

Transcript from October 13, 2010 to October 13, 2010

All times are Pacific Time

October 13, 2010

- 5:25 am **mdbarber:** @rachellaber I know there are a couple -- #solopr Sunday evening and think there's a conference one too Sunday PM #tweet-ups #prsa #dc
- 7:16 am **ThePRLady:** #prsa #solopr RT @socialmediapro Story Behind Sesame Street's Viral Old Spice Spoof <http://mashable.com/2010/10/12/sesame-street-old-spice/>
- 12:33 pm **KellyeCrane:** Don't forget: it's #solopr chat day (1-2pm ET)! Just let me know your Qs, and I'll see you then!
- 12:40 pm **rmpapag:** RT @KellyeCrane: Don't forget: it's #solopr chat day (1-2pm ET)! Just let me know your Qs, and I'll see you then!
- 12:42 pm **sandrasays:** RT @KellyeCrane: Don't forget: it's #solopr chat day (1-2pm ET)! Just let me know your Qs, and I'll see you then!
- 1:09 pm **MarketingMel:** TY 4 the RT @MoeZak: Our PR Pros Panel Thought my #soloPR friends might be interested. Great ETSU #PR students <http://twitpic.com/2x54o8>
- 1:21 pm **karenschwim:** I'm on my way to my nephew's funeral & am so thankful for the support from so many of you, huge hugs to the #solopr comm, will miss u today
- 1:35 pm **KellyeCrane:** @karenschwim Hoping the love of family gets you all through this terrible time. So sorry for your loss - you have an amazing spirit! #solopr
- 1:45 pm **FoxzieMcCoy:** Seeking advice/best practices from speechwriters ... #pr #solopr
- 1:52 pm **MarketingMel:** I'll be there! RT @KellyeCrane: Don't forget: it's #solopr chat day (1-2pm ET)! Just let me know your Qs, and I'll see you then!
- 2:24 pm **shonali:** What do you think of my new idea, "Blogging for Grasshoppers"? <http://t.co/mHPdfvp> #pr #solopr #blogging #socialmedia
- 2:37 pm **MarketingMel:** @jgombita Thanks and see you at #soloPR!
- 2:43 pm **shonali:** Just in case link didn't work earlier: New post (thoughts?) Blogging for Grasshoppers <http://t.co/mHPdfvp> #pr #solopr #blogging #socialmedia
- 2:54 pm **PR_in_Pink:** Inspirational post from @shonali: Blogging for Grasshoppers <http://t.co/mHPdfvp> #pr #solopr #blogging #socialmedia
- 4:30 pm **ChatSchedule:** 30 minutes until #solopr starts - RT if you'll be here
- 4:50 pm **ChatSchedule:** 10 minutes until #solopr starts - RT if you'll be here
- 4:59 pm **KellyeCrane:** I'll be moderating today's #solopr chat from the airport with low signal strength,so please help out with RTs - thanks!
- 5:01 pm **SoloPR:** RT @KellyeCrane: I'll be moderating today's #solopr chat from the airport with low signal strength,so please help out with RTs - thx
- 5:02 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
- 5:03 pm **jgombita:** RT @SoloPR: Its time for this weeks #soloPR chat for independent pros in PR & related fields/those who want to learn more about it. #solopr
- 5:03 pm **SoloPR:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr
- 5:05 pm **rockstarjen:** Jen, 6-year solo (17-year pro) in San Diego (for now - off to Vegas for #bwe10 soon). Lurking for 1st 30 minutes.. #solopr
- 5:05 pm **cloudspark:** hot kindling sparking great comms for new and emerging companies #soloPR
- 5:05 pm **JasmineRBrooks:** I'm back again! I'm on a roll! Hahaha! #solopr

- 5:05 pm **SoloPR:** This is @KellyeCrane moderating - blogger at soloprpro.com - headed to Blogworld today! #solopr
- 5:05 pm **rockstarjen:** RT @KellyeCrane: I;n moderating today's #solopr chat from the airport with low signal strength,so please help out with RTs - thanks! #solopr
- 5:05 pm **MarketingMel:** Hello to all of my #soloPR friends. So glad to be with you today for our #PR chat!
- 5:06 pm **rockstarjen:** @cloudspark nice intro! #solopr
- 5:06 pm **SoloPR:** Welcome everyone! #solopr
- 5:06 pm **krisTK:** Hello from the Deep South. Kristie here from MS Gulf Coast. (20 years exp, 7 as indy, APR, Tulane prof). Will be in/out of #solopr
- 5:06 pm **cloudspark:** i also use 'professional unstucker' which most days is more accurate #solopr
- 5:07 pm **SoloPR:** Q1: How often during the year do you work on the administration and branding of your biz? Do you ever center a week or two on it? #solopr
- 5:08 pm **akenn:** Hello from Boston's North Shore. A1: more like an hour or so at a time for me! #solopr
- 5:08 pm **MarketingMel:** Great question #soloPR pertaining to one's own #personalbrand building. For me it's ongoing since I'm so busy helping clients w/ same!
- 5:09 pm **rockstarjen:** RT @SoloPR: Q1: How often do U work on the administration and branding of your biz? Do you ever center week or 2 on it? #solopr
- 5:09 pm **deegospel:** joining #solopr
- 5:09 pm **KellyeCrane:** A1: Admin and branding is ongoing for me. But sometimes I do spend focused time, when launching a new look, for ex. #solopr
- 5:09 pm **deegospel:** a1: i spend half day on Friday to focus on branding #solopr
- 5:10 pm **SoloPR:** RT @MarketingMel: ... For me it's ongoing since I'm so busy helping clients w/ same! #solopr
- 5:10 pm **SoloPR:** RT @akenn: Hello from Boston's North Shore. A1: more like an hour or so at a time for me! #solopr
- 5:10 pm **MarketingMel:** RT @SoloPR: Q1: How often during the yr do u work administration and branding of your biz? Do you ever center a week or two on it? #solopr
- 5:10 pm **SoloPR:** Smart to schedule it! RT @deegospel: a1: i spend half day on Friday to focus on branding #solopr
- 5:11 pm **MarketingMel:** Great idea! Hello Dee! RT @deegospel: a1: i spend half day on Friday to focus on branding #solopr
- 5:12 pm **KellyeCrane:** A1: I'll be focusing some time on this after hopefully getting good ideas at bwe! #solopr
- 5:13 pm **SoloPR:** I think branding and marketing our own businesses is a commonly neglected area for many solos. #solopr
- 5:13 pm **rockstarjen:** A1: I have been so busy this past year or two, I haven't had a chance to focus on my branding. Great goal for December. #solopr
- 5:13 pm **deegospel:** @MarketingMel hi, mel #solopr
- 5:14 pm **krisTK:** RT @SoloPR: Q1: How often during the year do you work on the admin and branding of your biz? Do you ever center a week or two on it? #solopr
- 5:14 pm **SoloPR:** Q2: What additional start up costs are required when going solo? #solopr
- 5:15 pm **KateWinckler:** Greetings from Wisconsin, jumping in late here! Independent PR consultant to school districts and biz. #solopr
- 5:15 pm **cloudspark:** a1: it's daily/weekly effort, but once a quarter i review plans/goals and adjust accordingly. #solopr
- 5:16 pm **LoisMarketing:** Hi #solopr -- Sorry to join late. Marketing and PR advisor from Atlanta, here for a few minutes
- 5:16 pm **SoloPR:** RT @cloudspark: a1: it's daily/weekly effort, but once a quarter i review plans/goals and adjust accordingly. #solopr

- 5:16 pm **krisTK:** Q1: I do admin duties 2-3 afternoons each month (sometimes evenings/weekends). Branding is analyzed 1-2 x year. #solopr
- 5:16 pm **MarketingMel:** @KelyeCrane Please share all of the fantastic new ideas you get at #bwe10 with us at #soloPR!
- 5:16 pm **rockstarjen:** RT @SoloPR: Q2: What additional start up costs are required when going solo? #solopr
- 5:16 pm **jgombita:** A1. In many ways "branding" is done externally (not internally), so you can incorporate client feedback into "marketing" your brand. #solopr
- 5:16 pm **SoloPR:** Late joiners are always welcome at solopr :-) #solopr
- 5:17 pm **krisTK:** Q2: startup focused on collateral, memberships, subscriptions, tools, access to resources #solopr
- 5:17 pm **suzanneskyvara:** Hello #soloPR peeps! Great to have some time this week to join from the Bay Area, even if a little late...
- 5:17 pm **SoloPR:** RT @jgombita: A1. In many ways "branding" is done externally, so you can incorporate client feedback into "marketing" your brand. #solopr
- 5:17 pm **cloudspark:** q2: biz registration annual fee, website/hosting, prof memberships, media software, laptop, smart phone, CPA fees, and caffeine #soloPR
- 5:18 pm **KellyeCrane:** A2: There are few startup costs for most solos. You can wade in, rather than jump in the deep end if you like. #solopr
- 5:18 pm **mdbarber:** Sorry to miss #solopr again this week. Hope to see many of you at PRSA this coming week.
- 5:18 pm **3hatscomm:** Wine RT @cloudspark: q2: biz reg fee, website/hosting, prof memberships, media software, laptop, smart phone, CPA fees, and caffeine #solopr
- 5:18 pm **SoloPR:** RT @krisTK: Q2: startup focused on collateral, memberships, subscriptions, tools, access to resources #solopr
- 5:18 pm **LoisMarketing:** #solopr Q1 I advise clients -- and live by the idea that YOUR company is your top client. Make appointments to focus on it and its needs
- 5:19 pm **JasmineRBrooks:** RT @cloudspark: q2: biz registration annual fee, website/hosting, prof memberships, media software, laptop, smart phone, CPA fees #solopr
- 5:19 pm **cloudspark:** q2: also need to allocate in taxes, healthcare, admin costs like networking meetings or pro dev like conferences #soloPR
- 5:19 pm **suzanneskyvara:** A2 But always make sure to separate out biz costs from personal costs - dedicated bank account, credit card, etc #solopr
- 5:19 pm **krisTK:** @3hatscomm I'm with you. #solopr
- 5:20 pm **editag:** Late to the party! Edita from CA, PR and SM for food, health, fashion verts #solopr
- 5:21 pm **deegospel:** a2: normal biz startup + marketing + org memberships, continuing ed, travel expenses #solopr
- 5:21 pm **MarketingMel:** Good advice RT @LoisMarketing: #solopr Q1 I advise clients that YOUR company is your top client. Make appts to focus on it and its needs
- 5:21 pm **akenn:** A2: Don't forget co. brand expenses: logo design, website/blog design, biz cards, etc #solopr
- 5:21 pm **krisTK:** Q2: for first year, my insurance was covered by prayers and crossed fingers. Not recommended. #solopr
- 5:21 pm **3hatscomm:** @krisTK Such a bad influence ;-) #solopr
- 5:21 pm **LoisMarketing:** #solopr Q2 Consider working your current contact base for your launch. Memberships -- phase 2. Conferences - phase 3. Much avail @ no cost!
- 5:22 pm **jgombita:** RT @krisTK: Q2: for first year, my insurance was covered by prayers and crossed fingers. Not recommended. #solopr
- 5:22 pm **SoloPR:** RT @suzanneskyvara: A2 But always make sure to separate out biz costs from personal costs -dedicated bank account, credit card, etc #solopr
- 5:22 pm **suzanneskyvara:** @krisTK: @3hatscomm Absolutely on the wine! #solopr

- 5:23 pm **3hatscomm:** This! It's your business, INVEST in it. RT @LoisMarketing: live by the idea that YOUR company is your top client. #solopr
- 5:23 pm **jpgombita:** A2. Professional development should be a line item (separate from assoc. memberships), including travel & accommodation costs. #solopr
- 5:23 pm **JasmineRBrooks:** I would like the transcript for today's chat. Stepping out... #solopr
- 5:23 pm **LoisMarketing:** #solopr Q2 So many resources on the Internet, so many peers available to advise online. Think twice B4 spending \$ on conferences at start
- 5:23 pm **KellyeCrane:** A2: First step is to decide on a name and register the domain - \$10! A few quickie biz cards and you can start working your network. #solopr
- 5:24 pm **SoloPR:** RT @akenn: A2: Don't forget co. brand expenses: logo design, website/blog design, biz cards, etc #solopr
- 5:24 pm **SoloPR:** RT @LoisMarketing: #solopr Q2 Consider working your current contact base for your launch. Memberships -phase 2. Conferences -phase 3
- 5:25 pm **SoloPR:** A2: There can be a difference between what you *must* pay for starting out, and what you'll want once established. #solopr
- 5:26 pm **KateWinckler:** @LoisMarketing Yep, there's plenty of ways to get stay connected w/your industry free without going to expensive conferences. #solopr
- 5:26 pm **krisTK:** Q2: I look back on my first year solo and shake my head. Like looking at photos from junior high. #solopr
- 5:26 pm **LoisMarketing:** #soloPR A2 Consider your associates in start-up mode. How can you collaborate, share talent and help each other w great image, \$ savings?
- 5:27 pm **SoloPR:** Q3: what's the biggest investment you make in your business? what do you spend most \$ on? #solopr
- 5:28 pm **akenn:** Q3: so far, my computer is biggest expense... #solopr
- 5:28 pm **3hatscomm:** My time is my big invest. Blogging, networking, etc. RT @SoloPR: Q3: whats the biggest investment you make in your business? #solopr
- 5:28 pm **deegospel:** a2 my goal for clients are to get booked at conferences/concerts, so events are necessary expenses to consider for lit pr startup #solopr
- 5:28 pm **krisTK:** Q3: biggest investment has been technology and subscriptions to services. #solopr
- 5:29 pm **SoloPR:** RT @krisTK: Q3: biggest investment has been technology and subscriptions to services. #solopr
- 5:29 pm **KateWinckler:** @SoloPR I put time and effort into our website and social media. Also invest in skills training individually. #solopr
- 5:29 pm **krisTK:** Q3: I am active in my professional organizations so business travel is a big one (but it's paid off in spades). #solopr
- 5:29 pm **LScribner:** Jumping in for last half of #solopr. Lori hailing from San Diego suburb:) A2: Definitely spend most on services like media DB
- 5:29 pm **3hatscomm:** @SoloPR Q3: spent most money on computer, software (CS ain't cheap ;-) etc. #solopr
- 5:30 pm **deegospel:** q3: events #solopr
- 5:30 pm **KateWinckler:** Networking pays off, too, we usually get referrals, advertising costs are low. #solopr
- 5:30 pm **KellyeCrane:** A3: I spend most on prof development- include memberships and conferences in that. #solopr
- 5:30 pm **LoisMarketing:** #solopr Q3 Probably greatest initial -- and ongoing -- investment will be in technology. But definitely worth it!
- 5:31 pm **SoloPR:** RT @KateWinckler: @SoloPR I put time and effort into our website and social media. Also invest in skills training individually. #solopr
- 5:31 pm **editag:** Worked for me! #solopr RT @KellyeCrane A2: First step is to decide on a name and register the domain - \$10! A (cont) <http://tl.gd/6fdb0c>
- 5:31 pm **SoloPR:** RT @krisTK: Q3: I am active in my professional organizations so business travel is a big one (but it's paid off in spades). #solopr

- 5:32 pm **LoisMarketing:** #soloPR Q3 Quick tip: Budget and plan to replace your computer (PC or laptop) every 3 years. Be thankful for 4+ years from it!
- 5:32 pm **SoloPR:** This segues well to our next question... #solopr
- 5:33 pm **SoloPR:** Good advice! RT @LoisMarketing: Q3 Quick tip: Budget and plan to replace your computer (PC or laptop) every 3 years. #solopr
- 5:33 pm **akenn:** @LoisMarketing where did you hear the 3 yr rule of thumb? I think you're right, by the way. #solopr
- 5:34 pm **SoloPR:** Q4:Are you a member of a national pr association (or another industry body)? Why or why not? #solopr
- 5:35 pm **LoisMarketing:** @akenn Thanks! 3 yr rule of thumb from the IT firm I represented prior to launching my firm. #soloPR
- 5:35 pm **SoloDovePR:** late start on #solopr hi everyone
- 5:35 pm **LoisMarketing:** @akenn Good industry rule/measure as well. Companies/individuals getting 4-6 or more years "life" from computers are lucky! #solopr
- 5:36 pm **KateWinckler:** @SoloPR Yes, I'm a member of PRSA and the WSPRA (Wi Schools PR) and that association has been very valuable. #solopr
- 5:36 pm **3hatscomm:** @LoisMarketing @akenn I have desktop and laptop (needs updating, use it less) Depends on what you buy, per how often to update #solopr
- 5:36 pm **KellyeCrane:** A4: I'm a member of PRSA because @cloudspark talked me into it. :-) Seriously, they have a great indie group in Atl that's worth it #solopr
- 5:36 pm **kgombita:** A4. Yes, nat'l PR assoc. Why? B/c if you believe "public relations" is a profession, you need to be affiliated/institutionalized #solopr
- 5:37 pm **krisTK:** Q4: I'm a member of state, regional and national PR assns. That's how my clients found me. Pays for itself daily. #solopr
- 5:37 pm **LoisMarketing:** @akenn Hand-in-hand with that is the good advice not to buy more computer than you need #soloPR A3
- 5:37 pm **MarketingMel:** Yes I joined #PRSA this year mainly because I am active on the board of my local chapter. Spoke on a #PR pro panel there yesterday #soloPR
- 5:37 pm **SoloPR:** RT @KateWinckler: Yes, I'm a member of PRSA and the WSPRA (Wi Schools PR) and that association has been very valuable. #solopr
- 5:38 pm **SoloPR:** RT @krisTK: Q4: I'm a member of state, regional and national PR assns. That's how my clients found me. Pays for itself daily. #solopr
- 5:38 pm **akenn:** I wonder if different PRSA regional chapters vary in value they provide? #solopr
- 5:38 pm **kgombita:** @MarketingMel I bet you rocked the house on the #PR pro panel! :-) #solopr
- 5:38 pm **krisTK:** Q4: I never question paying my PRSA, SPRF or PRAM dues. Dividends have been well worth the investment. #solopr
- 5:38 pm **akenn:** @LoisMarketing yes, learned that rule the hard way :-) #solopr
- 5:38 pm **SoloPR:** @kgombita Trying to avoid smart remark about being "institutionalized" :-) #solopr
- 5:39 pm **LoisMarketing:** @3HatsComm Advice from IT service pros - anticipate hardware failure after 3 years. Key is to plan for, not expect! #solopr
- 5:39 pm **kgombita:** A4. Did you know that it's estimated only one in 10 PR practitioners belongs to an industry association (worldwide)? #solopr
- 5:39 pm **SoloPR:** Thoughts? RT @akenn: I wonder if different PRSA regional chapters vary in value they provide? #solopr
- 5:39 pm **3hatscomm:** RT @KellyeCrane: A4: Seriously, they have a great indie group in Atl thats worth it #solopr
- 5:39 pm **krisTK:** @SoloPR @kgombita same thought crossed my mind too. #solopr
- 5:39 pm **KateWinckler:** @akenn they do, keep looking until you find an active one. Our Milwaukee group had peter shankman last week! #solopr
- 5:40 pm **kgombita:** @SoloPR I know. I fought it for a long time. Blame it on Toni Muzi Falconi's (and the @global_alliance) influence. #solopr

- 5:40 pm **bonnieupright:** Q4. Jumping in for a moment - I owe my career (& dear friendships) to my #prsa chapter. No question best investment in myself. #solopr
- 5:40 pm **3hatscomm:** @LoisMarketing Agreed, plan for those tech failures .. love my TimeMachine back up ;-) #solopr
- 5:40 pm **krisTK:** @SoloPR @akenn chapters range from local to state in scope; few members to hundreds. Sections like #ipaprsa add value. #solopr
- 5:41 pm **editag:** A4: No. Investment seems too expensive as a starter. Currently using online resouces and networking. #solopr
- 5:41 pm **KellyeCrane:** A4: I only joined PRSA a couple years ago. Went decades just paying for meetings I wanted to attend. #solopr
- 5:41 pm **kgombita:** @SoloPR for e.g., Twitter mate talked about how imp. was the recent #iprmeasure paper about AVEs for the "PR industry." 1/2 #solopr
- 5:42 pm **SoloDovePR:** @SoloPR Q4 yes WEEN (women in entertainment empowerment network) and EPPS (entertainment publicists professional society) #solopr
- 5:42 pm **SoloPR:** Nice! RT @bonnieupright: Q4. I owe my career (& dear friendships) to my #prsa chapter. No question best investment in myself. #solopr
- 5:42 pm **deegospel:** yes. because I don't know everything about PR or Publishing. because I need to fellowship with my peers. #solopr
- 5:42 pm **rockstarjen:** A4: joined PRSA, #IPAPRSA for the 1st time this year as a solo. trying to find time to get the most from my investment. #solopr
- 5:42 pm **LoisMarketing:** @3HatsComm Thanks :) so hard to explain in 140 chars! Great rule of thumb -- bank anticipated 1/3 of tech expense each year :) #solopr
- 5:42 pm **krisTK:** Q4: I now live 100 miles from nearest chapter so virtual #PRSA community has become a bigger part of my involvement #solopr
- 5:42 pm **kgombita:** @SoloPR asked her to define the "PR industry" & how the message would get out. She (non-member) tasked PR associations with job. 2/2 #solopr
- 5:42 pm **SoloPR:** RT @editag: A4: No. Investment seems too expensive as a starter. Currently using online resouces and networking. #solopr
- 5:43 pm **krisTK:** @rockstarjen Take time to fill out your PRSA member profile so "Find A Firm" directory with #ipaprsa members has complete info #solopr
- 5:44 pm **SoloPR:** RT @SoloDovePR: yes WEEN (women in entertainment empowerment network) and EPPS (entertainment publicists professional society) #solopr
- 5:44 pm **3hatscomm:** Same, thinking of rejoining (lapsed... the shame ;-) RT @KellyeCrane: A4: Went decades just paying for meetings I wanted to attend. #solopr
- 5:44 pm **rockstarjen:** @krisTK thanks for the advice. i haven't done anything yet. need to get on it. #solopr
- 5:44 pm **krisTK:** Q4: memberships also include chamber of commerce, college alumni assn, etc. #solopr
- 5:44 pm **CIPRYorksLincs:** Let's CHANGE that! @kgombita: it's estimated only 1 in 10 PR practitioners belongs to an industry association (worldwide)? #solopr
- 5:45 pm **KateWinckler:** In addition to PRSA which is general, Twitter has been great for me to find niche colleagues, like #schoolpr #solopr
- 5:45 pm **SoloPR:** RT @deegospel: yes. because I don't know everything about PR or Publishing. because I need to fellowship with my peers. #solopr
- 5:45 pm **krisTK:** @rockstarjen log into myprsa and check out the e-group posts, etc. Lots of value there. #solopr
- 5:45 pm **SoloDovePR:** @deegospel re A2 events are a major expense as well #solopr
- 5:45 pm **SoloPR:** RT @KateWinckler: In addition to PRSA which is general, Twitter has been great for me to find niche colleagues, like #schoolpr #solopr
- 5:46 pm **krisTK:** Amen! RT @KateWinckler: In addition to PRSA which is general, Twitter has been great for me to find niche colleagues, like #schoolpr #solopr
- 5:46 pm **rockstarjen:** @krisTK i actually do have the e-group posts emailed to me. skim them occasionally. so i guess i have done *something* ;) #solopr

- 5:46 pm **3hatscomm:** @LoisMarketing Would that I could always update my Apple toys every few years ;-) Macbook is on the wish list #solopr
- 5:46 pm **SoloPR:** Q5 up next... #solopr
- 5:47 pm **SoloPR:** Q5: What do you do when a client doesn't pay? #solopr
- 5:47 pm **LoisMarketing:** #soloPR A4 We are "solo" -- are our \$ and time better spent in trade and other associations benefitting our clients or target clients?
- 5:47 pm **akenn:** I agree! RT @KateWinckler In addition to PRSA which is general, Twitter has been great for me to find niche colleagues #solopr
- 5:48 pm **LoisMarketing:** @3HatsComm Oh I know!!! :) We ATL PR gals are overdue for coffee -- hope we can get together soon #soloPR
- 5:48 pm **kgombita:** A4. I recently joined Canadian Women in Communications, after participating in its @linkedin Group/getting a promo offer. @cwcafc #solopr
- 5:48 pm **krisTK:** @LoisMarketing I know solo pros who belong to healthcare, travel/tourism, legal, specialty groups for that purpose. #solopr
- 5:49 pm **rockstarjen:** RT @SoloPR: Q5: What do you do when a client doesnt pay? #solopr
- 5:49 pm **LoisMarketing:** @KristK I think you would agree that it is a much more valuable investment of time and dollars! #soloPR
- 5:50 pm **KellyeCrane:** A5: followup numerous times (be squeaky wheel), then threaten to turn it over to your attorney (whether you will or not). Works! #solopr
- 5:50 pm **3hatscomm:** Stop work, hold deliverables until accounts settled? RT @SoloPR: Q5: What do you do when a client doesnt pay? #solopr
- 5:50 pm **rockstarjen:** A5 I once had to take a client to small claims court - and won. That was in a dire, unique situation. #solopr
- 5:50 pm **kgombita:** @CIPRYorksLincs I think part of the problem is that people think there are enough "free" & online resources, so no need to \$\$ join. #solopr
- 5:50 pm **KateWinckler:** @SoloPR only happened once and we hired a collection firm... it worked. Burned that bridge, though. #solopr
- 5:50 pm **SoloPR:** RT @rockstarjen: A5 I once had to take a client to small claims court - and won. That was in a dire, unique situation. #solopr
- 5:50 pm **SoloPR:** Yes! RT @3hatscomm: Stop work, hold deliverables until accounts settled? #solopr
- 5:51 pm **LoisMarketing:** @KristK Not to take away from the benefit of pro organizations. I think we are both considering best use of time/\$ for startups #soloPR
- 5:51 pm **ThePRCoach:** #PR too: The Only Rule that Really Matters When Presenting for Ad Agency New Business #solopr #publicrelations <http://bit.ly/aiqguH>
- 5:51 pm **SoloPR:** @KateWinckler Good point - small sums owed may not be worth it. #solopr
- 5:52 pm **rockstarjen:** A5 follow up: most late payments are due to slow process or lack of funds. a little patience with either usually works out. #solopr
- 5:52 pm **deegospel:** a5:once an account goes 60 past i send a statement with personal note. usually that's all i need. #solopr
- 5:52 pm **SoloPR:** As we've discussed during recent chats, prequalifying your clients (trying to get a feel for if they pay) is the first step. #solopr
- 5:52 pm **3hatscomm:** @LoisMarketing Just signed up for ATL Oct. ICF meeting. #solopr
- 5:52 pm **MarketingMel:** @SoloPR @krisTK @KateWinckler Completely agree that #twitter has been an invaluable #PR resource #soloPR
- 5:53 pm **rockstarjen:** yes. persistence. RT @deegospel: a5:once an account goes 60 past i send a statement with personal note. usually thats all i need. #solopr
- 5:53 pm **krisTK:** @LoisMarketing Access to potential clients are key part in choosing which groups to join. My referrals and clients = PR pros. #solopr
- 5:53 pm **KateRobins:** #solopr did u already talk about getting half up front?
- 5:53 pm **SoloPR:** RT @rockstarjen: A5 follow up: most late payments are due to slow process or lack of funds. #solopr

- 5:54 pm **suzanneskyvara:** Re #SoloPR pay @WIconult webinar on consultant compensation on Nov 3 <http://ht.ly/2SZlr> Good intel on peer practices
- 5:54 pm **SoloPR:** A5: Also, start copying multiple people at your client contact about the delay -- this can help grease the wheels! #solopr
- 5:54 pm **krisTK:** Q5: client from 2009 (for one project) is hand-delivering check today. He said he'd be good for it and he finally is. #solopr
- 5:54 pm **LoisMarketing:** Good point! RT @KristK: Access to potential clients key part in choosing which groups to join. My referrals and clients = PR pros. #solopr
- 5:54 pm **SoloPR:** No - thanks! RT @KateRobins: #solopr did u already talk about getting half up front?
- 5:55 pm **SoloPR:** Whoa! RT @krisTK: Q5: client from 2009 (for one project) is hand-delivering check today. Said he'd be good for it and he finally is. #solopr
- 5:55 pm **MarketingMel:** Thanks for your kind words! RT @jgombita: @MarketingMel I bet you rocked the house on the #PR pro panel! :) #solopr
- 5:56 pm **krisTK:** Q5: guess I'll have to add him back to Xmas card list. #solopr
- 5:57 pm **deegospel:** #solopr
- 5:57 pm **3hatscomm:** @krisTK Good for you, and heh. #solopr
- 5:57 pm **SoloPR:** Thanks to you all for joining, and I'll be seeing some of you this week! #solopr
- 5:58 pm **MarketingMel:** @krisTK Congratulations on the better-late-than-never paying client! #SoloPR
- 5:58 pm **deegospel:** @SoloPR no. i'm here in atlanta this week. girlee has a girl scout event #solopr
- 5:58 pm **krisTK:** @SoloPR Looking forward to seeing you at tweetup Sunday in DC, if not before. #solopr
- 5:59 pm **J_Maluenda:** Recent PR grad. Recent H&K AAE. New to #solopr because I'm a mom to a toddler.
- 6:04 pm **mdbarber:** RT @SoloPR: Please help spread the word to those going to #PRSA 10 re: #solopr meetup! <http://solopr.eventbrite.com/>
- 6:11 pm **ghidotti:** See you there! RT @SoloPR: Please help spread the word to those going to #PRSA 10 re: #solopr meetup! <http://solopr.eventbrite.com/>
- 6:14 pm **rockstarjen:** RT @SoloPR: Please help spread the word to those going to #PRSA 10 re: #solopr meetup! <http://solopr.eventbrite.com/?> #solopr
- 6:14 pm **MarchellGillis:** RT @ghidotti: See you there! RT @SoloPR: Please help spread the word to those going to #PRSA 10 re: #solopr meetup!...
- 6:55 pm **ThePRCoach:** #SoloPR insight: Charging More than the Other Guys #pr #publicrelations <http://bit.ly/bOOKDj>
- 7:03 pm **Chocl8FashnPR:** RT @ThePRCoach: #SoloPR insight: Charging More than the Other Guys #pr #publicrelations <http://bit.ly/bOOKDj>
- 9:35 pm **JackieB3:** So true! Every1 is scanning something! #pr20chat #solopr RT @GoKtGo Not surprising > Mobile barcode scanning is up 700% <http://ow.ly/2SR1H>