



## Transcript from August 4, 2010 to August 4, 2010

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All times are Pacific Time

### August 4, 2010

- 1:30 pm **KellyeCrane:** It's #solopr Twitter chat day! Please let me know the questions/topics you'd like to discuss, and then join us... <http://fb.me/xt9rO57f>
- 1:36 pm **OnlinePRNews:** RT @KellyeCrane: It's #solopr Twitter chat day! Pls let me know questions/topics you'd like to discuss, & then join! <http://fb.me/xt9rO57f>
- 1:50 pm **jgombita:** RT @KellyeCrane: It's #solopr Twitter chat day! Please let me know questions/topics you'd like to discuss & join us. <http://fb.me/xt9rO57f>
- 2:12 pm **rmpapag:** RT @KellyeCrane It's #solopr Twitter chat day! Please let me know the questions/topics you'd like to discuss & join us <http://fb.me/xt9rO57f>
- 2:27 pm **VADuff:** Hunting up a PR freelancer for #Atlanta client on site and off site exp #restaurant #solopr
- 2:37 pm **makasha:** Good morning people. Was gonna save errands until later but #solopr is at 1 pm. Headed out now so I won't miss it.
- 2:42 pm **prconversations:** Now up, "A one-on-one chat with @SoloPR?s @kellyecrane" <http://ow.ly/2kU3p> Note #solopr Twitter chat is today! ^jg
- 2:43 pm **jgombita:** RT @prconversations: Now up, "A one-on-one chat with @SoloPR?s @kellyecrane" <http://ow.ly/2kU3p> Note #solopr Twitter chat is today! ^jg
- 2:44 pm **MichaelWillett:** RT @rmpapag RT @KellyeCrane It's #solopr Twitter chat day! Please let me know questions/topics you'd like to discuss <http://fb.me/xt9rO57f>
- 2:50 pm **jgombita:** The @prconversations chat with @kellyecrane also references @CommAMMO at the front end and @twchat at the back! <http://ow.ly/2kU3p> #solopr
- 3:05 pm **3hatscomm:** My Short and Sweet blogging plan (inspired by #SoloPR chat) <http://bit.ly/b8pleS> [new post]
- 3:57 pm **KellyeCrane:** Flattered to be interviewed by @jgombita on @prconversations re: #solopr & the evolution of the community <http://bit.ly/cdWgHn>
- 3:59 pm **PRAMITASEN:** @KellyeCrane I won't be able to make it to #solopr today. Will follow up on conersation later. Will you still discuss the question I sent U?
- 4:03 pm **KellyeCrane:** @PRAMITASEN Yes, will definitely ask your question during #solopr today- transcript will be up tomorrow!
- 4:05 pm **PRAMITASEN:** @KellyeCrane Awesome! Thanks Kellye...you rock :D #solopr
- 4:09 pm **nealschaffer:** @TedNguyen #SoloPR Chat starts in one hour! (via @jgombita)
- 4:09 pm **jgombita:** @KellyeCrane seriously, pleasure was all mine! <http://ow.ly/2kU3p> + the interview about #solopr, etc., dovetailed so nicely w @CommAMMO post
- 4:10 pm **jgombita:** @NealSchaffer I absolutely adore how fast you act on things! ;- ) See you at #soloPR chat, @TedNguyen?!
- 4:15 pm **krisTK:** RT @KellyeCrane: Flattered to be interviewed by @jgombita on @prconversations re: #solopr & the evolution of the community <http://bit.ly/cdWgHn>
- 4:49 pm **jburkhardt10:** Why do companies suck at social media? Good read! #pr #solopr #MMI <http://bit.ly/b8bmXO>
- 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
- 5:02 pm **KellyeCrane:** RT @SoloPR: It's time for this week's #soloPR chat for independent pros in PR and rel fields (and those who want to learn more about it).
- 5:02 pm **SoloPR:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #soloPR. #solopr

- 5:02 pm **krisTK:** Time for lunch with my #solopr pals. I'm Kristie (APR, 20 yrs exp, 6 as indy, based in south MS but work on projects all over)
- 5:03 pm **mdbarber:** Good morning all from pouring Anchorage -- 30 years as PR pro; 10 as indy. #solopr
- 5:03 pm **KellyeCrane:** Yes, I just had my lean pocket. :-) RT @krisTK: Time for lunch with my #solopr pals.
- 5:03 pm **andreahrizk:** Andrea Rizk here. 12+ years PR pro. 4 w/ my own shop. Will be in and out of discussion. #solopr
- 5:04 pm **kellynandrews:** Hi, friends - 10 years in the biz, this is my first year #solopr
- 5:04 pm **makasha:** Good afternoon. Makasha Dorsey with Dorsey Group out of Montgomery AL #solopr
- 5:05 pm **sandrasays:** I'm going to miss it. RT @SoloPR: It's time for this week's #soloPR chat for independent pros in PR and related fields. #solopr
- 5:05 pm **PRjeff:** Hi, PRjeff here from the Valley of the incessant Heat Lamp. 23 yr pro, about 16 indie. #solopr
- 5:06 pm **spinspun:** West Coast checking in to #solopr
- 5:06 pm **SoloPR:** Welcome everyone! This week we're going to start with a Q we touched on last week, but many want to discuss further... #solopr
- 5:06 pm **janetfalk:** NYC-based solo for 18 months, 20 yrs exp. w/nonprofits, small biz, law firm and author/former Reagan Cabinet member, among others #solopr
- 5:07 pm **mentormarketing:** I'm Debra, a 15 year eCommerce veteran and this is my first SoloPR chat #solopr
- 5:07 pm **RealPRMedia:** Hi #solopr chatters! Denver reporter Ginger & former gubernatorial spokesperson Amy, here. Launched our solo (paired) venture in April.
- 5:07 pm **krisTK:** @mdbarber @kellyecrane Yummy! #solopr
- 5:07 pm **pearl\_brands:** Hi #solopr chatters 18 months in business with our small brand communications firm.
- 5:07 pm **SoloPR:** Q1: Do you have a business plan? What format, and how did you develop it? #solopr
- 5:07 pm **PRjeff:** Welcome!! RT @julieclaggett: First time to attend the #solopr chat live. Julie, 8 years in mktg/pr, just completed my first year solo #solopr
- 5:07 pm **karenglowacki:** joining #solopr chat
- 5:08 pm **PRjeff:** Q1: Always preaching to clients the importance of having one, yet too busy helping them to finish mine (lame excuse) #solopr
- 5:08 pm **SoloDovePR:** Hello #solopr im based in NJ I do entertainment and non profit PR. I will be in and out the chat today
- 5:08 pm **jgombita:** RT @SoloPR: BTW, If you're curious about evolution of #solopr, @jgombita interviewed @KellyeCrane on @prconversations <http://ow.ly/2kU3p>
- 5:09 pm **SoloPR:** @RealPRMedia @mentormarketing @julieclaggett Hello to you all, and glad you could join us! #solopr
- 5:09 pm **mentormarketing:** Q1: My Bplan is 3 pages long, so very short and sweet, I have no need for a formal plan since I am not shopping for backers. #solopr
- 5:09 pm **mdbarber:** Q1 - I don't have one written out but have goals and plans in my head I try to follow. Like @prJeff it's do as I say not as I do #solopr
- 5:09 pm **makasha:** @SoloPR Q1: Yes a traditional biz plan with action plan items. Developed it with personal skills evaluation which help with goals #solopr
- 5:10 pm **KellyeCrane:** Q1: I think it's important not to let developing a business plan bog you down. It's easy for it to feel overwhelming. #solopr
- 5:10 pm **mdbarber:** @spinspun Denis -- what was the great book? #solopr
- 5:10 pm **janetfalk:** @kellynandrews Can you offer some specifics please #solopr
- 5:10 pm **mentormarketing:** Q1: I expend energy on my editorial and marketing plans, they are dozens of pages deep. #solopr

- 5:10 pm **mdbarber:** Agree: RT @KellyeCrane: Q1: It's important not to let developing a business plan bog you down. Its easy for it to feel overwhelming. #solopr
- 5:10 pm **krisTK:** Q1: I have a vision for my life and how my work ties into it, but no written plan for my business. #solopr
- 5:11 pm **kgombita:** @cloudspark you're much-RT'd Q3 answer from last week got highlighted by @kellyecrane on @prconversations! <http://ow.ly/2kU3p> #solopr
- 5:11 pm **SoloPR:** RT @kellynandrews: Q1: Yes! I may not follow it exactly as planned, but writing it helped me think through aspects of biz #solopr
- 5:11 pm **RealPRMedia:** RT @mdbarber Sorry for the Twitter noise for next hr. It's #solopr time. Indy PR peeps, small agencies, join us. Otherwise, snooze me (us).
- 5:11 pm **makasha:** RT @mdbarber Sorry for the Twitter noise for next hr. Its #solopr time. Indy PR peeps, small agencies, join us. Or snooze me (us). #solopr
- 5:12 pm **cloudspark:** q1: one sheeter, bullet points with action verbs. checked monthly, updated every year. #solopr
- 5:12 pm **KellyeCrane:** Q1: You can outline your goals and strategies for how to get there. Perhaps ID tactics, but know they may change. #solopr
- 5:12 pm **krisTK:** Q1: Why writing a biz plan tempts me. RT @kellynandrews: I may not follow it exactly, but writing it helped me think through biz #solopr
- 5:12 pm **SoloPR:** @makasha How did you do the "personal skills evaluation?" Sounds like a good idea! #solopr
- 5:13 pm **cidokogiPR:** I definitely think a one to two page document that lays out your overall plan is a good thing to have and refer back to #solopr
- 5:13 pm **SoloPR:** RT @cloudspark: q1: one sheeter, bullet points with action verbs. checked monthly, updated every year. #solopr
- 5:13 pm **janetfalk:** If you do not have a biz plan, are you making it up as you go along or being opportunistic or what? #solopr
- 5:14 pm **SoloPR:** RT @janetfalk: If you do not have a biz plan, are you making it up as you go along or being opportunistic or what? #solopr
- 5:14 pm **makasha:** @SoloPR Use evals from corp jobs and the things I know I am really good at. Then use the skills to develop new business. #solopr
- 5:14 pm **cloudspark:** biz plans shld be 'active' - you use it to gut-check your direction and help make major decisions b/c you know where you are going #solopr
- 5:14 pm **lindamachado:** RT @SoloPR: It's time for this week's #solopr chat for independent pros in PR .. (and those who want to learn more about it). #solopr
- 5:15 pm **makasha:** RT @janetfalk: If you do not have a biz plan, are you making it up as you go along or being opportunistic or what? #solopr
- 5:15 pm **cgornpr:** Q1 @cloudspark I agree. I use mine to check my direction. #solopr
- 5:15 pm **cloudspark:** @kgombita thanks to @kellyecrane for sharing that, today i'm taking #solopr as a recess break fr writing deadlines.
- 5:16 pm **makasha:** Q1: Biz plan necessary for me. Where there is no vision I perish. #solopr
- 5:16 pm **SoloDovePR:** Q1 I have to say that I don't have one formally written down. #solopr
- 5:16 pm **julieclaggett:** The APR readiness review asks questions that force you to think through ur biz/work & how to overcome challenges. #solopr
- 5:16 pm **KatTayls:** RT @cloudspark: biz plans shld be 'active' - you use it to gut-check your direction and help make major decisions b/c you know where you are going #solopr
- 5:17 pm **tkgrpr:** @ #solopr - about to launch as solo; website, business cards done - next step to market myself. No plan but that's a good idea -- 3 pg ppt
- 5:17 pm **RealPRMedia:** If you don't have a biz plan, how can you make a PR plan for clients? Nothing wrong with KISS method, better than no method. #solopr
- 5:17 pm **KellyeCrane:** Q1: One thing I discovered along the way: my aggressive goal setting was making me crazy. Don't forget to plan to have life, too! #solopr
- 5:17 pm **mdbarber:** RT @julieclaggett: The APR readiness review asks questions that force you to think through ur biz/work & how to overcome challenges. #solopr

- 5:17 pm **spinspun:** Biz plan helped me focus picking strength and advantages in my chosen specialities #solopr
- 5:17 pm **krisTK:** q1: I know a #solopr pro who has multi-page marketing plan with monthly action items that she updates over holidays.
- 5:18 pm **PRPiper:** Busy day, but attempting to jump in & out of #solopr chat today. 20 yr PR pro, 5 indie in sunny #SWFL where the beaches are beautiful.
- 5:18 pm **kgombita:** RT @spinspun: Biz plan book: The Complete Book of Business Plans by Joseph A. Covello and Brian J. Hazelgren #solopr
- 5:18 pm **mdbarber:** So true: Balance is key! RT @KellyeCrane: Q1: aggressive goal setting was making me crazy. Don't forget to plan to have life, too! #solopr
- 5:18 pm **cidokogiPR:** Agree. RT @RealPRMedia: If you dont have a biz plan, how can you make a PR plan for clients? Nothing wrong with KISS method #solopr
- 5:18 pm **spinspun:** Biz plan is reviewed quarterly. Ever Sept. I do an overhaul for the coming year #solopr
- 5:18 pm **tkgpr:** #solopr How about a check list business plan; practical and doesn't sit on the shelf
- 5:18 pm **SoloPR:** @janetfalk Perhaps many of those without formal plans have been in biz a long time, and have a plan in their heads. #solopr
- 5:19 pm **cloudspark:** @KellyeCrane exactly - reviewing what's realistic and reminding you of the unique opp for balance a #soloPR career can provide.
- 5:19 pm **SoloPR:** RT @spinspun: Biz plan helped me focus picking strength and advantages in my chosen specialities #solopr
- 5:20 pm **BethHawksPR:** RT @cloudspark: biz plans shld be 'active' -use it to gut-check direction & help make major decisions b/c u know where you r going #soloPR
- 5:20 pm **mentormarketing:** @KellyeCrane Planning Life, I have tried to schedule my life, the Family hates to send a meeting request for a dinner out. #solopr
- 5:20 pm **makasha:** RT @cloudspark: @KellyeCrane reviewing whats realistic and reminding you of the unique opp for balance a #soloPR career can provide. #solopr
- 5:20 pm **krisTK:** That's what I tell myself RT @SoloPR: @janetfalk Perhaps many of those without formal plans have a plan in their heads. #solopr
- 5:20 pm **makasha:** RT @SoloPR: RT @spinspun: Biz plan helped me focus picking strength and advantages in my chosen specialities [me too] #solopr
- 5:20 pm **cidokogiPR:** RT @KellyeCrane: Q1: Dont forget to plan to have life, too! << Oh I will never forget that!! lol #solopr
- 5:20 pm **jenmitch:** Here late, but happy to be able to participate today! #solopr
- 5:21 pm **KellyeCrane:** @mentormarketing Yes, that gets old for them. :- ) Also, unplanned things will always come up in this life! #solopr
- 5:21 pm **mdbarber:** Me too! RT @krisTK: Thats what I tell myself RT @SoloPR: @janetfalk Perhaps many wo formal plans have a plan in their heads. #solopr
- 5:21 pm **makasha:** Q1: I look at my plan monthly to check my milestones. I keep it in my operations manual on my desk. #solopr
- 5:21 pm **janetfalk:** @tkgpr Please share items #solopr
- 5:21 pm **krisTK:** RT @mentormarketing: Planning Life, I have tried to schedule my life, the Family hates to send meeting request for dinner out. #solopr
- 5:21 pm **SoloPR:** By the way, for those of you who are new, I'm also @KellyeCrane - chat moderator. #solopr
- 5:21 pm **karenglowacki:** Q1. Don't have a plan. But it is a great idea to help one focus on his/her goals and how to get there. A 1-pager should work. #solopr
- 5:22 pm **mdbarber:** @makasha What's in your operations manual? You sound very organized! Kudos to you! #solopr
- 5:22 pm **rmpapag:** Q1: Business plan was developed by working with SBA and some professional colleagues. Review it every quarter to stay on target #solopr
- 5:22 pm **makasha:** RT @krisTK @mentormarketing Planning Life, I have tried to schedule my life, the Family hates to send meeting request for dinner out #solopr

- 5:23 pm **spinspun:** Another book to help with planning is Joan Gladstone's , online at PRSA bookstore. #solopr
- 5:23 pm **cloudspark:** @mdbarber @krisTK getting it out of your head and onto paper allows your brain to focus on other ideas, concepts, creativity. #soloPR
- 5:23 pm **mdbarber:** I've used that. It's great: RT @spinspun: Another book to help with planning is Joan Gladstone's, online at PRSA bookstore. #solopr
- 5:24 pm **makasha:** RT @mdbarber: @makasha operations manual? voice mail greetings, rate sheet, partner information, account info, calendar, etc #solopr
- 5:24 pm **SoloPR:** @janetfalk I'll work on a post for <http://soloprpro.com/> regarding business plans. #solopr
- 5:24 pm **BevPayton:** Have her e-book, very helpful! RT @spinspun: Another book to help with planning is Joan Gladstone's , online at PRSA bookstore. #solopr
- 5:25 pm **mdbarber:** @makasha Great idea to keep them in a central location. I have that on the computer; just not in a manual. #solopr
- 5:25 pm **mentormarketing:** This is my bible for Bplans "The One Page Business Plan for the Professional Consultant" James T. Horan it is available at amzn #solopr
- 5:25 pm **janetfalk:** THANKS! ! RT @SoloPR: @janetfalk I'll work on a post for <http://soloprpro.com/> regarding business plans. #solopr
- 5:25 pm **makasha:** @mdbarber oh yeah and cheat sheets for seo, html, etc. #solopr
- 5:26 pm **lindamachado:** RT @spinspun: Another book to help with planning is Joan Gladstone's , online at PRSA bookstore. #solopr
- 5:26 pm **SoloPR:** Q2: What do you think about NEWSBASIS (the PR/journo networking site)? <http://ht.ly/2jLCh> #solopr
- 5:26 pm **BevPayton:** RT @makasha: Q1: I look at my plan monthly to check my milestones. I keep it in my operations manual on my desk. #solopr
- 5:26 pm **makasha:** @mdbarber the manual is easier for hubs to find things when he has to pitch in #solopr
- 5:26 pm **mdbarber:** @makasha Would love to see those cheat sheets... #solopr
- 5:26 pm **JaneDoelink:** @SoloPR A1: I developed my biz plan w/@SCOREmentors. I keep a short list of points in @evernote to glance at for quick measurement. #solopr
- 5:27 pm **krisTK:** Great title! RT @mentormarketing: For Bplans: "The One Page Business Plan for the Professional Consultant" James T. Horan #solopr
- 5:27 pm **amandamogul:** Has anyone used the Right Brain Business Plan? It's for creative types and I like it. #solopr
- 5:27 pm **janetfalk:** @SoloPR Saw NYT article, signed up, system was apparently overloaded. Was notified it is working now. Have not used it yet. #solopr
- 5:27 pm **andreahezrik:** RT @SoloPR: Q2: What do you think about NEWSBASIS (the PR/journo networking site)? <http://ht.ly/2jLCh> #solopr
- 5:27 pm **tkgpr:** forgot 2 #solopr -- My list has been more operational - naming, set up LLC, website/blog, position myself, TBD - note to contacts, network
- 5:27 pm **mdbarber:** @makasha Good point on the hubs part. I find that's needed more often these days too. #solopr
- 5:27 pm **RealPRMedia:** Running off to mtg. Gr8 #solopr chat, will check transcript. Wishing you a perfect first week of August.
- 5:27 pm **makasha:** @mdbarber I'll post some tomorrow #solopr
- 5:28 pm **karenglowacki:** Q2. Def. intriguing. Can see the value from a PR perspective. Wonder if journalists will use it to the extent Newsbasis envisions? #solopr
- 5:28 pm **BevPayton:** My mistake was filing away my biz plan instead of using it. I have good marketing plans I never followed through on. Duh! #solopr
- 5:28 pm **JaneDoelink:** @krisTK: I know a #solopr pro who has multi-page marketing plan with monthly action items that she updates over holidays. [This is great!]
- 5:28 pm **tkgpr:** RT @JaneDoelink: Evernote looks very interesting #solopr

- 5:30 pm **andreahrzk:** @karenglowacki I feel the same way. Could be good, but requires participation by journalists to be effective. #solopr
- 5:30 pm **mentormarketing:** I read it cover to cover among with each of my mentoring clients. RT @krisTK: Great title! #solopr
- 5:31 pm **pearl\_brands:** Q2: I take some issue with calling the PR industry a "small" industry. What exactly does that mean? #solopr
- 5:31 pm **JaneDoelink:** @tkgpr: Evernote looks very interesting #solopr [It's so useful and you can access it on your mobile or online. It syncs!]
- 5:32 pm **KellyeCrane:** Q2: It does look intriguing. I've spoken to others (NDA) who are planning similar platforms w/more features. A space to watch! #solopr
- 5:32 pm **pearl\_brands:** Q2: I think our industry does quite a lot of thinking regarding how to better communicate with journalists. #solopr
- 5:32 pm **PRjeff:** Q2: Just read the article on NEWSBASIS <http://ht.ly/2jLCh> - Def. looks like it's worth checking out. #solopr
- 5:32 pm **cloudspark:** .@tkgpr @JaneDoelink i like evernote, use basecamp for prjct mgt with clients and the whole team. @37signals products are great #soloPR
- 5:33 pm **ghidotti:** Hi #solopr friends. Haven't chatted with you in a while. I'm just looking in while we're breaking from a meeting. Good topic today!
- 5:33 pm **cidokogiPR:** RT @JaneDoelink: @tkgpr: Evernote looks very interesting #solopr << Just took a look at it! Seems great! Will be trying it soon! #solopr
- 5:33 pm **krisTK:** @makasha Profnet also allows you to post expert profiles so reporters can find you without querying the world. #solopr
- 5:33 pm **cloudspark:** q2: newsbasis might solve a prob for PR pros, but will it solve a prob (of finding info/experts) for journalists? not sure yet. #soloPR
- 5:33 pm **KellyeCrane:** Q3: One thing I always worry about w/services in beta is, how much will it eventually cost? #solopr
- 5:33 pm **AerialEllis:** RT @SoloPR: Q2: What do you think about NEWSBASIS (the PR/journo networking site)? <http://ht.ly/2jLCh> #solopr
- 5:34 pm **ghidotti:** @makasha I've really enjoyed @ProfNet . Have placed several stories through its leads. #solopr
- 5:34 pm **BevPayton:** RT @cloudspark: @mdbarber @krisTK getng it out of yr head & on2 paper allows yr brain 2 focus on other ideas, concepts, creativity. #soloPR
- 5:34 pm **JaneDoelink:** @PRjeff: Just read the article on NEWSBASIS <http://ht.ly/2jLCh> - Def. looks like it's worth checking out. #solopr [Thanks for sharing!]
- 5:34 pm **mdbarber:** Good point: RT @KellyeCrane: Q3: One thing I always worry about w/services in beta is, how much will it eventually cost? #solopr
- 5:35 pm **SoloPR:** Q3: Do you take rush jobs? Any guidelines or suggestions? #solopr
- 5:35 pm **makasha:** Q2: I just looked at NEWSBASIS and think I will give it a try. #solopr
- 5:35 pm **JaneDoelink:** @cloudspark: i use basecamp for prjct mgt with clients and the whole team. @37signals products are great #soloPR [I'll chk this out!]
- 5:35 pm **makasha:** RT @SoloPR: Q3: Do you take rush jobs? Any guidelines or suggestions? #solopr
- 5:36 pm **SoloDovePR:** very true RT @KellyeCrane: Q3: One thing I always worry about w/services in beta is, how much will it eventually cost? #solopr
- 5:36 pm **alisonlaw:** RT @makasha @amandamogul: Anyone used the Right Brain Business Plan? It's 4 creative types and I like it. Gonna check it out! #solopr
- 5:36 pm **cidokogiPR:** Wow I Love this chat! So much knowledge sharing :) #solopr
- 5:37 pm **kgombita:** @SoloDovePR @KellyeCrane except for Google products that are "always" in beta! (Think gmail.) #solopr
- 5:37 pm **JaneDoelink:** @cidokogiPR: Evernote looks very interesting. Just took a look at it! Seems great! Will be trying it soon! #solopr [I think you'll love it.]
- 5:37 pm **mdbarber:** Q3 - Depends on time & see potential for future work. Make sure to charge enough. #solopr

- 5:37 pm **makasha:** Q3: I don't mind rush jobs when I have the time. But I charge about 30% more than my normal rates. #solopr
- 5:37 pm **BevPayton:** Ditto! But I found HARO 2 B a distraction & waste of time. RT @makasha: Q2: I just looked at NEWSBASIS & think i'll giv it a try. #solopr
- 5:37 pm **mdbarber:** So true: RT @janetfalk: @SoloPR Price it higher. My motto: As deadline approaches, quality goes down and price goes up. #solopr
- 5:38 pm **spinspun:** HARO started out as beta. Will b curious 2 see how NEWSBASIS competes #solopr
- 5:38 pm **SoloDovePR:** Q3 with rush jobs I let them know you are not going to get the same response & services had you come 2-3 months ago. be realistic #solopr
- 5:38 pm **KellyeCrane:** @jgombita @SoloDovePR True. I got burned on Jott (phone transcription, which started off free and then became overpriced). #solopr
- 5:38 pm **PRjeff:** & my stress goes up RT @janetfalk: @SoloPR Price it higher. My motto: As deadline approaches, quality goes down and price goes up. #solopr
- 5:38 pm **makasha:** RT @mdbarber: Q3 - Depends on time & see potential for future work. Make sure to charge enough. #solopr
- 5:38 pm **mdbarber:** Q3 -- I approach w caution. Is rush because they didn't plan/think ahead and now have emergency? #solopr
- 5:38 pm **BevPayton:** RT @janetfalk: @SoloPR Price it higher. My motto: As deadline approaches, quality goes down and price goes up. #solopr
- 5:38 pm **SoloPR:** Haha! RT @ghidotti: All jobs are rushed jobs these days! :) #solopr
- 5:38 pm **ProfNet:** @ghidotti That's great! I'm glad we've been able to help. :- ) #solopr
- 5:38 pm **rmpapag:** Q3: Rush Jobs are all on a per job basis. There is a flat fee for the rush on top of the project cost. Org proposal has details. #solopr
- 5:38 pm **SoloPR:** RT @makasha: Q3: I don't mind rush jobs when I have the time. But I charge about 30% more than my normal rates. #solopr
- 5:38 pm **krisTK:** Q3: When I do accept a rush job, my project fee reflects the PITA factor. #solopr
- 5:38 pm **pearl\_brands:** super slow tweetdeck updates on the #solopr chat today... feeling a little behind, but still trying to participate :)
- 5:38 pm **MsBGC:** RT @SoloDovePR: Q3 with rush jobs I let them know you are not going to get the same response & services had you come 2-3 months ago. be realistic #solopr
- 5:39 pm **makasha:** RT @SoloPR: Haha! RT @ghidotti: All jobs are rushed jobs these days! :) [True] #solopr
- 5:39 pm **spinspun:** Q3: only rush jobs I take are crisis communications one. #solopr
- 5:39 pm **JaneDoelnk:** @janetfalk: A3: Price it higher. My motto: As deadline approaches, quality goes down and price goes up. #solopr [#cosign]
- 5:39 pm **KellyeCrane:** Thanks! RT @cidokogiPR: Wow I Love this chat! So much knowledge sharing :) #solopr
- 5:39 pm **PRjeff:** Q3: Rush job or not, I only take jobs where the co. has something of value that's newsworthy. Spin-free purist here #solopr
- 5:39 pm **PRPiper:** Rush jobs with new/unknown clients can be risky. I agree with @mdbarber and approach w/ extreme caution. #solopr
- 5:40 pm **krisTK:** Red flags abound. RT @mdbarber: Q3 -- I approach w caution. Is rush because they didn't plan/think ahead and now have emergency? #solopr
- 5:40 pm **BevPayton:** Q3--Do you require a higher %age upfront, before starting work? #solopr
- 5:40 pm **SoloDovePR:** @jgombita @KellyeCrane True. Also Google Alerts is still in Beta its a good tool will like to see how it develops #solopr
- 5:41 pm **krisTK:** @BevPayton If for new client, I require half of project fee or one month's retainer b4 I start work. Lesson learned hard way. #solopr
- 5:41 pm **pearl\_brands:** Well said. RT @spinspun: Q3: only rush jobs I take are crisis communications one. #solopr

- 5:41 pm **mdbarber:** Q3 -- An emergency on your part may not constitute one on mine. That's how I approach most "rush" jobs. Crisis -- different story #solopr
- 5:41 pm **KellyeCrane:** Agree- I've learned to only do rush for existing clients. RT @PRPiper: Rush jobs with new/unknown clients can be risky. #solopr
- 5:41 pm **ghidotti:** Amen. RT @PRjeff: Q3: Rush job or not, I only take jobs where the co. has something of value that's newsworthy. Spin-free purist #solopr
- 5:41 pm **MopwaterPR:** Only take rush jobs when it won't interfere with your other clients or it's a portfolio builder AND you're being well-compensated. #solopr
- 5:42 pm **SoloPR:** RT @BevPayton: Q3--Do you require a higher %age upfront, before starting work? #solopr
- 5:42 pm **makasha:** RT @mdbarber: Q3 Is rush because they didnt plan/think ahead and now have emergency? [in my exp small businesses rarely plan ahead.] #solopr
- 5:42 pm **krisTK:** RT @MopwaterPR: Only take rush jobs when it won't interfere with your other clients or it's a portfolio builder AND you're well-paid #solopr
- 5:43 pm **makasha:** RT @MopwaterPR take rush jobs when it wont interfere with your clients or its a portfolio builder AND youre being well-compensated. #solopr
- 5:43 pm **alisonlaw:** Me, too! On BlackBerry but good chat today. RT @3HatsComm: lurking (hard to type, eat lunch at same time ;-)) #solopr
- 5:44 pm **SoloPR:** Great advice on Q3, everyone! I think lots of companies are trying to cut corners, but rush jobs are not the way to do it. #solopr
- 5:44 pm **krisTK:** But I swear my angle is unique, cutting edge! RT @PRjeff: Q3: I only take jobs whr the co. has something of value that's newsworthy. #solopr
- 5:45 pm **PRjeff:** And REVOLUTIONARY! krisTK But I swear my angle is unique, cutting edge! #solopr
- 5:45 pm **cidokogiPR:** RT @makasha: @alisonlaw what app do you use on your blackberry for chats? #solopr
- 5:45 pm **SoloPR:** Oh look- our first #solopr love letter! :-)) RT @arkmod: Dear #solopr we love @ghidotti Sincerely, @arkmod @arkdiscovery
- 5:45 pm **alisonlaw:** @makasha Do you charge a flat fee rush charge or do you add 30 percent to your hourly rate x hours worked on rush job? #solopr
- 5:46 pm **krisTK:** @makasha I'm an ubertwitter girl, but chats are still slow on BB #solopr
- 5:46 pm **spinspun:** RT @MopwaterPR: Take rush jobs when it won't interfere with other clients , it's a portfolio builder AND you're being well-paid. #solopr
- 5:46 pm **kgombita:** @krisTK best in class! Synergistic! ;-)) #solopr
- 5:46 pm **SoloPR:** Q4: Summer is hot but we don't get to be "lazy." How do you stay motivated during these months? #solopr
- 5:47 pm **makasha:** @alisonlaw I add 30 % to my hourly rate x hours worked #solopr
- 5:47 pm **SoloPR:** RT @KimBrame: Rush job for NEW client=60% dep and balance pd on delivery of product..these days we require 30% deposit for everyone #solopr
- 5:47 pm **3hatscomm:** @alisonlaw yeah.. enjoying the convo on rush jobs #solopr
- 5:48 pm **mdbarber:** Q4 -- I wish it was hot! Too much rain in AK. Oh, sorry -- the Q. Takes a lot of discipline. I sometimes close the windows & breaks. #solopr
- 5:48 pm **janetfalk:** Keep a list of projects in the Parking Lot to address during downtimes. #solopr
- 5:48 pm **KCDPR:** #solopr Would love hear about your reccomended PR measurement tools and any external resources to purchase?
- 5:48 pm **krisTK:** Love when the #solopr chat gives me the giggles @PRJeff @kgombita
- 5:48 pm **mentormarketing:** Q3: I only do rush jobs for myself, they do not yield strong results from a return business standpoint. I am not a Super rush type. #solopr
- 5:48 pm **rmpapag:** Q4: Motivation comes from having outside interests that I pursue regardless of season. Keep me rejuvenated #solopr
- 5:48 pm **KatTayls:** RT @SoloPR: Q4: Summer is hot but we don't get to be "lazy." How do you stay motivated during these months? #solopr

- 5:48 pm **PRjeff:** That's it-will start advertising for rush jobs RT @KimBrame: Rush job for NEW client=60% dep and bal. pd on delivery of product #solopr
- 5:49 pm **makasha:** @alisonlaw most of my rush jobs come in on client referrals so they know they have to pay if they want quality work. #solopr
- 5:49 pm **KellyeCrane:** Q4: My new house is near Atlanta's biggest park, so I see people headed to the pool all day. Must admit that is hard, sometimes! #solopr
- 5:49 pm **SoloPR:** RT @rmpapag: Q4: Motivation comes from having outside interests that I pursue regardless of season. Keep me rejuvenated #solopr
- 5:49 pm **mentormarketing:** RT @SoloPR: Q4: Summer is hot but we don't get to be "lazy." How do you stay motivated during these months? #solopr
- 5:49 pm **rmpapag:** Q4: An occasional mid-day ice cream break at the local ice cream parlor helps a lot! #solopr
- 5:49 pm **PRjeff:** Um, lots of work and deadlines? RT @KatTayls: RT @SoloPR: Q4: Summer is hot but we dont get to be "lazy." How do you stay motivated #solopr
- 5:49 pm **makasha:** RT @SoloPR: Q4: Summer is hot but we dont get to be "lazy." How do you stay motivated during these months? #solopr
- 5:49 pm **mdbarber:** @KCDPR Check the solopr website as we've talked about that b4. Also, check out measurepr chat w @shonali #solopr
- 5:50 pm **SoloPR:** RT @janetfalk: Keep a list of projects in the Parking Lot to address during downtimes. #solopr
- 5:50 pm **pearl\_brands:** Lots and lots of deadlines work as motivation when the "lazy" summer comes... also playing as hard as I work! #solopr
- 5:50 pm **SoloPR:** Well, good for you! RT @PRjeff: Um, lots of work and deadlines? #solopr
- 5:50 pm **krisTK:** @PRjeff Amen to that. #solopr
- 5:50 pm **rmpapag:** Q4: Taking a vacation (even a short one) through out the year keeps the summer yearning to be outside feeling in check too #solopr
- 5:51 pm **JaneDoelink:** @SoloPR: A4: An alt approach to networking for motivation. I invite peers over for dinner. Creates environment for richer dialogue. #solopr
- 5:51 pm **PRjeff:** Have huge pool in bckyd-it's only scenery-sigh RT @KellyeCrane: Q4:House is near Atlantas biggest park, c ppl headed to pool all day #solopr
- 5:51 pm **makasha:** Q4: I start at 5:30 am & shut down at 3 pm. Leaves time for swimming and golf. When its not too hot I work on the patio. #solopr
- 5:51 pm **kellynandrews:** Q4: Hmm... so maybe the summer provides a good time to spiff up those biz plans :) #solopr
- 5:52 pm **KatTayls:** @PRjeff I agree wholeheartedly! #solopr
- 5:52 pm **KellyeCrane:** @rmpapag Uh oh- you got me on that one. Been too long since I had a vacation. #solopr
- 5:52 pm **mdbarber:** Good idea: RT @SoloPR: A4: An alt approach to networking for motivation; invite peers to dinner. environment 4 richer dialogue. #solopr
- 5:52 pm **SoloPR:** Love it! RT @makasha: Q4: I start at 5:30 am & shut down at 3 pm. Leaves time for swimming and golf. #solopr
- 5:53 pm **ghidotti:** LOL! RT @SoloPR: Oh look- our first #solopr love letter! :-)) RT @arkmod: Dear #solopr we love @ghidotti Sincerely, @arkmod @arkdiscovery
- 5:53 pm **PRjeff:** Hey - this is serious stuff here. Is giggling allowed? RT @krisTK: Love when the #solopr chat gives me the giggles @jgombita #solopr
- 5:53 pm **jgombita:** @KCDPR Bulldog Reporter/Thomson Reuters holding free PR Measurement Practices webinar 08/10 Frank Ovaitt, Ashley Pettit, Greg Radner #solopr
- 5:53 pm **SoloPR:** RT @JaneDoelink: A4: An alt approach to networking for motivation. I invite peers for dinner.Creates environment for richer dialogue #solopr
- 5:53 pm **BevPayton:** Gr8! U go girl. RT @makasha: Q4: I srt at 5:30 am & shut dn at 3 pm. Leaves time 4 swimng & golf. When its not 2 hot I wrk on patio. #solopr
- 5:54 pm **cloudspark:** motivation comes from good work; balance comes from turning off the technology (all of it) #solopr

- 5:54 pm **jgombita:** @PRjeff @krisTK interrupted giggling may constitute a crisis! ;-) #solopr
- 5:54 pm **karenglowacki:** RT @jgombita: @KCDPR Bulldog Reporter/Thomson Reuters holding free PR Measurement Practices webinar 08/10 Frank Ovaitt, Ashley Pettit, Greg Radner #solopr
- 5:54 pm **SoloDovePR:** Q4 summer hasn't been lazy. work and deadlines will keep you motivated #solopr
- 5:54 pm **KellyeCrane:** Q4: Hearing from the #solopr crew is huge motivation for me. Love hearing what smart folks are up to!
- 5:55 pm **janetfalk:** @jgombita Pls provide details of Bulldog Webinar on Measurement #solopr
- 5:55 pm **BevPayton:** Gr8 idea! RT @SoloPR: A4: An alt approach 2 networking 4 motivation; invite peers 2 dinner. environment 4 richer dialogue. #solopr
- 5:55 pm **makasha:** I enjoy the benefits of CST when most of my clients are EST. #solopr
- 5:55 pm **PRjeff:** Q4: I start when I wake up and end when I go to sleep, M-Sat. Just hired some PT help hoping this cures my workload #solopr
- 5:55 pm **JaneDoelink:** @cloudspark: motivation comes from good work; balance comes from turning off the technology (all of it) #solopr [So true.]
- 5:56 pm **KellyeCrane:** Q4: In addition to #solopr chats, love seeing the dialogue on the LinkedIn group-bit.ly/Nf4sw - and Facebook page - <http://bit.ly/aObcT3>
- 5:56 pm **cloudspark:** @PRjeff hiring pt made all the diff for me. #soloPR
- 5:56 pm **3hatscomm:** I turn off Twitter wknds RT @cloudspark: motivation comes from good work; balance comes from turning off the technology #solopr
- 5:56 pm **jgombita:** @JanetLFalk DM me your email address and I'll send you a copy of the info on Bulldog Reporter on Measurement. #solopr @kellyecrane on blog?
- 5:57 pm **SoloPR:** I've lived in 3 of 4 US time zones, and CT is the best! RT @makasha: I enjoy the benefits of CST when most of my clients are EST. #solopr
- 5:57 pm **makasha:** @PRjeff I used to work from sun up til sun down by my body stopped me. LOL #solopr
- 5:57 pm **mdbarber:** Great point: RT @cloudspark: motivation comes from good work; balance comes from turning off the technology (all of it) #solopr
- 5:57 pm **KellyeCrane:** @PRjeff Glad to hear you're hiring help! You don't want to burnout. #solopr
- 5:58 pm **makasha:** RT @mdbarber Great point: RT @cloudspark: motivation comes from good work; balance comes from turning off the technology (all of it) #solopr
- 5:58 pm **lindamachado:** Good! RT @cloudspark: motivation comes from good work; balance comes from turning off the technology (all of it) #solopr
- 5:58 pm **krisTK:** Q4: Balance is key, regardless of season. #solopr
- 5:58 pm **ImAfterdotcom:** On Twitter: @cloudspark I just wrote about Disconnecting <http://bit.ly/9cZsTp> #solopr <http://bit.ly/bnnusV>
- 5:59 pm **kellynandrews:** Ditto, and it's a lifesaver! RT @PRjeff: Q4: Just hired some PT help hoping this cures my workload #solopr
- 5:59 pm **SoloPR:** We've reached the end of another fun and highly informative hour. Thanks everyone for joining, and keep chatting on #solopr all week!
- 5:59 pm **makasha:** @BevPayton Yes Most of my business is referred to me I have a quirky list of clients who have jobs they cant perform so they pay me #solopr
- 5:59 pm **krisTK:** @BevPayton I have clients in ET, CT, and PT, and I'm in CT. Works fine, except when PT client calls at 8 pm as she's wrapping up #solopr
- 5:59 pm **JaneDoelink:** @makasha: love your twitter handle #solopr [Thanks so much! It's the name of my newly HUB certified business :) ]
- 5:59 pm **mdbarber:** Great chat everyone. This is an important part of my week and I appreciate each of you for sharing your successes. Have a good one. #solopr
- 6:00 pm **spinspun:** Q4: Taking a camping trip, see the stars, clear the head - keeps me motivated, centered, creative. #solopr
- 6:00 pm **JaneDoelink:** @SoloPR: My colleagues and I use google talk as our #solopr water cooler. It motivates us + allows us to bounce ideas off of each other.

- 6:00 pm **krisTK:** RT @mdbarber: Great chat everyone. This is an important part of my week and I appreciate each of you for sharing your successes. #solopr
- 6:00 pm **mdbarber:** @krisTK I'll have to remember that and call you at my 5 PM one of these days. :-)  
That's like when at ET person calls me at 8 AM #solopr
- 6:00 pm **makasha:** RT @JaneDoelink: @makasha: love your twitter handle #solopr [Thanks so much! Its the name of my newly HUB certified business :) ] #solopr
- 6:00 pm **BevPayton:** @PRjeff If you still some need help with project work, I'm open. #solopr
- 6:01 pm **makasha:** RT @JaneDoelink: @SoloPR: My colleagues and I use google talk as our #solopr water cooler. It motivates us + allows us to bounce ideas off of each other.
- 6:01 pm **PRjeff:** Thx all. Might b looking for PT media relations help. dm me #solopr
- 6:02 pm **KellyeCrane:** @JaneDoelink BTW, I like that you've made a picture your avatar. Nice to see your smiling face! #solopr
- 6:02 pm **alisonlaw:** @cidokogiPR @makasha I was using UberTwitter for BlackBerry. Not really for chats, just for Twitter. #solopr
- 6:03 pm **janetfalk:** @jgombita: @SoloPR Bulldog Reporter/Thomson Reuters holding free PR Measurement Practices webinar 08/10 <http://bit.ly/8XNeA6> #solopr
- 6:03 pm **alisonlaw:** I just finished a rush job for VIP client. Wasn't sure how to charge. RT @makasha: I add 30 % to my hourly rate x hours worked #solopr
- 6:03 pm **makasha:** I had a blast today. Now, back to editing. #solopr
- 6:03 pm **krisTK:** @mdbarber Had a FL reporter call for directions to morning show live shot -- 3:30 am my time. I woke up fast. #solopr
- 6:04 pm **WalkerNEWS:** @JaneDoelink @SoloPR: My colleagues and I use google talk as our #solopr water cooler. We do similar here!
- 6:04 pm **SoloPR:** RT @PRjeff: Thx all. Might b looking for PT media relations help. dm me #solopr
- 6:04 pm **makasha:** RT @krisTK: @mdbarber Had a FL reporter call for directions to morning show live shot -- 3:30 am my time. I woke up fast. #solopr
- 6:05 pm **PRPiper:** Another great #solopr chat. Will miss next week - getting motivated at the @FPRA State Conference in #Naples. #fpra #pr
- 6:05 pm **makasha:** RT @SoloPR: RT @PRjeff: Thx all. Might b looking for PT media relations help. dm me #solopr
- 6:06 pm **KellyeCrane:** @PRPiper Good for you! Let us know what you learn. #solopr #Naples #fpra #pr
- 6:06 pm **krisTK:** Q4: #solopr chat helps me stay motivated about clients, projects, biz. Glad it's right smack dab in middle of week.
- 6:07 pm **JaneDoelink:** RT @KellyeCrane: I like that u've made a picture your avatar. Nice to see ur smiling face #solopr [Thx for noticing! I'm getting used to it]
- 6:08 pm **mentormarketing:** Thanks for an informative 1st Solopr Chat session. #solopr
- 6:09 pm **BevPayton:** RT @krisTK: @mdbarber Had a FL reporter call for directions to morning show live shot -- 3:30 am my time. I woke up fast. #solopr
- 6:09 pm **JaneDoelink:** @WalkerNEWS: My colleagues and I use google talk as our #solopr water cooler. [We do similar here!] As a #solopr, we must improvise :)
- 6:11 pm **BevPayton:** Thanks @KellyeCrane and other #solopr tweeps. Great chat!
- 6:13 pm **SoloPR:** @mentormarketing So glad you could join us, hope to see you next time! #solopr
- 7:06 pm **rmpapag:** Survey: How are you managing your #PR work-flow? <http://ht.ly/2l4re> #solopr #measurepr #publicrelations
- 7:15 pm **rmpapag:** Survey: How are you managing your #PR work-flow? #solopr #measurepr #publicrelations <http://ht.ly/2l4OB> (last link was a dud!)
- 7:15 pm **mentormarketing:** @SoloPR I have added #SoloPr to my chat schedule. #solopr
- 7:48 pm **DemoSkalkotos:** RT @rmpapag: Survey: How are you managing your #PR work-flow? <http://ht.ly/2l4re> #solopr #measurepr #publicrelations
- 8:10 pm **Boston\_PR:** by @jburkhardt10: Why do companies suck at social media? Good read! #pr #solopr #MMI <http://bit.ly/b8bmXO>

9:17 pm **MopwaterPR:** @kellyecrane #solopr was so good today.

10:11 pm **abeckwith:** That's very good to know. A lot of indies have that problem RT @marierotter:  
@abeckwith health insurance. It's why I have a job now. #solopr

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