



Transcript from September 15, 2010 to September 15, 2010

All times are Pacific Time

September 15, 2010

- 9:29 am **shrivanshh:** RT @shonali: New (from me) on @BNET: 5 reasons to leave PR to the PPro <http://ht.ly/2DUdN> What do you think? #pr #solopr
- 12:22 pm **rachelesterline:** I hate turning down potential freelance work, but I'm starting to feel like I will have to. There's only so much you can do... #solopr
- 12:24 pm **ThePRLady:** You know what's great about being on PST?...I can wake up, email & organize my shiz before anyone on EST is awake! Ha! #solopr #nyc
- 1:12 pm **MarketingMel:** Will miss my #soloPR peeps today. Back to back meetings at that time. Will catch the transcript. Have a lively convo!
- 1:53 pm **KellyeCrane:** It's #solopr chat day, join us 1-2pm ET as we discuss PR, social media, consulting, and more. Send me your Qs!
- 1:56 pm **rmpapag:** It's #solopr chat day! Looking forward to participating after weeks of absence!
- 2:17 pm **KellyeCrane:** @rachelesterline Definitely have to keep your sanity as a #solopr! If you have too much freelance work, perhaps time to raise your rates?
- 3:11 pm **KellyeCrane:** Today's #solopr chat will focus on research (on media and other topics). Tips, how to bill for it, etc. See you 1-2pm ET!
- 3:11 pm **Marc_Meyer:** RT @KellyeCrane: Today's #solopr chat will focus on research (on media and other topics). Tips, how to bill for it, etc. See you 1-2pm ET!
- 3:13 pm **rmpapag:** RT @KellyeCrane: Today's #solopr chat will focus on research (on media and other topics). Tips, how to bill for it, etc. See you 1-2pm ET!
- 3:14 pm **jpgombita:** RT @KellyeCrane: Today's #solopr chat will focus on research (on media and other topics). Tips, how to bill for it, etc. See you 1-2pm ET!
- 3:15 pm **rockstarjen:** RT @KellyeCrane: Today's #solopr chat will focus on research (on media and other topics). Tips, how to bill for it, etc. See you 1-2pm ET!
- 3:20 pm **ScottHepburn:** Are you an aspiring PR pro? Savvy PR vet? Join @kellyecrane for #solopr chat at 1-2pm EST today. Always good stuff.
- 3:24 pm **Itwoods:** RT @KellyeCrane: Today's #solopr chat will focus on research (on media and other topics). Tips, how to bill for it, etc. See you 1-2pm ET!
- 4:01 pm **mdbarber:** RT @KellyeCrane: Today's #solopr chat will focus on research (on media and other topics). Tips, how to bill for it, etc. See you 1-2pm ET!
- 4:07 pm **ScottHepburn:** @starringAllison Yep, it's a Twitter chat. Follow the #solopr hashtag. Services like TweetChat are great for live Twitter chats.
- 4:59 pm **billmurphy:** Hoping to stop by #solopr today! Looks like a great chat subject
- 5:00 pm **SoloPR:** Welcome to this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it).
- 5:01 pm **SoloPR:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr
- 5:01 pm **KellyeCrane:** RT @SoloPR: Welcome to this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it).
- 5:01 pm **LauraScholz:** Yay! RT @SoloPR: Welcome to this week's #soloPR chat for independent pros in PR & related fields (& those who want to learn more about it).
- 5:02 pm **SoloPR:** If you're new to chatting, try Tweetgrid.com or Tweetchat.com, and search for the hashtag #solopr
- 5:02 pm **SoloPR:** @LauraScholz Yay is right! :-) #solopr

- 5:03 pm **SoloPR:** This is @KellyeCrane moderating - 20 yrs in PR, 15 solo. Blog at SoloPR.com. #solopr
- 5:03 pm **rockstarjen:** Hello everyone! Jen in San Diego here. Hoping to participate more today than the last couple of weeks. Aaiiiiiiii. :) #solopr
- 5:04 pm **LauraScholz:** Hi everyone! Laura in Atlanta. PR for about eight years, solo for three. #solopr
- 5:04 pm **SoloPR:** At the end of last week's chat we discussed researching bloggers, and many other rsch issues came up to be addressed today. #solopr
- 5:05 pm **LeydaHernandezV:** RT @LauraScholz: Yay! RT @SoloPR: Welcome to this week's #soloPR chat for independent pros in PR & related fields (& those who want to learn more about it).
- 5:05 pm **LoisMarketing:** Hi #soloPR At lunch with friends who are PR students, looking forward to today's chat
- 5:05 pm **melodygross:** RT @KellyeCrane: RT @SoloPR: Welcome to this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it).
- 5:06 pm **SoloPR:** Q1: When you get a new client, what kinds of research do you do first as you prepare to work with them? #solopr
- 5:06 pm **LoisMarketing:** #soloPR I am an independent PR advisor in Atlanta
- 5:06 pm **rmpapag:** Joining #solopr chat from MD now. Hello everyone!
- 5:06 pm **SoloPR:** @LoisMarketing Hello to you and the student guests! #solopr
- 5:06 pm **KellyeCrane:** RT @SoloPR: Q1: When you get a new client, what kinds of research do you do first as you prepare to work with them? #solopr
- 5:06 pm **ghidotti:** Hello, everyone! Trying to catch some of the conversation today. #solopr
- 5:07 pm **ghidotti:** Well, this is a no-brainer, but check out their website and Google them! #solopr
- 5:07 pm **rockstarjen:** RE: Q1 Find as much out about the competition as possible, as well as what branding challenges the client is facing. #solopr
- 5:08 pm **rmpapag:** A1: Start with their website and then perform independent research online. #solopr
- 5:08 pm **LDecosse:** RT @SoloPR: Q1: When you get a new client, what kinds of research do you do first as you prepare to work with them? #solopr
- 5:08 pm **LauraScholz:** Q1: website, social media channels, previous press coverage, competition, differentiators, biz culture/personality. #solopr
- 5:08 pm **KellyeCrane:** RT @KellyeCrane: Q1: I try not to take on a client completely different from my prior experience. Helps reduce rsch requirements. #solopr
- 5:08 pm **SoloPR:** The whole website - not just news. RT @ghidotti: Well, this is a no-brainer, but check out their website and Google them! #solopr
- 5:08 pm **tracybb:** Q1: Check out their media clips and read all the releases that they have on their site. Also I research their previous PR firm. #solopr
- 5:08 pm **LDecosse:** Excited for a new roundtable or rather tweetable PR discussion #solopr
- 5:08 pm **joshchandlerva:** Joining the #soloPR chat, so, this Twitter feed will get a little bit noisier for a while.
- 5:09 pm **rockstarjen:** RT @KellyeCrane: Q1: I try not to take on a client completely different from my prior experience. Helps reduce rsch requirements. #solopr
- 5:09 pm **rmpapag:** A1: Also use LinkedIn to see who I'm working with to get some background. #solopr
- 5:09 pm **rockstarjen:** Yes. Do this, as well. RT @rmpapag: A1: Also use LinkedIn to see who I'm working with to get some background. #solopr
- 5:09 pm **rmpapag:** A1: Establish who the competitors are and research them too. Check out industry trends. #solopr
- 5:09 pm **sparklyhero:** Peeping in to #solopr
- 5:10 pm **LauraScholz:** I also do a "screening" call w/ preliminary questions to find out needs & see if personalities are a good fit. #solopr

5:10 pm **SoloPR:** Smart! RT @tracybb: Q1: ... I research their previous PR firm. #solopr

5:10 pm **mdbarber:** Sorry -- running late today. Hope all are well. Anchorage PR pro. #solopr

5:10 pm **SoloPR:** RT @rockstarjen: Yes. Do this, as well. RT @rmpapag: A1: Also use LinkedIn to see who I'm working with to get some background. #solopr

5:10 pm **jgombita:** A1: Basics are doing an online search for existing information, including setting up Google Alerts for company name, CEO, etc. #solopr

5:10 pm **EaddyPerry:** hello all! good to participate again! 16 yrs. exp, 7 years solo! #solopr

5:11 pm **joshchandler:** I like to do research on Google, perhaps follow the companies they've worked with on social networks, verify their testimonials. #solopr

5:11 pm **LoisMarketing:** #soloPR Q1 I ask them to set aside time for Q & A, to meet the principals, learn company background, experiences, expectations

5:11 pm **SoloPR:** @joshchandler @LDecosse Welcome! #solopr

5:11 pm **LDecosse:** Q1: check out what they have done, competition and what area can be improved or implemented #solopr

5:11 pm **mdbarber:** Q1 -- New clients have liked when I do Survey Monkey type research about them w friends in target audience. Shows initiative. #solopr

5:11 pm **SoloPR:** RT @LauraScholz: I also do a "screening" call w/ preliminary questions to find out needs & see if personalities are a good fit. #solopr

5:12 pm **mdbarber:** Q1 -- Don't forget PRSA's member directory too to see who's working with similar clients in other markets. Reach out to them. #solopr

5:12 pm **dariasteigman:** I think it's key to assess "fit" -- can learn a lot from "interviewing" and scope negotiations as to whether want to work w/ them. #solopr

5:12 pm **3hatscomm:** RT @SoloPR: Smart! RT @tracybb: Q1: ... I research their previous PR firm. #solopr

5:12 pm **krisTK:** Still traveling so missing today's #solopr. Can't wait to read the transcript.

5:12 pm **BevPayton:** #SoloPR Q1 After Google/LinkedIn search of client, I'd look at their chief competitors

5:12 pm **SoloPR:** RT @mdbarber: Q1 -- New clients have liked when I do Survey Monkey type resch w friends in target audience. Shows initiative #solopr

5:12 pm **tracybb:** Good thing 2 do is check out their history w/PR providers. Once I saw one that was changing firms every 2 months or so. Bad sign. #solopr

5:13 pm **LDecosse:** @SoloPR Glad to be here, 1h12am Singapore Time but all awoken to grab some PR knowledge from the pros #solopr

5:13 pm **ghidotti:** I use CustomScoop (in partnership with some other indies) and like to do new client searches on that too. #solopr

5:13 pm **joshchandler:** @mdbarber - Ah, yes. We shouldn't forget to check professional associations. Good idea. #solopr

5:13 pm **rockstarjen:** Great idea! RT @mdbarber: Q1 -- Dont forget PRSA director to see whos working w/similar clients in other markets. Reach out to them. #solopr

5:13 pm **KateRobins:** SMART. get to know ppl around the client. RT @rmpapag: A1: Also use LinkedIn to see who I'm working with to get some background. #solopr

5:13 pm **LoisMarketing:** #soloPR Q1 Can conduct Internet-based research but nothing tops face-to-face, w @LauraScholz -- Are personalities and you good fit?

5:13 pm **joshchandler:** @tracybb - Yes! #solopr

5:13 pm **EaddyPerry:** RT @LauraScholz: I also do a "screening" call w/ preliminary questions to find out needs & see if personalities are a good fit. #solopr

5:13 pm **SoloPR:** @krisTK Bummer - you were the one with the main Q (up next)! Transcript will suffice, I'm sure. #solopr

5:13 pm **SoloPR:** RT @ghidotti: I use CustomScoop (in partnership with some other indies) and like to do new client searches on that too. #solopr

5:13 pm **LauraScholz:** @LoisMarketing Thanks for the RT in #solopr. Agree--I'm all about the personal "vibe." :)

- 5:14 pm **cloudspark:** RT @3hatscomm: RT @SoloPR: Smart! RT @tracybb: Q1: ... I research their previous PR firm. #solopr
- 5:14 pm **joshchandlerva:** @LoisMarketing - How likely would it be that a small business owner can find the time to do that though. #solopr
- 5:14 pm **SoloPR:** Dedicated! RT @LDecosse: @SoloPR Glad to be here, 1h12am Singapore Time but all awaken to grab some PR knowledge from the pros #solopr
- 5:14 pm **tracybb:** I have done the LinkedIn search on the principals of the company too. It's always interesting to see where they came from. #solopr
- 5:15 pm **PRtini:** Good reminder for #SoloPR, #SmBiz & #entrepreneur folks: Know your numbers! <http://ow.ly/2EHng>
- 5:15 pm **joshchandlerva:** @tracybb - Yes, LinkedIn rules! :) #solopr
- 5:15 pm **LDecosse:** @mdbarber agree, survey/research tells the client and PR pros what is the actual situation of the comp and tells us what's missing #solopr
- 5:15 pm **KateRobins:** Amen RT @LoisMarketing: #soloPR Q1 I ask them to set aside time for Q & A, meet principals, learn co background, experiences, expectations
- 5:15 pm **BevPayton:** Sweet luxury! RT @KellyeCrane: I try not 2 take a client cmpletly difft from my prior experience. Helps reduce rsch requirements. #solopr
- 5:15 pm **LoisMarketing:** @joshchandlerva Candid question: If they cannot make the time, are they committed to a successful relationship? #soloPR
- 5:15 pm **KellyeCrane:** Q1: Of course, a Twitter/socmed search is great to find out hot-button topics. #solopr
- 5:16 pm **cloudspark:** @tracybb and how long they've been there. #solopr
- 5:16 pm **kgombita:** @joshchandlerva @tracybb A1. Do you ever bother to research their business or personal Facebook profiles? #solopr
- 5:16 pm **SoloPR:** Q2: Do you bill for research (client bkgd, target lists, etc.)? How do you handle? #solopr
- 5:16 pm **joshchandlerva:** @LoisMarketing - I definitely agree that both parties need to show commitment, but that isn't how the world works now. #solopr
- 5:16 pm **LoisMarketing:** @LauraScholz You are welcome. You bring up an excellent point -- and an essential! #soloPr
- 5:16 pm **dariasteigman:** Q1. I like clients outside my "box." That's been a key to learning & innovation. -- #solopr
- 5:17 pm **BevPayton:** VERY SMART! RT @SoloPR: Smart! RT @tracybb: Q1: ... I research their previous PR firm. #solopr
- 5:17 pm **LeydaHernandezV:** RT @tracybb: Q1: Check out their media clips and read all the releases that they have on their site. Also I research their previous PR firm. #solopr
- 5:17 pm **LauraScholz:** Q2: Research is all part of the overall project fee. I build it in up-front. #solopr
- 5:17 pm **tracybb:** @cloudspark Yes that too. #solopr
- 5:17 pm **3hatscomm:** ITA look at other marketing, adv, beyond PR RT @LauraScholz: Q1: web, social media channels, previous press coverage, competition #solopr
- 5:17 pm **SoloPR:** RT @dariasteigman: Q1. I like clients outside my "box." That's been a key to learning & innovation. #solopr
- 5:17 pm **thinkmaya:** RT @prtini: Good reminder for #SoloPR, #SmBiz & #entrepreneur folks: Know your numbers! <http://ow.ly/2EHng>
- 5:18 pm **ghidotti:** I would never bill for my own research on getting to know a client better. Seems like that is something that should just be done. #solopr
- 5:18 pm **rockstarjen:** Q2: research, lists, etc. are included in my estimate/plan. i can generally guess about how long it will take. #solopr
- 5:18 pm **joshchandlerva:** @kgombita - I think it's so important that a company can portray it's professional brand on the web. #solopr
- 5:18 pm **LauraScholz:** Yes! RT @3hatscomm: Look at other marketing, adv, beyond PR RT @LauraScholz: Q1: web, social media channels, press covg, competition #solopr

- 5:18 pm **LoisMarketing:** @joshchandlerva I'm going to politely disagree. Let's discuss this one to one if you'd like, outside of #soloPR
- 5:18 pm **tracybb:** @jgombita Yes, I do check them out on FB but most people are private there. Mostly, I'm just checking to see if they are on it. #solopr
- 5:18 pm **rockstarjen:** Q2 follow-up - but there is always additional time spent that I don't bill for. It's a balance. #solopr
- 5:19 pm **EaddyPerry:** RT @SoloPR: Q2: Do you bill for research (client bkgd, target lists, etc.)? How do you handle? #solopr
- 5:19 pm **mdbarber:** RT @rockstarjen: Q2 follow-up - but there is always additional time spent that I dont bill for. Its a balance. #solopr
- 5:19 pm **joshchandlerva:** @tracybb - What does the physical presence on Facebook tell you, you need to look at their updates to know what they do on there. #solopr
- 5:19 pm **jenmitch:** Agree. RT @rockstarjen: Q2 follow-up - but there is always additional time spent that I don't bill for. It's a balance. #solopr
- 5:19 pm **cloudspark:** Q1:I also like using Gist to see their recent social comms #solopr
- 5:19 pm **KellyeCrane:** @dariasteigman I like to stretch also, but primarily focus on my niche: technology. It's broad enough I don't get bored! #solopr
- 5:19 pm **KateRobins:** Oh man, switched from tweetchat to tweetdeck and forgot to slug #solopr on past few blurts. Maybe that means you're having a good day.
- 5:20 pm **SoloPR:** RT @LauraScholz: Q2: Research is all part of the overall project fee. I build it in up-front. #solopr
- 5:20 pm **LoisMarketing:** @joshchandlerva As PR advisor, I am part of their team. I have learned how to gain an understanding of their co in order to be that #solopr
- 5:20 pm **deegospel:** joining late. hi, all! dee from atl. owner of deegospel pr #solopr
- 5:20 pm **jgombita:** @joshchandlerva definitely. Altho there was an interesting post on @sysomos blog last week re not giving up company's website for FB #solopr
- 5:20 pm **LauraScholz:** Q2: But the initial client research--that's just part of biz devt. Shouldn't be billed. Part of due diligence. #solopr
- 5:20 pm **dariasteigman:** Q2. Research is time, expertise. Must bill for it, whether as standalone, as part of "start-up chunk," or built into a retainer. #solopr
- 5:20 pm **SoloPR:** RT @ghidotti: I would never bill for my own resch on getting to know a client better. Seems like something that should just be done #solopr
- 5:20 pm **joshchandlerva:** @KateRobins - Yeah, I am using TweetChat.com at the moment. It's great. #solopr
- 5:20 pm **mdbarber:** RT @dariasteigman: Q2. Research is time, expertise. Must bill for it, as standalone, "start-up chunk," or built into a retainer. #solopr
- 5:20 pm **3hatscomm:** RT @LauraScholz: Q2: But the initial client research - that's just part of biz devt. Shouldnt be billed. Part of due diligence. #solopr
- 5:21 pm **jgombita:** @tracybb another question: what is your reaction if the company/senior people do NOT have a profile on FB? (Any negative reaction?) #solopr
- 5:21 pm **tracybb:** @joshchandlerva Tells me if they are savvy or not, how many connections they have & the pic is telling as well. Plus some are open. #solopr
- 5:21 pm **dariasteigman:** @KellyeCrane Good pt. You can stretch client types, but still have to stay w/ your core competencies. Can't be everything to all. #solopr
- 5:21 pm **abellis35:** Q2: Every project with a client requires research, you need to build a foundation. A base fee should include the research. #solopr
- 5:21 pm **joshchandlerva:** @LoisMarketing - But, do this realistically *need* a face-to face meeting? #solopr
- 5:21 pm **KateRobins:** YUP. And alerts dig deep. RT @mdbarber: Q1 -- Google alerts also provide insight into what's being said. #solopr
- 5:21 pm **joshchandlerva:** @tracybb - Yes, that's true. #solopr
- 5:21 pm **tracybb:** @jgombita If they are not on FB, then I know that I'm more social media savvy and try to sell that in too. #solopr

- 5:21 pm **deegospel:** q2: i include research in my campaign rate, but may reconsider billable hours for that. i've undercut my fees horribly #solopr
- 5:22 pm **karenglowacki:** Q2 Yes - "development of xyz" or "planning x,y,z" and include those hours in your budget. time is money - and research takes time! #solopr
- 5:22 pm **lgombita:** @joshchandlerva @KateRobins I started using TweetChat for the #CommsChat. Love the way it adds the hashtag, so I don't have to! #solopr
- 5:22 pm **LoisMarketing:** Same here #soloPR Q2: I build research time and tools into quote and outline what I anticipate as first steps and ongoing research
- 5:22 pm **gurnage:** Check out the #solopr chat going on right now! Every Wed. from 1- 2 pm.
- 5:22 pm **3hatscomm:** @LauraScholz Gotta know how to integrate PR to other marketing initiatives, make it all work together. #solopr
- 5:22 pm **joshchandlerva:** @lgombita - Yes, it really slows me down having to reinsert the hashtag on every tweet. :) #solopr
- 5:22 pm **hashtager:** # @joshchandlerva @KateRobins I started using TweetChat for the #CommsChat. Love the way it adds the hashtag, so I don't have to! #solopr
- 5:22 pm **LauraScholz:** Exactly! :) RT @3HatsComm: @LauraScholz Gotta know how to integrate PR to other marketing initiatives, make it all work together. #solopr
- 5:22 pm **tracybb:** Q2 Some research expenses are charged. Media lists for sure, not always for background research. Depends on my learning curve. #solopr
- 5:22 pm **jenmitch:** @KateRobins @mdbarber Q1: Google alerts sometime miss items. I always do a manual search too. #solopr
- 5:23 pm **Galaxymax:** RT @lgombita: A1: Basics are doing an online search for existing information, including setting up Google Alerts for company name, CEO, etc. #solopr
- 5:23 pm **LDecosse:** i agree that research should be billed as part of the retainer and discussed beforehand with client #solopr
- 5:23 pm **marthamuzychka:** @tracybb I agree. Claiming the soc/med real estate important for reputation mgt in future. Adds value. #solopr
- 5:23 pm **SoloPR:** Yes! RT @karenglowacki: Q2 Yes - "development of xyz" or "planning x,y,z" and include those hours in your budget. #solopr
- 5:23 pm **tracybb:** BTW, I'm a tweetchat fan too. Also like how it adds hashtag plus it makes it easy to follow the conversation. #solopr
- 5:23 pm **cidokogiPR:** Agreed! RT @joshchandlerva: @KateRobins - Yeah, I am using TweetChat.com at the moment. Its great. #solopr
- 5:23 pm **cloudspark:** @KateRobins you can almost always find the prev firms through press releases #solopr
- 5:23 pm **deegospel:** RT @KellyeCrane: Q2: My basic rsch is done during the proposal phase- so no billing for that... #solopr
- 5:24 pm **ghidotti:** Agreed. RT @LauraScholz: Q2: But initial client research--that's just part of biz devt. Shouldn't be billed. Part of due diligence. #solopr
- 5:24 pm **LoisMarketing:** @joshchandlerva For me it's increasingly Skype to Skype and phone to phone. Purpose is the same. Real connection must be there. #soloPr
- 5:24 pm **joshchandlerva:** @tracybb - But, it's not real time like TweetChat is. I think that Tweetdeck is actually pretty darn limited. #solopr
- 5:24 pm **marthamuzychka:** A1: I also look for misspellings of company's name, brand etc to ensure am not missing anything. #solopr
- 5:24 pm **rockstarjen:** Agreed. RT @KellyeCrane: Q2: My basic rsch is done during the proposal phase - so no billing for that... #solopr
- 5:24 pm **luannsaid:** Hi, #solopr friends! *Peeking head in....now back to client web content*
- 5:24 pm **lgombita:** @marthamuzychka hey there, Martha! Nice to see another Canuck aboard this chat train.... #solopr
- 5:25 pm **cidokogiPR:** Ugh... I hate coming in late... feeling a tad thrown off.. btw Christine here.. budding solopr pro #solopr

- 5:25 pm **ghidotti:** @jgombita No negative reaction. Not everyone should have a Facebook page. It completely depends on the strategy. #solopr
- 5:25 pm **KateRobins:** Keeps you humble! (looking stuff up!) RT @SoloPR: RT @dariasteigman: Q1. I like clients outside my "box." key to learning/nnovation. #solopr
- 5:25 pm **joshchandlerva:** @KateRobins - Yeah, agreed. #solopr
- 5:25 pm **LoisMarketing:** @joshchandlerva My suggestion is to not rely on "cold" facts but engage the "voices" and personalities of the client company. #soloPR
- 5:25 pm **jgombita:** @joshchandlerva ha! One thing, though, I'm not convinced I read each tweet as thoroughly on TweetChat. #solopr
- 5:25 pm **tracybb:** @cloudspark Besides their site, you can find company releases through PRNewswire and Businesswire feeds. #solopr
- 5:25 pm **SoloPR:** RT @abellis35: Q2: Every project with a client requires research, you need to build a foundation.A base fee should include the resch #solopr
- 5:25 pm **KateRobins:** @cloudspark I thought you meant talking to previous firms... #solopr
- 5:25 pm **3hatscomm:** Word. RT @ghidotti: @jgombita Not everyone should have a Facebook page. It completely depends on the strategy. #solopr
- 5:25 pm **rmpapag:** With regard to A2 Surprised so many #solopr do not charge for their time to research. It 's a function req before & during client engagement
- 5:26 pm **joshchandlerva:** @LoisMarketing - No, of course. I would never leave it all to electronic communications. Ever! #solopr
- 5:26 pm **dariasteigman:** @KateRobins Humble indeed. While making you smarter at the same time. #solopr
- 5:26 pm **marthamuzychka:** @jgombita Thanks. Still learning the ropes. Must check out tweetchat later. #solopr
- 5:26 pm **mdbarber:** Yes! Strategy key RT @ghidotti: @jgombita Not everyone should have a Facebook page. It completely depends on the strategy. #solopr
- 5:26 pm **tracybb:** @rmpapag It's also a tough economy out there. #solopr
- 5:26 pm **joshchandlerva:** @jgombita - Ah, yeah, you've got to keep up. :) @SoloPR seems to be an incredibly active community, it's great. :) #solopr
- 5:27 pm **deegospel:** q2: for my niche, research also includes searching & vetting entertainment opps & community projects to book clients for exposure #solopr
- 5:27 pm **EaddyPerry:** RT @KateRobins: @BevPayton How do you do that? (Research previous pr firm.) Aren't they under confid agreement? #solopr
- 5:27 pm **KateRobins:** @jgombita No. Some of the best and biggest I've had just aren't there yet. Haven't needed it. Yet. #solopr
- 5:27 pm **rockstarjen:** @mdbarber @ghidotti @jgombita and if they don't have a FB page, there's an opp for you to help them determine if they need one. #solopr
- 5:27 pm **dariasteigman:** RT @rmpapag: RE Q2 Surprised so many #solopr don't charge for their time to research. It 's a function req before & during client engagement
- 5:27 pm **jgombita:** @ghidotti well that's a relief, b/c I've *yet* to set up a Facebook page (although I've been on LinkedIn for 10+ years--beta group). #solopr
- 5:27 pm **KateRobins:** @dariasteigman Don't you LOVE that? I can tell when my brain's dead. #solopr
- 5:27 pm **marthamuzychka:** @mdbarber Wouldn't staking the real estate be important with links to ensure engagement? re: FB activity #solopr
- 5:28 pm **tracybb:** @EaddyPerry It's usually listed on the release or at the end of the release on the wire. Then go to their site. #solopr
- 5:28 pm **LDecosse:** Strategy identifies tools RT @ghidotti: @jgombita Not everyone should have a Facebook page. It completely depends on the strategy. #solopr
- 5:28 pm **mdbarber:** @rockstarjen Yes -- advise them on strategy. Means you understand their biz, their issues and have advice to help. #solopr
- 5:28 pm **LoisMarketing:** #soloPR Q2 Many of my clients are in accounting/legal arena, tied to timesheets :) I strive to communicate time and resources for research

- 5:28 pm **rmppapag:** @tracybb I agree the economy is tough, but your time/work is valuable. Very hard to raise rates/fees later. #solopr
- 5:28 pm **mdbarber:** RT @rmppapag:Q2 Surprised so many #solopr dont charge for time to research. It s a function req before & during client engagement #solopr
- 5:28 pm **tracybb:** @jgombita Do you have a personal FB page? #solopr
- 5:28 pm **TheJillianSays:** RT @rmppapag: @tracybb I agree the economy is tough, but your time/work is valuable. Very hard to raise rates/fees later. #solopr
- 5:28 pm **mdbarber:** RT @rmppapag: @tracybb I agree the economy is tough, but your time/work is valuable. Very hard to raise rates/fees later. #solopr
- 5:28 pm **KateRobins:** I am so behind you folks today. argh!! Four weeks out of the loop and I've lost the read, scroll, and type thing. #solopr
- 5:29 pm **joshchandlerva:** @LDecosse - Well, we certainly need some connection to Facebook. Especially as we start to make connections around the web. #solopr
- 5:29 pm **EaddyPerry:** agree totally RT @rmppapag: @tracybb I agree economy is tough, but your time/work is valuable. Very hard to raise rates/fees later. #solopr
- 5:29 pm **KellyeCrane:** @rmppapag Basic research to me is 3-4 hours worth, a new business "expesnse." If you focus on a niche, less rsch necessary. #solopr
- 5:29 pm **ghidotti:** @dariasteigman @rmppapag I would charge for research that pertains to the strategy being executed, but not for my initial biz devlpm. #solopr
- 5:29 pm **mdbarber:** @marthamuzychka Only if it makes sense with their goals and objectives & they will use it. Otherwise it's a waste #solopr
- 5:29 pm **joshchandlerva:** @KateRobins - I am only just keeping up. Reading at a "Refresh every 15 seconds" rate on @TweetChat :) #solopr
- 5:29 pm **deegospel:** @LoisMarketing ooh, i so understand. #solopr
- 5:30 pm **jgombita:** @tracybb no. Tweeted earlier I've never set one up, but have been on LinkedIn for 10+ years (beta group). #solopr
- 5:30 pm **rockstarjen:** @mdbarber yep. i've advised against it at times. not the right audience. #solopr
- 5:30 pm **ghidotti:** Preach it! RT @mdbarber: @rockstarjen Advise them on strategy. Means you understand their biz, their issues and have advice to help. #solopr
- 5:30 pm **KateRobins:** @mdbarber I build custom-list delivery in to the package and charge flat fee instead of piecemeal. #solopr
- 5:30 pm **LeydaHernandezV:** heading into a meeting but if you're cool and you like pr check out #solopr ...lots of great insight going on right now
- 5:30 pm **mdbarber:** @rockstarjen I have also. May not be the audience or may not have the capacity to handle activity. #solopr
- 5:30 pm **BevPayton:** Ditto! RT @LoisMarketing: Same hre #soloPR Q2: I build research time & tools in2 quote & outline wht I anticipate as 1st steps & onng rsch
- 5:31 pm **LDecosse:** @joshchandlerva i agree, platforms such as fb gives organisations better leverage and provides worldwide connections #solopr
- 5:31 pm **TheJillianSays:** me too!// RT @joshchandlerva: @KateRobins - I am only just keeping up. Reading at a "Refresh every 15 seconds" rate on @TweetChat #solopr
- 5:31 pm **deegospel:** @KateRobins you'll get back in the swing of things soon ;) #solopr
- 5:31 pm **tracybb:** @jgombita I have one both personally and for my brand and I'm on LinkedIn too. Was on L/I first. #solopr
- 5:31 pm **jgombita:** @LDecosse I concur that "Strategy identifies tools." Strategy being the "why" and the tactics or tools being the "how." #solopr
- 5:31 pm **jenzings:** @ghidotti --thanks for the CustomScoop mention, we <3 hearing how clients use it! @BevPayton we have a free 2-wk trial #solopr
- 5:31 pm **mdbarber:** @KateRobins for media relations? Custom list? #solopr
- 5:31 pm **EaddyPerry:** RT @KellyeCrane: @rmppapag Basic research to me is 3-4 hours worth, a new business "expesnse." If you focus on a niche, less rsch necessary. #solopr

- 5:31 pm **tracybb:** @SoloPR No discounts but you make sure your rates include some wiggle room. #solopr
- 5:31 pm **EaddyPerry:** good rule of thumb. #solopr
- 5:32 pm **dariasteigman:** @ghidotti @rmpapag Agreed. Biz dev research is cost of doing biz. Hopefully our rates acct. for fixed costs. #solopr
- 5:32 pm **ghidotti:** @mdbarber @rockstarjen Ditto for me. #solopr
- 5:32 pm **LoisMarketing:** #soloPR Q2 Part of building that into your proposal and quote is to show commitment and a clear plan to understanding the client/industry
- 5:32 pm **KateRobins:** @jgombita Or tools being the how. Strategy following, the "how come?" #solopr
- 5:32 pm **mdbarber:** RT @KellyeCrane: Basic research to me is 3-4 hours worth, a new business "expensse." If you focus on a niche, less rsch necessary. #solopr
- 5:32 pm **jgombita:** @tracybb for your brand/professionally, which is more relevant and useful. (Or, does FB do much for your brand?) #solopr
- 5:32 pm **tracybb:** I agree. RT @ghidotti @rmpapag Agreed. Biz dev research is cost of doing biz. Hopefully our rates acct. for fixed costs. #solopr
- 5:32 pm **BevPayton:** @KateRobins This smtms comes up on Google search of client. PR firms announce new client. #solopr
- 5:32 pm **WayneHurlbert:** @jgombita @marthamuzychka There are a few of us here from the Great White North.Pleased to meet you :-) #solopr
- 5:33 pm **jgombita:** @KateRobins I've MISSED YOU! Indeed, the "how come...?" #solopr
- 5:33 pm **abellis35:** I agree w/ @tracybb....you need to have a your guidelines of rate but be flexible...it shows you're willing to work w/ your clients #solopr
- 5:33 pm **rmpapag:** I agree, anything beyond that is what I'm referring to. RT @KellyeCraneBasic research is 3-4 hours worth a new business "expensse." #solopr
- 5:33 pm **mdbarber:** Part of research is creating a plan which involves goals. The strategy and tactics need to flow from that. Not one size fits all. #solopr
- 5:33 pm **3hatscomm:** RT @ghidotti: charge for research that pertains to the strategy being executed, but not for my initial biz devlpm. #solopr
- 5:34 pm **LDecosse:** @jgombita couldn't agree more, Strategizing is crucial before even thinking of identifying let alone using tools such as fb #solopr
- 5:34 pm **jgombita:** @WayneHurlbert cool bean, you are from The Peg! Do you know my Twitter buddy @lockstep? #solopr
- 5:34 pm **tracybb:** @jgombita As solopr the personal and brand do get mixed. But one is easier to friend people with and make connections (personal). #solopr
- 5:34 pm **mdbarber:** RT @LDecosse: Strategizing is crucial before even thinking of identifying let alone using tools such as fb #solopr
- 5:34 pm **deegospel:** q2. for entertainment & lit prs like me research doesn't stop at marketing campaign creation, so i'm seeking advise on this #solopr
- 5:34 pm **SoloPR:** @tracybb Agree. Just want #solopr pros to make sure they aren't deeply discounting now, only to be sorry later.
- 5:35 pm **tracybb:** Me 2.RT @3hatscomm: RT @ghidotti: charge 4 research that pertains to the strategy being executed, but not for my initial biz devlpm. #solopr
- 5:35 pm **EaddyPerry:** RT @LoisMarketing: #soloPR Q2 Part of building that into your proposal and quote is to show commitment and a clear plan to understanding the client/industry
- 5:35 pm **mdbarber:** @deegospel Good point. Research is not a 1 time deal for any clients. Need to build in time for ongoing monitoring/research. #solopr
- 5:36 pm **WayneHurlbert:** @jgombita No I don't know @lockstep but I like to meet new people on Twitter :-) #solopr
- 5:36 pm **SoloPR:** Q3: In addition to #solopr, which Twitter chats do you regularly participate in, and why? Master list of chats: <http://bit.ly/bJ4RCU>
- 5:36 pm **deegospel:** @SoloPR q2 (raising my hand.) That's me. #solopr

- 5:36 pm **LauraScholz:** Yes--this exactly. RT @ghidotti: charge 4 research that pertains to the strategy being executed, but not for my initial biz devlpm. #solopr
- 5:36 pm **BevPayton:** Amen! RT @abellis35: Q2: Every project w/ a client requires research, U need 2 build a foundation.A base fee shld include the resch #solopr
- 5:36 pm **SoloPR:** Twitter chats can be another form of research, hence Q3. #solopr
- 5:36 pm **jgombita:** @tracybb I suppose. I just find LinkedIn Group discussions, commenting on Profile updates, etc., is friendly yet business-like. #solopr
- 5:36 pm **KateRobins:** @LDecosse Gets back to who are these pple, why do they think they need pr, what's that mean to them? #solopr
- 5:36 pm **marthamuzychka:** @WayneHurlbert Nice to meet you here! #solopr
- 5:36 pm **LDecosse:** RT @ghidotti: charge 4 research that pertains to the strategy being executed, but not for my initial biz devlpm. #solopr
- 5:37 pm **WayneHurlbert:** I conduct my research prior to the event so it is not billed #solopr
- 5:37 pm **EaddyPerry:** RT @SoloPR: @tracybb Agree. Just want #solopr pros to make sure they aren't deeply discounting now, only to be sorry later.
- 5:37 pm **tracybb:** @mdbarber Definitely ongoing monitoring in order to report your work is a nec charge. Part of the cost of doing our biz. #solopr
- 5:37 pm **mdbarber:** Q3 -- pr20chat -- looks at broader issues for industry in general. Great conversation. (Tuesdays at 8 ET) #solopr
- 5:37 pm **jgombita:** In addition to #solopr, which Twitter chats do you regularly participate in, and why? Master list of chats: <http://bit.ly/bJ4RCU>) #solopr
- 5:37 pm **SoloPR:** RT @mdbarber: @deegospel Research is not a 1 time deal for any clients. Need to build in time for ongoing monitoring/research. #solopr
- 5:37 pm **deegospel:** q3: #journalchat, #bookmarket, #litchat, #writechat, #blck, #gno, #momeo #solopr
- 5:37 pm **mdbarber:** Agree: RT @tracybb: Definitely ongoing monitoring in order to report your work is a nec charge. Part of the cost of doing our biz. #solopr
- 5:37 pm **marthamuzychka:** Time that is rarely budgeted for IMHO. @mdbarber @deegospel Need to build in time for ongoing monitoring/research. #solopr
- 5:37 pm **jenmitch:** Q3: #measurepr is also great. #solopr #solopr
- 5:38 pm **LDecosse:** @KateRobins but in a way, as PR we have to educate them and tell them the importance and benefit of using PR for their company #solopr
- 5:38 pm **tracybb:** @jgombita You would not believe how many reporters are on FB and it's so helpful to know what they are up. #solopr
- 5:38 pm **SoloPR:** Great ex of chatting in your niche: RT @deegospel: q3: #journalchat, #bookmarket, #litchat, #writechat, #blck, #gno, #momeo #solopr
- 5:38 pm **jgombita:** A3. Most recently #CommsChat, for the international perspective. #smmeasure because it's "hot" and has wide demographic participants #solopr
- 5:38 pm **deegospel:** @marthamuzychka correct. i'm reading tweets noting tips that will help me find an answer to my challenge #solopr
- 5:38 pm **mdbarber:** Ongoing research: imp to have so you can report results. If don't know how you're doing u can't adapt & change course if needed. #solopr
- 5:39 pm **cloudspark:** q3: #imcchat #pr20chat #measurepr and have been known to listen in on others. #solopr
- 5:39 pm **LDecosse:** RT @SoloPR: Q3: In addition to #solopr, which Twitter chats do you regularly participate in, and why? #solopr
- 5:39 pm **KateRobins:** @LDecosse If it appears that's not coming across in first meeting, that's a big hunk of important data. #solopr
- 5:39 pm **marthamuzychka:** @jgombita @tracybb #solopr I use LI for business, FB for personal. I don't like to mix the two. I like clear boundaries.
- 5:39 pm **mdbarber:** Q3 -- #measurepr chat also good for tools and tips re: measurement -- research. @shonali leads this one. #solopr

- 5:40 pm **deegospel:** @SoloPR there are more(#followreader, #yalitchat., etc.) but i didn't want to sound like a tweet head ;) #solopr
- 5:40 pm **WayneHurlbert:** @SoloPR The desire to get a client often causes #solopr people to discount their price. Receiving full value for good work is fair
- 5:40 pm **mdbarber:** @ghidotti Garden chat? Don't know that one. When? Love my garden. :) #solopr
- 5:40 pm **3hatscomm:** Ditto. RT @marthamuzychka: I use LI for business, FB for personal. I dont like to mix the two. I like clear boundaries. #solopr
- 5:40 pm **jgombita:** A3. Finally, sometimes biweekly #icchat, to learn more about internal comms, meet new folks & b/c it's moderated by @CommAMMO #solopr
- 5:41 pm **LScribner:** Late to the party....#solopr
- 5:41 pm **mdbarber:** @tracybb Every other Tuesday at noon ET. Next is September 28 (right @shonali ?) #solopr
- 5:41 pm **abellis35:** I'm just getting my feet wet in #Twitter chats...I followed #digiday yesterday #solopr
- 5:41 pm **jgombita:** @tracybb interesting. I'm building up a nice collection of reporter mates on Twitter. Plus a few on LI. #solopr
- 5:41 pm **WayneHurlbert:** @marthamuzychka So nice to meet you #solopr
- 5:41 pm **tracybb:** Because of FB, I discovered that a reporter I was about to pitch was leaving for a 2 week vacation. Knowing that saved me time. #solopr
- 5:41 pm **3hatscomm:** @marthamuzychka I use FB lists to manage any crossover, as needed. #solopr
- 5:42 pm **WayneHurlbert:** @Lockstep So nice to meet you. #solopr
- 5:42 pm **LDecosse:** @KateRobins: sadly that's something that is often overseen when dealing with real life clients. #solopr
- 5:42 pm **KateRobins:** @mdbarber Isn't that what #solopr is about? *6 the greatest thing since mass production of penicillin. They talk, you prune pears. #solopr
- 5:42 pm **BevPayton:** #SoloPR Q3: so hard to even find time 4 this one. Social media is such a time suckeruper.
- 5:42 pm **deegospel:** @tracybb so true. #solopr
- 5:43 pm **abellis35:** Agreed! RT @SoloPR: Twitter chats can be another form of research. #solopr
- 5:43 pm **marthamuzychka:** @3HatsComm Really like the list function in FB. But there's always some leakage, so have been migrating them steadily to LI. #solopr
- 5:43 pm **GardenGurlie86:** RT @ghidotti-#gardenchat is another good one for anyone who has ties to to the gardening world. They are very active! #solopr
- 5:43 pm **rockstarjen:** Q3 i want to participate more often in #measurepr, #imcchat & #pr20chat, but i fail miserably. don't make this chat enough as it is. #solopr
- 5:43 pm **SoloPR:** @BevPayton Glad you make time for us! #solopr
- 5:43 pm **tracybb:** Totally. RT @BevPayton: #SoloPR Q3: so hard to even find time 4 this one. Social media is such a time suckeruper. #solopr
- 5:43 pm **ghidotti:** @mdbarber Mondays 9 PM EST! #gardenchat #solopr
- 5:43 pm **jgombita:** A3. Am I the only one here participating in Thurs. social media measurement chat? #smmeasure. Last week's guest moderators: @klout #solopr
- 5:44 pm **WayneHurlbert:** @LoisMarketing Agreed Research is critical to understand the client & industry & to do the PR work properly #solopr
- 5:44 pm **3hatscomm:** @tracybb I've had reporters, editors send out requests for info, experts via FB. Smart to follow key media. #solopr
- 5:44 pm **deegospel:** q3: agreed. I moniter many chats using Hootsuite or subscribe to the feed to read later #solopr
- 5:44 pm **abellis35:** @BevPayton You're right social media can take up a lot of time but I have to say it's worth the investment! #solopr
- 5:44 pm **mdbarber:** @ghidotti Thanks! #solopr
- 5:44 pm **deegospel:** @jgombita wow that sounds like a good chat, too #solopr

- 5:44 pm **KateRobins:** @LDecosse Often wonder where ppl hear pr. Did someone say, "Know what you need? Some of that pr. That'll fix everything" #publician #solopr
- 5:45 pm **rockstarjen:** Have to bail a little early. Gotta get ready for an 11 AM meeting. Have a great week! #solopr
- 5:45 pm **SoloPR:** Q4: Just a few minutes left- any other general researching tips/tricks to share? #solopr
- 5:45 pm **WayneHurlbert:** @LauraScholz I do the initial research as part of the service. I don't bill extra for it. I usually have retainer clients #solopr
- 5:45 pm **ghidotti:** I would love to participate in more chats but I really only have time for #solopr (and not as much as I want) and client-related chats.
- 5:45 pm **LScribner:** Q3 As we can see from my tardiness, I can barely make #solopr. Used to join #journchat, it was too crowded for me.
- 5:46 pm **KateRobins:** @SoloPR Attack it like a disease you think you might have. #solopr
- 5:46 pm **jgombita:** A3 @deegospel indeed. #smmeasure is tomorrow at 12-1 ET. FAST AND FURIOUS! (Check out blog post/transcripts on @marketwire's blog.) #solopr
- 5:46 pm **ghidotti:** Definitely! RT @abellis35: @BevPayton You're right social media can take up a lot of time, but it's worth the investment! #solopr
- 5:46 pm **deegospel:** q4: i use monitter to monitor chatter about my industry within the zipcode of my clients or the zipcode of an event client booked 4 #solopr
- 5:47 pm **deegospel:** @LScribner but you made it. :) #solopr
- 5:47 pm **jgombita:** @marthamuzychka (@tracybb) except when it comes to forming relationships...or colouring books.... ;-) #solopr
- 5:47 pm **deegospel:** @jgombita thanks! #solopr
- 5:47 pm **WayneHurlbert:** @KateRobins That attitude on the client's part shows a lack of understanding of both PR & ethics #solopr
- 5:47 pm **SoloPR:** Ha! RT @KateRobins: @SoloPR Attack it like a disease you think you might have. #solopr
- 5:47 pm **LDecosse:** RT @KateRobins: @LDecosse Often wonder where ppl hear pr. Did someone say, "Know what you need? Some of that pr. That'll fix everything" #publician #solopr
- 5:48 pm **marthamuzychka:** Q4: I search media databases to see what news stories my potential client may have appeared in. #solopr
- 5:48 pm **3hatscomm:** @marthamuzychka Lists are ok but I don't have much crossover. Prefer biz networking on Twitter, LI. #solopr
- 5:48 pm **jgombita:** A4: Are any of you signed up (or for clients) for Social Mentions? So-so in terms of usefulness. #solopr
- 5:48 pm **KellyeCrane:** Q4: Just came across this list of research sources this week: <http://bit.ly/cFNAPx> (I think @merylkevans was the one who shared it) #solopr
- 5:49 pm **WayneHurlbert:** @deegospel The chats are wonderful to meet others & share ideas. We all learn from one another. #solopr
- 5:49 pm **deegospel:** q4: i have created private twitter lists specific to my industry that i use to see what's going on that i need to be privy too #solopr
- 5:49 pm **marthamuzychka:** @3HatsComm I prefer to keep them separate too. #solopr
- 5:49 pm **SoloPR:** Q4: Also, if you missed it yesterday, checkout this list of tools from @journalistics <http://bit.ly/cEwZCi> #solopr
- 5:49 pm **deegospel:** @WayneHurlbert we do. :) #solopr
- 5:49 pm **LDecosse:** RT @KellyeCrane: Q4: Just came across this list of research sources this week: <http://bit.ly/cFNAPx> via @merylkevans #solopr
- 5:50 pm **SoloPR:** RT @deegospel: q4: i have created private twitter lists specific to my industry... #solopr
- 5:50 pm **jgombita:** For Q1: @sysomos Facebook Pages are great but don't let the love affair overshadow the role of your Web site - <http://bit.ly/bWqF9U> #solopr

- 5:50 pm **KateRobins:** @WayneHurlbert We do. And some DMs to sound folks I've met here have saved me more than a few times. solopr is oxymoronic, really. #solopr
- 5:50 pm **deegospel:** @KellyeCrane q4: wow. thanks. #solopr
- 5:50 pm **marthamuzychka:** RT @jgombita: For Q1: @sysomos Facebook Pages are great but don't let the love affair overshadow the role of your Web site - <http://bit.ly/bWqF9U> #solopr
- 5:51 pm **3hatscomm:** IMO you get back what you put in. RT @abellis35: social media can take up a lot of time but I have to say its worth the investment! #solopr
- 5:51 pm **SoloPR:** Q4: When facing a challenging #solopr situation, our LinkedIn group- bit.ly/Nf4sw - is a treasure trove of info!
- 5:52 pm **jgombita:** @deegospel you're welcome. Hope to "see you" tomorrow at #smmeasure.... #solopr
- 5:52 pm **ghidotti:** Absolutely! RT @SoloPR: Q4: When facing a challenging #solopr situation, our LinkedIn group- bit.ly/Nf4sw - is a treasure trove of info!
- 5:52 pm **KevinEkmark:** @abellis35 i didn't know you kept up w/ #solopr! hey there!
- 5:52 pm **abellis35:** I agree with @jgombita...don't let FB overshadow your website...let it build traffic to your website! #solopr
- 5:53 pm **smmeasure:** .@jgombita Thanks for the #smmeasure shoutout! Topics posted Wed evenings on Marketwire FB and #smmeasure LI group. #solopr
- 5:53 pm **deegospel:** @jgombita just added it to Remember the Milk. Good timing. I participate in #dbw at 1 #solopr
- 5:53 pm **WayneHurlbert:** @KateRobins Agreed. We all learn together & from each other. None of us are islands. The PR community shares ideas well #solopr
- 5:53 pm **abellis35:** @kevinekmark...just joined the chat this week...will def follow from now on! #solopr
- 5:53 pm **KateRobins:** @ghidotti Just remember when posting in challenging situations: that comes up in your profile when clients check you out too. #solopr
- 5:54 pm **SoloPR:** BTW,If you're going to the #PRSA conf or in the #DC area, join us for our first #solopr meetup in Oct! <http://solopr.eventbrite.com/>
- 5:54 pm **deegospel:** RT @SoloPR: Q4: When facing a challenging #solopr situation, our LinkedIn group- bit.ly/Nf4sw - is a treasure trove of info!
- 5:55 pm **SoloPR:** Since we're almost out of time, I won't ask another Q. Thanks all for joining today, and keep chatting on the hashtag all week! #solopr
- 5:55 pm **dariasteigman:** @SoloPR Thanks! #solopr
- 5:55 pm **deegospel:** RT @SoloPR: BTW,If you're going to the #PRSA conf or in the #DC area, join us for our 1st #solopr meetup... <http://solopr.eventbrite.com/>
- 5:56 pm **ghidotti:** Enjoyed #solopr chat today. Thanks, guys!
- 5:56 pm **deegospel:** @SoloPR thanks!#solopr
- 5:56 pm **jgombita:** You're welcome @smmeasure. Folks might be interested to know I pressured you into creating a LI Group, in addition to FB page. ;-) #solopr
- 5:56 pm **SoloPR:** Terrific discussion, as always. I'm sure we all got some food for thought, especially on the billing Q. #solopr
- 5:56 pm **WayneHurlbert:** @abellis35 @jgombita All social media sites are part of the whole with website & blog as hubs & SM as rail routes in & out #solopr
- 5:56 pm **KateRobins:** Thank you, Kellye and everyone for another grounding. Midday Wed., exact middle of the week. Always exactly right. #solopr
- 5:57 pm **ghidotti:** RT @SoloPR: If you're going to the #PRSA conf or in the #DC area, join us for our first #solopr meetup in Oct! <http://bit.ly/a2xiOG>
- 5:57 pm **LDecosse:** @SoloPR always a pleasure to mix and learn with the pros.. good Tweetable discussion :) #solopr
- 5:57 pm **jgombita:** @abellis35 same with (social media) news release. Make sure it's housed on your/client's website...not the service provider's! #solopr #seo

- 5:57 pm **KateRobins:** @ghidotti Do you have to go to the PRSA meeting? Is the tweetup outside the walls? #solopr
- 5:58 pm **KateRobins:** @jgombita Smart. I'll remember that. Thanks. #solopr
- 5:58 pm **paulajohns:** Really sorry to have missed #solopr again. It seems that things are always hopping around here just when the chat is about to start...
- 5:58 pm **BevPayton:** RT @ghidotti Just remember when posting in challenging situations: that comes up in yr profile when clients check U out 2. #solopr
- 5:59 pm **jgombita:** @WayneHurlbert @abellis35 but as per my comment on @sysomos blog, you OWN your website and RENT space on Facebook.... #solopr
- 5:59 pm **abellis35:** had a great time! until next week!! #solopr
- 6:00 pm **WayneHurlbert:** @jgombita Putting the client needs first & helping them is also good #seo Write for people not search engines #solopr
- 6:00 pm **BevPayton:** Thanks #soloPR tweeps, I always learn so much in this chat.
- 6:00 pm **JLW2621:** @ScottHepburn is there a #solopr chat every week? If so I need to put it on my calendar so I can bring my own pc to use on my lunch break.
- 6:01 pm **abellis35:** It's all about networking and bringing ppl back to your site! #solopr #seo
- 6:01 pm **KateRobins:** @JLW2621 Yup. Wednesdays at 1:00. A beautiful thing. #solopr
- 6:02 pm **KellyeCrane:** The cool thing about Twitter chats is you can participate from your sick bed while having laryngitis (yes, that's me...shhh) :-) #solopr
- 6:02 pm **WayneHurlbert:** @jgombita That is why I use the railway station analogy. Website & blog as hubs. SM as parts of the interlinked hub #solopr
- 6:02 pm **LScribner:** @deegospel Just barely! Apparently my ADD is out of control. #solopr
- 6:03 pm **3hatscomm:** @KellyeCrane Feel better. #solopr
- 6:03 pm **jgombita:** @WayneHurlbert specifically mean news release vehicle, SM or trad. What good searching client name, searches END on newswire site? #solopr
- 6:03 pm **TheJillianSays:** RT @abellis35: I agree with @jgombita...dont let FB overshadow your website...let it build traffic to your website! #solopr
- 6:04 pm **WayneHurlbert:** @KellyeCrane get well soon. Your "voice" should always be heard :-) #solopr
- 6:05 pm **jgombita:** @TheJillianSays @abellis35:thanks for the props, but the post was written by @markevans (for @sysomos); I simply commented. Twice. #solopr
- 6:05 pm **WayneHurlbert:** @jgombita I see what you mean. The release search should indeed end on your own site. #solopr
- 6:05 pm **KellyeCrane:** @GetPushing @WayneHurlbert @KateRobins @3HatsComm Thanks! It's just an icky cold that won't die (going around these parts). #solopr
- 6:08 pm **TheJillianSays:** @jgombita i snuck out for a little bit and came back...scrolling down this caught my eye. @sysomos @markevans @abellis35 #solopr
- 6:11 pm **TheJillianSays:** It was soooo much easier to follow #solopr with #TweetChat. thank-you to the person that mentioned this site!
- 6:14 pm **jgombita:** @TheJillianSays I believe it was @joshchandlerva who first mentioned using <http://tweetchat.com/room/solopr>. Then I chimed in. #solopr
- 6:22 pm **MpactJacq:** Register for Free online conference for Solo Professionals --Sept 24th: www.InternationalFreelancersDay.com #solopr #freelancer
- 6:29 pm **EaddyPerry:** RT @MpactJacq: Register for Free online conference for Solo Professionals -- Sept 24th: www.InternationalFreelancersDay.com #solopr #freelancer
- 7:37 pm **TechDagan:** What do you think, #solopr? For a small business, is it essential to have more than 1-page website? Or are Yelp, Google Places, etc. enough?
- 8:42 pm **rajejan:** This is a HOT gift idea (hint): <http://bit.ly/cQ1LSh> #womw (Word of Mouth Wed), and crap, I missed #solopr today! Another #womw tip.
- 10:00 pm **jburkhardt10:** Hey PR peeps, who's heading down to the conference in DC in October? #pr #solopr

10:05 pm **tomlinsonclean:** @SoloPR RT Daniel here in Nashville solo housekeeper
<http://www.tomlinsoncleaning.com>. #SoloPR

10:09 pm **pugofwar:** @jburkhardt10 Not me! *dances* #pr #solopr I'm spending most of October
working on my Halloween costume.

10:15 pm **mdbarber:** @jburkhardt10 I'll be there. You? #pr #solopr

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