Haven't used it yet. RT @CommAMMO: RT @mdbarber: Curious how folks are using Gist? #solopr
- 5:25 pm **LoisMarketing:** RT @SoloPR: Dynamo RT @deegospel: q1 i also invite pcs to attend a free workshop or seminar that i am giving on a subject similar to their needs #solopr
- 5:26 pm **karensxim:** @rockstarjen @mdbarber @CommAMMO you can selectively track certain contacts so you get a snapshot update of what they're up to #solopr
- 5:26 pm **CommAMMO:** @rockstarjen There's a tool born every minute, it seems, and it's hard to keep up! Is it another Google Buzz? #solopr
- 5:26 pm **davispr:** Hello #solopr! Joining a little late from @columbiasc.
- 5:27 pm **SoloPR:** Q2 is from @mentormarketing -read article on Sizzle Reels. Has anyone has used them, and what formats work best? #solopr
- 5:27 pm **CommAMMO:** @karensxim So is it like CRM software on the Web? #solopr
- 5:27 pm **karensxim:** @CommAMMO Gist not at all like Google Buzz it's for contact management/monitoring #solopr
- 5:27 pm **karensxim:** RT @SoloPR: Q2 is from @mentormarketing -read article on Sizzle Reels. Has anyone has used them, and what formats work best? #solopr
- 5:27 pm **dconconi:** RT @karensxim: @CommAMMO Gist not at all like Google Buzz its for contact management/monitoring #solopr
- 5:27 pm **3hatscomm:** Ditto. RT @davispr: Hello #solopr! Joining a little late #solopr
- 5:27 pm **SoloPR:** Re: Gist: RT @karensxim: you can selectively track certain contacts so you get a snapshot update of what they're up to #solopr
- 5:27 pm **dconconi:** RT @SoloPR: Q2 is from @mentormarketing -read article on Sizzle Reels. Has anyone has used them, and what formats work best? #solopr
- 5:28 pm **mdbarber:** @karensxim So does it search Google? Different than an Alert? Sorry, just don't get it yet I guess. #solopr
- 5:28 pm **amandamogul:** Being a rude lunch guest reading #solopr tweets at the table. Hello! Amanda from @MopwaterPR in DC. Great chat today.

- 5:28 pm **makasha:** @karensxim I use Etacts for relationship management. I have Gist on the "look at" list. I might check it out sooner than later. #solopr
- 5:28 pm **dconconi:** Q2 used to do sizzle reels all the time at previous big agency. Clients LOVE them - especially in sales and mktg functions. #solopr
- 5:29 pm **karensxim:** @mdbarber It searches the social web not just google, so you may see press releases, etc, it's pretty cool #solopr
- 5:29 pm **mdbarber:** Q2 - What are sizzle reels? Link to the article? #solopr
- 5:30 pm **SoloPR:** @mdbarber @karensxim Hard to explain Gist in 140 char! They have several tutorial videos on their website -may want to check it out. #solopr
- 5:30 pm **karensxim:** @mdbarber They do web ready marketing videos #solopr
- 5:30 pm **mdbarber:** @karensxim So it's like Social Media Mention? #solopr
- 5:30 pm **amandamogul:** RT @CommAMMO: RT @mdbarber: Curious how folks are using Gist? #solopr
- 5:30 pm **mlhujber:** Q2 Can someone please describe what "sizzle reels" are? #solopr
- 5:30 pm **SoloPR:** @dconconi Can you explain what it's good for? #solopr
- 5:30 pm **CommAMMO:** Gaaa! More tools. Mercy. RT @mdbarber: Q2 - What are sizzle reels? Link to the article? #solopr
- 5:30 pm **janetfalk:** Q2 Neer heard of sizzle reels, but here is link: <http://www.entrepreneur.com/article/217225> #solopr
- 5:31 pm **karensxim:** @mdbarber Some elements of that but it also is a contact management system, now integrates with gmail too #solopr
- 5:31 pm **rockstarjen:** First Gist, now Sizzle Reels. Learning all kinds a good stuff today. #solopr
- 5:31 pm **dconconi:** @mdbarber fast-paced coverage clips with appropriate music bed underneath - cool way to show results (we'd burn them on CDs) #solopr
- 5:31 pm **BevPayton:** Now encouraged 2 mail my brochure 2 prospects. RT @karensxim: @makasha Rof!! They had the actual proposal from 6 years ago?! O my... #solopr
- 5:31 pm **karensxim:** @mdbarber plus you don't have to set up your terms, you import your contacts and then you can see more or less info #solopr
- 5:32 pm **mdbarber:** @karensxim Cool. Thanks. #solopr
- 5:32 pm **3hatscomm:** @janetfalk Thanks for the link. #solopr
- 5:32 pm **deegospel:** @karensxim i like how i can keep up with my correspondence using Gist #solopr
- 5:32 pm **karensxim:** @SoloPR Gee no kidding, the more I tweeted the more I realized I was not doing them justice! Lol! #solopr
- 5:32 pm **mdbarber:** Interesting. RT @dconconi: @mdbarber fast-paced coverage clips with appropriate music bed underneath - cool way to show results. #solopr
- 5:32 pm **janetfalk:** From article: 3- to 5-min videos combines visuals, audio and messaging to create a fast-paced, stylized overview of prod, svs brand #solopr
- 5:32 pm **KellyeCrane:** LOL- it would be a full time job to keep up w/them all. Just use what you want and move on. :-) RT @CommAMMO: Gaaa! More tools. #solopr
- 5:33 pm **GregAtGist:** @mdbarber Here are a few Gist users in their own words: <http://bit.ly/aFaZPq> #solopr
- 5:33 pm **rockstarjen:** @CommAMMO i hope it's not another google bizz, that's for sure! #solopr
- 5:33 pm **dconconi:** this shows sizzle reel as marketing/brand tool RT @janetfalk: Q2 but here is link: <http://www.entrepreneur.com/article/217225> #solopr
- 5:33 pm **SoloPR:** RT @janetfalk: Q2 Neer heard of sizzle reels, but here is link: <http://www.entrepreneur.com/article/217225> #solopr

- 5:33 pm **karenschwim:** Yes! RT @deegospel: @karenschwim i like how i can keep up with my correspondence using Gist #solopr
- 5:34 pm **mdbarber:** @GregAtGist Thanks. I'll check it out. Good for us Mac folks too I assume. #solopr
- 5:34 pm **rockstarjen:** @karenschwim interesting. might have to take a look. #solopr
- 5:35 pm **LauraScholz:** Jumping into #solopr. Glad I can catch some it today!
- 5:35 pm **CommAMMO:** Whew! RT @KellyeCrane: LOL- it would be a full time job to keep up w/them all. Just use what you want and move on. :-) #solopr
- 5:35 pm **dconconi:** aside from using as a brand/marketing tool, sizzle reels are great 4 showing clients results (esp. broadcast) in an entertaining way #solopr
- 5:35 pm **SoloPR:** Q3 is from @tkgpr: Any ideas for a first time #solopr to begin to generate clients?
- 5:36 pm **dconconi:** RT @SoloPR: Q3 is from @tkgpr: Any ideas for a first time #solopr to begin to generate clients? #solopr
- 5:36 pm **SoloPR:** Great tip! RT @dconconi: ...sizzle reels are great 4 showing clients results (esp. broadcast) in an entertaining way #solopr
- 5:36 pm **karenschwim:** @rockstarjen when you do would love to hear what you think :-) #solopr
- 5:36 pm **janetlfalk:** Q2 Sounds like only @dconconi is using Sizzle Reels since most have never heard of them #solopr
- 5:36 pm **karenschwim:** RT @SoloPR: Q3 is from @tkgpr: Any ideas for a first time #solopr to begin to generate clients? #solopr
- 5:36 pm **deegospel:** RT @GregAtGist: @mdbarber Here are a few Gist users in their own words: <http://bit.ly/aFaZPq> #solopr
- 5:37 pm **dconconi:** Q3: I find ad agencies are a good partnering source of referrals #solopr
- 5:37 pm **kgombita:** @CommAMMO @rockstarjen believe it or not, there's a handful of us still bullish on Google Buzz as a "curatorial tool." cc @dough #solopr
- 5:37 pm **karenschwim:** A3: Your network is always a great starting point, I am also a huge fan of developing a prospect list and working it #solopr
- 5:37 pm **CommAMMO:** Yes, please...RT @SoloPR: Q3 is from @tkgpr: Any ideas for a first time #solopr to begin to generate clients? #solopr
- 5:37 pm **KellyeCrane:** @@amandamogul Not rude, smart. :-) #solopr
- 5:37 pm **BevPayton:** Cool! RT @SoloPR: Re: Gist: RT @karenschwim: U cn selectively track certain contacts so U get a snapshot update of wht they're up 2 #solopr
- 5:37 pm **MpactJacq:** Hi @tkgpr, I?m a first time #solopr and have found success w/ fmr employers and fmr colleagues
- 5:37 pm **janetlfalk:** Q3 Contact everyone you know and announce you are in biz. Provide examples of your success. #solopr
- 5:37 pm **rockstarjen:** Q3 first and foremost. tell everyone that you're open for biz and available. they won't hire you if they don't know you're there. #solopr
- 5:37 pm **tkgpr:** @SoloPR Thanks for including that #solopr
- 5:37 pm **SoloPR:** RT @karenschwim: A3: Your network is always a great starting point, I am also a huge fan of developing a prospect list and working it #solopr
- 5:38 pm **SoloPR:** Yes! RT @MpactJacq: Hi @tkgpr, I?m a first time #solopr and have found success w/ fmr employers and fmr colleagues
- 5:38 pm **rockstarjen:** Q3 follow-up: it's amazing how many people feel uncomfortable doing this. tell everyone you know, and regularly. #solopr

- 5:38 pm **karensxim:** Lol, I heard PSA music in my head as I read RT @deegospel: Here are a few Gist users in their own words: <http://bit.ly/aFaZPq> #solopr
- 5:38 pm **dconconi:** oops-got to run to next meeting. Sorry to go. Catch you on the transcript. #solopr
- 5:38 pm **makasha:** Q3: Ask. I walked into an office, spoke to the owner, and got the business. Know how to market YOU first. #solopr
- 5:38 pm **mlhujber:** Q3 My very first clients came through someone who was willing to be a reference for my full-time job search. #solopr
- 5:38 pm **karensxim:** RT @rockstarjen: Q3 follow-up: its amazing how many people feel uncomfortable doing this. tell everyone you know, and regularly. #solopr
- 5:38 pm **deegospel:** @karensxim hee #solopr
- 5:38 pm **mdbarber:** Q3 Shout it from the rooftops. Network -- PRSA, IABC, etc. Also with friends, local biz you support, prospect list, chamber. #solopr
- 5:39 pm **mdbarber:** RT @makasha: Q3: Ask. I walked into an office, spoke to the owner, and got the business. Know how to market YOU first. #solopr
- 5:39 pm **SoloPR:** RT @rockstarjen: Q3 follow-up: it's amazing how many people feel uncomfortable doing this. tell everyone you know, and regularly #solopr
- 5:39 pm **tkgpr:** Fabulous ideas thx- After 23 years on the corp side I think I have a few contacts, just need to work them smartly #solopr
- 5:39 pm **WriteAdvantage:** @karensxim My suggestion is to find speaking opportunities or offer potential clients a complimentary preview of services. #solopr
- 5:39 pm **karensxim:** RT @mdbarber: Q3 Shout it from the rooftops. Network -- PRSA, IABC, etc. Also w/friends, local biz U support, prospect list, chamber #solopr
- 5:39 pm **makasha:** Time to get the kid from Mom's Day Out; gonna read the transcripts. #solopr
- 5:39 pm **CommAMMO:** Q3 I've been working the e-Rolodex, but I don't think it's big enuf. Prof assns very limited help (lots looking). Must call more. #solopr
- 5:39 pm **janetfalk:** Monthly update of my latest success says "imagine how that result will help you grow your business." Boosts website traffic. #solopr
- 5:39 pm **KellyeCrane:** Q3: LinkedIn is a great way to reach out to folks you haven't talked to in a while. Are you connected? If not, send a note. #solopr
- 5:40 pm **CommAMMO:** RT @WriteAdvantage: My suggestion is to find speaking opportunities or offer potential clients a complimentary preview of services. #solopr
- 5:40 pm **SoloPR:** RT @WriteAdvantage: My suggestion is to find speaking opportunities or offer potential clients a complimentary preview of services #solopr
- 5:40 pm **tkgpr:** @mdbarber Inspiration -- it's not going to come to you, have to reach out - #solopr
- 5:40 pm **trishlambert:** Q3: Network, network, then network. Locally, Meetups or traditional type mtgs. Online, social media 2 share talent and expertise. #solopr
- 5:40 pm **moxiePR:** RT @janetfalk Monthly update of my latest success says "imagine how that result will help you grow your business." #solopr | good idea!
- 5:40 pm **rockstarjen:** @jgombita @CommAMMO @dough more power to you. i'm sure i love many things not used by others. glad you're finding it useful. #solopr
- 5:41 pm **BevPayton:** Ditto! RT @rockstarjen: First Gist, now Sizzle Reels. Learning all kinds a good stuff today. #solopr
- 5:41 pm **deegospel:** q3: my first paying client was a referral who met me at an event i volunteered to promote, so i recommend probono work to start #solopr
- 5:41 pm **rockstarjen:** @karensxim will do. it's on my list. now i just have to get to said list. ;) #solopr
- 5:41 pm **mdbarber:** @tkgpr So true, and also hard. #solopr

- 5:41 pm **CommAMMO:** @tkgpr You and I are almost in the same boat (most all my career in-house) - am teaching too, which helps keep me sane. #solopr
- 5:41 pm **karensxim:** RT @KellyeCrane: Q3: LinkedIn great way to reach out 2 folks you havent talked 2 in a while. Are you connected? If not, send a note. #solopr
- 5:42 pm **deegospel:** @KellyeCrane q3: i agree. i've gotten more clients outside of my natural market through LinkedIn and Facebook #solopr
- 5:42 pm **BevPayton:** RT @3hatscomm: @janetfalk Thanks for the link. #solopr
- 5:42 pm **trishlambert:** Q3: If u have the right mindset, bid 4 projects on Elance. I have loads of success stories, picked up 2 big clients just recently. #solopr
- 5:42 pm **countonwinston:** RT @makasha: Q3: Ask. I walked into an office, spoke to the owner, and got the business. Know how to market YOU first. #solopr ~~love it!!
- 5:42 pm **KellyeCrane:** Q3: Also, don't overlook in-person networking when starting out indie. Your fab self, presenting your #solopr biz card -very effective
- 5:42 pm **karensxim:** @rockstarjen Lol, oh yea I have "that" list too! #solopr
- 5:42 pm **mlhujber:** Q3 If your contacts serve on boards of organizations where you want to work, ask them to recommendation you for work. #solopr
- 5:42 pm **CommAMMO:** RT @trishlambert: Q3: Network, network, then network. Meetups/traditional type mtgs. Online, social media 2 share talent, expertise. #solopr
- 5:42 pm **PRjeff:** Just found some time to drop in. Hi all. A3-Networking is key. Some of my clients r someone who knew someone who knew someone #solopr
- 5:42 pm **EdubEsq:** RT @deegospel: q3: my first paying client was a referral who met me at an event i volunteered to promote, so i recommend probono work to start #solopr
- 5:42 pm **LauraScholz:** YES! RT @SoloPR: RT @rockstarjen: Q3 follow-up: amazing how many ppl feel uncomfortable doing this. tell everyone u know, regularly #solopr
- 5:43 pm **deegospel:** @PRjeff Hi. :) #solopr
- 5:43 pm **karensxim:** When you have a prospect list, LinkedIn and other socmed tools are fabulous for discovering/creating connections #solopr
- 5:43 pm **tkgpr:** @CommAMMO I feel good about doing it though; scary but exciting; need to leverage all that great exp 2 add value to new clients #solopr
- 5:43 pm **PRjeff:** A3: Trade shows are a great place to network. #solopr
- 5:43 pm **KellyeCrane:** Q3: One more thought: What's your specialty? Make sure other #solopr pros know it, so they can refer prospects if you're a better fit.
- 5:43 pm **3hatscomm:** Will check out RT @trishlambert: Q3: If u have the right mindset, bid 4 projects on Elance. picked up 2 big clients just recently. #solopr
- 5:43 pm **karensxim:** @PRjeff Hi! #solopr
- 5:43 pm **crystalparrett:** RT @KellyeCrane: Q3: One more thought: What's your specialty? Make sure other #solopr pros know it, so they can refer prospects if you're a better fit.
- 5:44 pm **LauraScholz:** Q3: Work on what you know & love. Target industries/companies you'd like to work with. Tell everyone you know. And ASK! #solopr
- 5:44 pm **tkgpr:** Oh wise one - RT @PRjeff: A3-Networking is key. Some of my clients r someone who knew someone who knew someone #solopr
- 5:44 pm **LoisMarketing:** #soloPR Q3 Yes, follow-up is everything, deepens the connection
- 5:44 pm **CommAMMO:** Added 10 to the e-rolodex at one. RT @PRjeff: A3: Trade shows are a great place to network. #solopr
- 5:44 pm **SoloPR:** True- especially those where there aren't many other PR-types. RT @PRjeff: A3: Trade shows are a great place to network. #solopr

- 5:44 pm **CommAMMO:** RT @LauraScholz: Q3: Work on what Uknow & love. Target industries/companies youd like to work with. Tell everyone you know. And ASK! #solopr
- 5:45 pm **mlhujber:** @3HatsComm Sorry to be so clueless today but, what's Elance? #solopr
- 5:45 pm **BevPayton:** RT @dconconi: aside frm usng as brand/mrktng tool, sizzle reels R gr8 4 showin clients results (esp. broadcast) in entertaining way #solopr
- 5:45 pm **rockstarjen:** Fantastic. RT @KellyeCrane: Q3: 1 more thought: Whats your specialty? Let #solopr pros know it, so can refer if you're a better fit. #solopr
- 5:45 pm **SoloPR:** RT @LauraScholz: Q3:Work on what you know &love.Target industries/companies you'd like to work with.Tell everyone you know. And ASK! #solopr
- 5:45 pm **LoisMarketing:** RT @KellyeCrane: Q3: One more thought: What's your specialty? Be sure other #solopr pros know it, to refer prospects if you're a better fit.
- 5:45 pm **tkgpr:** @KellyeCrane Exc idea - there are not that many #solopr people with the years of financial exp - so I need to focus on that
- 5:45 pm **SoloPR:** RT @LoisMarketing: Q3 Yes, follow-up is everything, deepens the connection #solopr
- 5:45 pm **karensxim:** big fan of targeted approach! RT @PR_Couture: RT @LauraScholz: "Target industries/companies youd like to work with. " #solopr
- 5:45 pm **LethImmigrants:** @SoloPR chamber of commerces mix and mingle events are great for networking #solopr
- 5:46 pm **davispr:** A3 @kellyecrane Couldn't agree more - networking with other local #solopr pros is helpful. Learn others' bkgd, skill set to share referrals
- 5:46 pm **BevPayton:** Gr8, I love you. RT @SoloPR: Q3 is from @tkgpr: Any ideas for a first time #solopr to begin to generate clients?
- 5:46 pm **LauraScholz:** Q3: Would also say network outside of your industry! Easy to get stuck in PR-only rut. #solopr
- 5:46 pm **CommAMMO:** Internal Comms, #measurement 4 Me. RT @KellyeCrane: Q3: Whats your specialty? Mk sure oth #solopr pros know... #solopr
- 5:46 pm **mlhujber:** @PRjeff Who exactly do you network with--the speakers, attendees, or exhibitors? #solopr
- 5:46 pm **janetlfalk:** @mlhujber Elance is a website whee you bid on freelance projects and they take a samll fee/cut. Very competitive. I don't use it. #solopr
- 5:46 pm **tkgpr:** You #solopr guys are fantastic
- 5:46 pm **CommAMMO:** RT @LauraScholz: Q3: Would also say network outside of your industry! Easy to get stuck in PR-only rut. #solopr
- 5:46 pm **SoloPR:** RT @LethImmigrants: @SoloPR chamber of commerces mix and mingle events are great for networking #solopr
- 5:47 pm **3hatscomm:** Must got OUTSIDE comfort zone. RT @LauraScholz: Q3: network outside of your industry! Easy to get stuck in PR-only rut. #solopr
- 5:47 pm **tressalynne:** @KellyeCrane Not just other #solopr pros, but svc providers, too. I sometimes get calls by those who don't need the svc but need #PRadvice
- 5:47 pm **SoloPR:** @BevPayton We love you, too. ;-) #solopr
- 5:47 pm **mdbarber:** Gotta go folks. Great chatting and sharing today as always. Have a good week. #solopr
- 5:47 pm **SpiderLoop:** RT @tkgpr: You #solopr guys are fantastic
- 5:47 pm **LoisMarketing:** #soloPR Q3 Follow up should include questions abt contact's biz, extend offer to help and connect

- 5:47 pm **CommAMMO:** RT @tkgpr: @KellyeCrane Exc idea - there R not that many #solopr people with the years of financial exp - so I need to focus on that #solopr
- 5:48 pm **trishlambert:** Ive stopped believing in "competition," my fellow pros r gr8 source of biz RT@kellyecrane networking w/other local solopr pros... #solopr
- 5:48 pm **deegospel:** @trishlambert q3 i agree, trisha #solopr
- 5:48 pm **SoloPR:** RT @tressalynne: Not just #solopr pros, but svc providers, too. they get calls by those who don't need the svc but need #PRadvice
- 5:48 pm **CommAMMO:** I reached out to all 3 RT @mlhujber: @PRjeff Who exactly do you network with-- the speakers, attendees, or exhibitors? #solopr
- 5:49 pm **LoisMarketing:** #soloPR Q3 Score major points at tradeshow by introducing potential contacts/clients to exhibitor -- in person
- 5:49 pm **janetfalk:** @tkgpr Consider subcontracting while waiting for retainer work. #solopr
- 5:49 pm **LethImmigrants:** @trishlambert everyone has a little bit different expertise to offer and may be chances to work together #solopr
- 5:49 pm **karensim:** @janetfalk Elance not great at all for pure PR projects, more PR lite, soc media #solopr
- 5:49 pm **MarketingMel:** Been listening in on #solopr. Great advice to find your niche! For me it's biz. pro's.
- 5:49 pm **SoloPR:** RT @3hatscomm: Must got OUTSIDE comfort zone. RT @LauraScholz: Q3:network outside of your industry! Easy to get stuck in PR-only rut #solopr
- 5:49 pm **BevPayton:** RT @rockstarjen: Q3 1st tell everyone that U're open 4 biz & available. they wnt hire U if they dont know U're thr. #solopr
- 5:49 pm **tkgpr:** The dreaded comfort zone; i like my bubble, but must break out RT @3hatscomm: Must go OUTSIDE comfort zone #solopr
- 5:49 pm **PRjeff:** Thx for the Twitter hugs @karensim @deegospel #solopr
- 5:50 pm **tkgpr:** Fab idea RT @janetfalk: Consider subcontracting while waiting for retainer work. #solopr
- 5:50 pm **karensim:** @PRjeff So great to see you Jeff, thought we'd miss out today! #solopr
- 5:50 pm **SoloPR:** These are actually #solopr hugs - they are better. :-) RT @PRjeff: Thx for the Twitter hugs @karensim @deegospel
- 5:50 pm **LScribner:** Can't believe I got sidetracked and missed most of #solopr!
- 5:50 pm **rockstarjen:** Gotta check out to finish up a deadline. Great chat, folks. Hope to do it again next week. #solopr
- 5:51 pm **LoisMarketing:** @BevPayton Very good point. Don't be "too busy" in what you communicate :) #soloPR
- 5:51 pm **janetfalk:** @karensim That's why I never used it. My answer was to help @mljhuber #solopr
- 5:51 pm **CommAMMO:** @PRjeff So, where's @arikhanson? He was going to support us today! #solopr
- 5:51 pm **MarketingMel:** The #PR pro must always connect with the CEO/pres. RT @PRjeff: The co. CEO/president/owner RT @mlhujber: Who do you network with? #solopr
- 5:51 pm **jgombita:** Q3: You know who is a GREAT group to network with? HR people...you get to educate them about public relations & they spread the word #solopr
- 5:51 pm **SoloPR:** @MarketingMel Excellent - glad you're finding the discussion useful! #solopr
- 5:51 pm **BevPayton:** U brave girl! RT @makasha: Q3: Ask. I walked in2 an office, spoke 2 the owner, & got the business. Know how 2 market U 1st. #solopr
- 5:51 pm **tkgpr:** You have inspired me; thx for all the ideas -- #solopr

- 5:51 pm **CommAMMO:** RT @jgombita: Q3: ...GREAT group to network with? HR people...you get to educate them about public relations & they spread the word #solopr
- 5:52 pm **davispr:** Amen to that! Collaboration is key. RT @trishlambert I've stopped believing in "competition," my fellow pros r gr8 source of biz #solopr
- 5:52 pm **PRjeff:** I stand corrected. RT @SoloPR: These r actually #solopr hugs - they're better. :-)
RT Thx for the Twitter hugs @karenschwim @deegospel #solopr
- 5:52 pm **rockstarjen:** RT @jgombita: Q3: You know who is a GREAT group to network with? HR people...you get to educate them about public relations & they spread the word #solopr
- 5:52 pm **karenschwim:** @janetlfalk @mlhujber I have used it with success for other work - marketing, writing but def. not PR #solopr
- 5:52 pm **SoloPR:** We all inspire each other every week, so thanks for the Q! RT @tkgpr: You have inspired me; thx for all the ideas #solopr
- 5:53 pm **PRjeff:** I'm good & comfy & feelin' supported. I had soloPR hugs RT @CommAMMO: So, wheres @arikhanson? He was going to support us today! #solopr
- 5:54 pm **CommAMMO:** @PRjeff It's those #solopr hugs you got... #solopr
- 5:54 pm **janetlfalk:** @mlhujber Hope you got the answer you wanted about Elance. #solopr
- 5:54 pm **trishlambert:** It's good for opening doors to bigger jobs, promise! RT @karenschwim: @janetlfalk Elance not great at all for pure PR projects, #solopr
- 5:54 pm **BevPayton:** RT @tkgpr: @mdbarber Inspiration -- it's not going to come to you, have to reach out - #solopr
- 5:54 pm **juleszunichPR:** Joining late. Hi #solopr. Grabbing some peanuts and then I'll chime in.
- 5:54 pm **SoloPR:** We just have a few minutes left, so I won't ask another question. #solopr
- 5:54 pm **mentormarketing:** @dconconi Thanks for the sizzle reel insights. If compiling stills into a promo reel how long is a good time between changes? #solopr
- 5:54 pm **LoisMarketing:** #soloPR Great group to network with -- prospective small biz owners with small biz clients at your side. Works every time!
- 5:55 pm **MarketingMel:** I'm busy writing follow up thank you's after preso I conducted last week. A #PR pro's stock in trade #solopr
- 5:55 pm **WriteAdvantage:** RT @LoisMarketing: #soloPR Q3 Yes, follow-up is everything, deepens the connection. Absolutely!
- 5:55 pm **SoloPR:** If you're new, also join us on the LinkedIn group- bit.ly/Nf4sw - and Facebook page - <http://bit.ly/aObcT3> #solopr
- 5:55 pm **SoloPR:** RT @MarketingMel: I'm busy writing follow up thank you's after preso I conducted last week. A #PR pro's stock in trade #solopr
- 5:56 pm **mlhujber:** @JanetLFalk @karenschwim Thanks both of you for input. I won't run out and start using this (although maybe check it out for writing).#solopr
- 5:56 pm **SoloPR:** Keep chatting on the hashtag all week, and thanks to you all for joining today! #solopr
- 5:56 pm **MpactJacq:** Thx everyone?this was my first time participating in #solopr and I'll def be back? b4 I went indie full-time, I'd just read transcripts!!
- 5:56 pm **janetlfalk:** Off to meeting of board where I volunteer. Great to check in after a few weeks away. #solopr
- 5:56 pm **CommAMMO:** Thanks for another good chat, all -- much appreciated. BTW, the nascent #icchat on intcomms had 241 tweets Tues. 7Sept is next one. #solopr
- 5:57 pm **taloolah:** Q3 - For B2B Tech or Mfg, network w/ app developers/technical sales guys. They knw ins&outs of products, trends, n usu. <3 to talk #solopr

5:57 pm **deegospel:** @PRjeff hee #solopr

5:57 pm **deegospel:** bye, all! #solopr

5:57 pm **karenschwim:** You're welcome, I love the support of this community, always happy when I can chime in and give back @mlhujber @JanetLFalk #solopr

5:57 pm **karenschwim:** @janetfalk Good seeing you back too :-) #solopr

5:58 pm **tkgpr:** again, thx for all the great ideas to Q#3 -- will report back next week #solopr

5:58 pm **karenschwim:** Thanks @SoloPr and all you awesome pros for a really great chat filled with ideas and info! #solopr

5:58 pm **SoloPR:** @MpactJacq We have many lurkers for exactly that reason. Glad you're out from behind the mask, now! #solopr

5:59 pm **PRjeff:** Ladies, pls don't leave Sean out... RT @CommAMMO: It's those #solopr hugs you got... #solopr

5:59 pm **mlhujber:** Thanks everyone-great chat! Now I have to get back to work! #solopr

5:59 pm **PRjeff:** Sigh. RT @mlhujber: Thanks everyone-great chat! Now I have to get back to work! #solopr

6:00 pm **karenschwim:** @CommAMMO big huge solo hugs for you too Sean! #solopr

6:00 pm **trishlambert:** Whoa nellie! As I said, it needs the right mindset. Suggest u check it 4 yrself... RT @mlhujber: I wont run out &start using this #solopr

6:00 pm **MpactJacq:** @SoloPR, Thanks so much--it can be tricky! But, I'm feeling so empowered now! #solopr

6:01 pm **mlhujber:** @trishlambert OK, will do! #solopr

6:01 pm **3hatscomm:** always working, multitasking overload. RT @mlhujber: Thanks everyone-great chat! Now I have to get back to work! #solopr

6:01 pm **juleszunichPR:** Ok, reason doing 15 things at once doesn't work: just joined #solopr chat at the end! Hello transcript!

6:02 pm **trishlambert:** @mlhujber feel free to get in touch if you have questions...it's a different kind of animal, but can be quite productive! #solopr

6:03 pm **BevPayton:** @KellyeCrane: Also, dont ovrlk in-person ntwrking whn starting indiy presenting yr #solopr biz card -very effective . Nope, tried that 2.

6:03 pm **CommAMMO:** I'm discovered. RT @PRjeff: Ladies, pls don't leave Sean out... RT @CommAMMO: It's those #solopr hugs you got... #solopr

6:05 pm **mlhujber:** @trishlambert Thanks, I will. #solopr

6:11 pm **3hatscomm:** @tkgpr @SoloPR @BevPayton Thanks for the RTs today. Always enjoy #solopr convo.

6:12 pm **KellyeCrane:** .@BevPayton Also, cultivate rel w/young #PR pros. They're often the ppl tasked to hire #solopr consultants (or will be soon!). #u30pro

6:14 pm **LauraScholz:** YES! @BevPayton Also, cultivate rel w/young #PR pros. They're often the ppl tasked to hire #solopr consultants (or will be soon!). #u30pro

6:15 pm **MarketingMel:** @SoloPR Thanks for the #PR RT's. I'll be back to #solopr again!

6:15 pm **trishlambert:** I'm a little late with the thank you, but thanks for a great hour! Y'all energize me! Have a great week! #solopr

6:16 pm **BevPayton:** Thanks all for today's #solopr chat. Great stuff 2day!

6:20 pm **luannsaid:** Had no choice but to work/then walk AWAY from computer instead of #solopr chat today. Been one of those days! Look forward to the transcript

- 6:22 pm **LauraScholz:** @SoloPR @3HatsComm @CommAMMO @karensim @PR_Couture: thanks for great #solopr convo!
- 7:08 pm **LScribner:** Deadline for Forrester Groundswell awards this Friday - 8/27- <http://bit.ly/aj0mEr> #solopr
- 7:27 pm **elizabethshelby:** @SoloPR @kellyecrane hi! i didn't get to join the live chat but i just read through all the tips! thanks so much for sharing.#solopr
- 7:54 pm **dconconi:** @BevPayton thanks for the RT Bev. Looks like #solopr was great again today.
- 7:58 pm **dconconi:** @jetsnow thanks for the RT! Had fun in #solopr today. Nice to see you there.
- 7:59 pm **dconconi:** @SoloPR: Thanks for another interesting #solopr (and for the RTs). Hate it when I have to leave early.
- 8:02 pm **KellyeCrane:** @elizabethshelby Hi-glad you found #solopr of interest. A downloadable version of the transcript will be on <http://soloprpro.com> in 24 hrs
- 8:08 pm **elizabethshelby:** @KellyeCrane wonderful, thank you! look forward to interacting with you and @solopr #solopr in the future!
- 8:49 pm **makasha:** @BevPayton @countonwinston @mdbarber thanks for the RTs ladies. I had a blast today. #solopr
- 9:12 pm **CommAMMO:** @LauraScholz Thanks Laura - it's a balm for the fevered brain, #solopr
- 9:25 pm **mdbarber:** #solopr friends. Curious what your going rates are for contract coordinator work. DM me if you prefer.
- 9:29 pm **prRoadShow:** RT @MarketingMel: The #PR pro must always connect with the CEO/pres. RT @PRjeff: The co. CEO/president/owner RT @mlhujber: Who do you network with? #solopr
- 9:47 pm **krisTK:** @KellyeCrane a whole 24 hours til the #solopr transcript? It's on my must-read list for Thursday.
- 10:39 pm **LScribner:** @solopr when are we going to have our first IRL #SoloPR Tweevent! Let's make the first one in Maui please:P
- 10:53 pm **taloolah:** @CommAMMO thanks for the chat and the mention, Sean! Until next #solopr