



## Transcript from October 27, 2010 to October 27, 2010

All times are Pacific Time

### October 27, 2010

- 1:38 am **LScribner:** Ugh, it's the worst! RT @abeckwith: Hate being the in-house tech person sometimes. You too? #solopr
- 11:37 am **KellyeCrane:** My sleep deprivation is showing, but this was fun- RT @amandamogul: A Conversation with #solopr Founder @KellyeCrane <http://bit.ly/a0HJMP>
- 11:48 am **elissapr:** Is success worth the sacrifice? @arikhanson takes a hard look at the high cost of doing what it takes <http://bit.ly/cCnJXx> #PR #solopr
- 12:04 pm **jackmonson:** RT @KellyeCrane Sleep deprivation is showing, but this was fun- RT @amandamogul Conversation with #solopr @KellyeCrane <http://bit.ly/a0HJMP>
- 12:49 pm **hopwood:** Getting ready for hopwood pr's 20th anniversary on Friday, thinking back to when I was a #solopr
- 1:02 pm **AerialEllis:** A note to remember about pros who bill on retainer: We can't work until/unless they pay. #solopr
- 1:08 pm **Lorainaq:** Hm.. A note to remember about pros who bill on retainer: We can't work until/unless they pay. #solopr xx
- 1:44 pm **KellyeCrane:** On #solopr from @MarketingMel, How to Make Your Client Successful: PR, Politics and Social Media- <http://bit.ly/bSrsKd>?
- 1:44 pm **cloudspark:** RT @KellyeCrane On #solopr fr @MarketingMel, How to Make Your Client Successful: PR, Politics and Social Media- <http://bit.ly/bSrsKd>?
- 1:47 pm **dbmc:** RT @kellyecrane: On #solopr from @MarketingMel, How to Make Your Client Successful: PR, Politics and Social Media- <http://bit.ly/bSrsKd>?
- 2:02 pm **KellyeCrane:** .@cloudspark @DBMC Thanks for the RTs - hope you can make it to today's #solopr chat, 1-2pm ET!
- 2:06 pm **dconconi:** I'll be there. Join us! RT @KellyeCrane: hope you can make it to today's #solopr chat, 1-2pm ET!
- 2:12 pm **cloudspark:** if you're a #soloPR pro, join @kellyecrane today 1-2pm ET for the weekly #soloPR chat.
- 2:15 pm **georgiawebgurl:** @KellyeCrane @cloudspark @DBMC would you post how to do this? link, etc.? will share. #solopr
- 2:23 pm **MarketingMel:** My guest blog post! Please RT @KellyeCrane: #solopr How to Make Your Client Successful: PR, Politics Social Media- <http://bit.ly/bSrsKd>?
- 2:23 pm **karensxim:** RT @MarketingMel: My guest blog post! Please RT @KellyeCrane: #solopr How to Make Your Client Successful: PR, Politics Social Media- <http://bit.ly/bSrsKd>?
- 2:28 pm **georgiawebgurl:** #Solopr online today <http://bit.ly/bSrsKd> @georgiawebgurl @KellyeCrane @cloudspark @DBMC
- 2:36 pm **MarketingMel:** Thanks @karensxim: Please RT @KellyeCrane: #solopr How to Make Your Client Successful: PR, Politics Social Media- <http://bit.ly/bSrsKd>?
- 2:43 pm **kgombita:** Me likey! On #solopr, a guest post from @MarketingMel, How to Make Your Client Successful: PR, Politics & Social Media <http://bit.ly/bSrsKd>?
- 2:44 pm **amynolanapr:** Going to miss #solopr chat today. Good reason, though. Lunch meeting with new client signed on last week. Yay!!
- 2:56 pm **MoeZak:** RT @MarketingMel: My guest blog post! Please RT @KellyeCrane: #solopr How to Make Your Client Successful: PR, Politics Social Media- <http://bit.ly/bSrsKd>?
- 3:00 pm **MarketingMel:** @kgombita @MoeZak Thanks for all of the RT luv this mornin' my twitter and #solopr buds!

- 3:00 pm **3hatscomm**: Things to do before you go on vacation <http://bit.ly/c1mPSd> [blog post] #soloPR
- 3:28 pm **dconconi**: RT @elissapr: Is there a sacrifice to success? @arikhanson takes a hard look if there's a high cost to do what it takes <http://bit.ly/cCnJXx> #PR #solopr
- 3:54 pm **shonali**: Did y'all see @Narciso17's guest post today? The Value Of A Fire Drill <http://t.co/dZnKiKG> #pr #solopr #publicrelations
- 4:18 pm **rockstarjen**: sorry to miss the #solopr chat today, but new biz meeting at same time today. have fun, tweeps!
- 4:25 pm **KellyeCrane**: We've got some great Qs lined up for today's #solopr chat (1-2pm ET). Just let me know if you have any topics to add. #freelance
- 4:27 pm **evanashenhurst**: @KellyeCrane what topics have you got? #solopr #freelance
- 4:30 pm **ChatSchedule**: #solopr starts at 1 pm EST - RT if you'll be there
- 4:30 pm **PRProSanDiego**: Are you a sole PR practitioner? Would you like to be one? Follow our #soloPR chat at 1 p.m. Eastern/10 a.m. Pacific. All are welcome!
- 4:30 pm **PRProSanDiego**: RT @ChatSchedule: #solopr starts at 1 pm EST - RT if you'll be there
- 4:41 pm **NOLAgirl08**: RT @PRProSanDiego: RT @ChatSchedule: #solopr starts at 1 pm EST - RT if you'll be there #solopr
- 4:41 pm **GreggPerry**: RT @KellyeCrane: We've got some great Qs lined up for today's #solopr chat (1-2pm ET). Just let me know if you have any topics to add. #freelance
- 4:50 pm **ChatSchedule**: #solopr starts at 1 pm EST - RT if you'll be here
- 4:50 pm **KateRobins**: Oh thank heavens it's Wednesday. #solopr
- 4:52 pm **KateRobins**: I know I speak for all of us when I say we watch the mailbox like cats this time of day. EDT anyway. #solopr
- 4:54 pm **KellyeCrane**: Yay! RT @KateRobins: Oh thank heavens it's Wednesday. #solopr
- 4:55 pm **juleszunichPR**: RT @KellyeCrane: Yay! RT @KateRobins: Oh thank heavens it's Wednesday. #solopr
- 4:58 pm **KateRobins**: Love solopr because you can eat lunch without being rude. #solopr
- 4:59 pm **jennifer\_spivak**: RT @chatschedule: #solopr starts at 1 pm EST - RT if you'll be here
- 4:59 pm **ThePRCoach**: For #SoloPR too: 10 things I wish I knew about freelancing a year ago #PR #publicrelations <http://bit.ly/aiWgqK>
- 5:00 pm **garrettkuk**: jumping on #soloPR chat for the next hour - you'll either see me typing furiously or notice my silence as I take copious notes
- 5:00 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
- 5:00 pm **SoloPR**: If you have #solopr questions you'd like us to discuss, please @me without the hashtag (or DM), and we'll add them to the list!
- 5:01 pm **pprlisa**: @SoloPR woo hooo - loves me some #solopr
- 5:01 pm **MsQJ**: RT @KateRobins: I know I speak for all of us when I say we watch the mailbox like cats this time of day. EDT anyway. #solopr
- 5:01 pm **SoloPR**: If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr
- 5:01 pm **KateRobins**: @garrettkuk notes? #solopr
- 5:02 pm **karensxim**: Hi everyone! #solopr
- 5:02 pm **dconconi**: RT @SoloPR: Its time for this weeks #soloPR chat for indie pros in PR & 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 related fields (and those who want to learn more about it)
- 5:02 pm **IamNikaWatts**: RT @ThePRCoach: For #SoloPR too: 10 things I wish I knew about freelancing a year ago #PR #publicrelations <http://bit.ly/aiWgqK>
- 5:02 pm **SoloPR**: Ha! RT @pprlisa: woo hooo - loves me some #solopr

- 5:03 pm **NOLAgirl08:** Hello my name is Carine and I'm eager to learn PR tips for aspiring PR students #solopr #solopr
- 5:03 pm **karensxim:** Joining solopr chat for next hr so stream will be busy, pls mute or filter if needed or join using tweetchat #solopr
- 5:03 pm **pprlisa:** Before you get rolling, I just wanted to tell everyone abt our "Scariest Home Office" contest - perfect for #solopr <http://bit.ly/cxMm4W>
- 5:03 pm **krisTK:** Hello from the Deep South. Kristie here from MS Gulf Coast. (20 years exp, 7 as indy, APR, Tulane prof). Always excited about #solopr
- 5:03 pm **SoloPR:** Welcome new and veterans alike! This is @KellyeCrane moderating, blogger at <http://soloprpro.com/> #solopr
- 5:04 pm **davispr:** Hi everyone! Joining the #solopr chat from @columbiasc. Indie for 6 1/2 years. Had a blast at our DC tweetup at the PRSA conference!
- 5:04 pm **KateRobins:** Voyeurs welcome! RT@SoloPR: Time for #soloPR chat: indie PR pros and related fields (and those who want to learn more about it) #solopr
- 5:04 pm **elizabethshelby:** @SoloPR Hi! Elizabeth here. Soon-to-be NYU comm. graduate. Love working in PR! Doing a TV PR internship right now. #solopr
- 5:04 pm **garrettkuk:** @katerobins reminding myself of best practices to keep in mind. you can also wait for @kellyecrane's transcript from the call #solopr
- 5:04 pm **krisTK:** @NOLAgirl08 Are you in NOLA or from NOLA? #solopr
- 5:05 pm **KateRobins:** Big wet kiss from a deluge in CT #solopr
- 5:05 pm **pprlisa:** BTW @KellyeCrane told me it was ok to tell you abt the Home Office contest because it would help ya'll win \$ #solopr <http://bit.ly/cxMm4W> :)
- 5:05 pm **SoloPR:** Free stuff rocks RT @pprlisa: wanted to tell everyone abt "Scariest Home Office" contest-perfect for #solopr <http://bit.ly/cxMm4W>
- 5:05 pm **KateRobins:** @garrettkuk Yeah. I go the transcript route. #solopr
- 5:05 pm **dconconi:** Hi from Toronto. Diana here. 25+ years experience in PR, 12 as a solo (interrupted by big agency jobs here and in DC) #solopr
- 5:05 pm **MarketingMel:** Hello all of my #soloPR friends. Joining the weekly chat with indy PR Pros. Glad to be here. We had crazy storms in East TN Mon. AM!
- 5:05 pm **ryanholota:** Where is @jennlanderson RT @KellyeCrane: RT @SoloPR: It's time for this week's #soloPR chat for independent pros in PR and related fields
- 5:05 pm **garrettkuk:** hi from the ATL, #solopr folks! social media strategy consultant here - thx again to @kellyecrane for hosting & looking forward to discussion
- 5:05 pm **ghidotti:** Sorry to miss #solopr chat today. Lunch with Dad! But so glad I got to meet many of you in D.C. at #prsa\_ic.
- 5:06 pm **pprlisa:** @SoloPR thanks for the RT!!! I hope people join - I'd love the winner to come from #solopr
- 5:06 pm **krisTK:** @ghidotti We'll miss you too. Have you recovered from our Ethiopian dinner? Have fun with Dad. #solopr
- 5:06 pm **dconconi:** me too. RT @karensxim: Joining solopr chat for next hr so stream will be busy, pls mute or filter if needed or join using tweetchat #solopr
- 5:07 pm **SoloPR:** FYI- my pics from our meetup in DC will be up soon (need to adjust lighting 1st). If you have pics, upload to <http://bit.ly/aObcT3> #solopr
- 5:07 pm **KateRobins:** @SoloPR sniff, sniff...who opened the spam? #solopr
- 5:07 pm **garrettkuk:** @katerobins as do i -- there's something satisfying about putting old-fashioned pen to paper #solopr #hugenerd
- 5:08 pm **SoloPR:** @KateRobins Which spam are you speaking of? It's kind of the price we pay for being so popular. :-)) #solopr
- 5:08 pm **SoloPR:** OK, let's get going. Q1 up next... #solopr
- 5:08 pm **KateRobins:** @amysept when's np talk? assume that means non profit, yah? #solopr
- 5:08 pm **DonnaPapacosta:** Hi there. Joining #solopr for the first time. I'm in Toronto area, working with mostly B2B organizations. Do a lot of social/multimedia.

- 5:08 pm **SoloPR:** Q1: How do you make sure clients feel comfortable when you're out of the office (short term and long term)? #solopr
- 5:09 pm **karensim:** RT @SoloPR: Q1: How do you make sure clients feel comfortable when you're out of the office (short term and long term)? #solopr
- 5:09 pm **KateRobins:** @SoloPR Aw never mind. Who's a purist? Pass me the Reeses, willya? #solopr
- 5:09 pm **KellyeCrane:** RT @SoloPR: Q1: How do you make sure clients feel comfortable when you're out of the office (short term and long term)? #solopr
- 5:10 pm **dconconi:** RT @SoloPR: Q1: How do you make sure clients feel comfortable when you're out of the office (short term and long term)? #solopr
- 5:10 pm **davispr:** A1: Short term: Regular communications, respond as quickly as possible, designate a backup if needed. #solopr
- 5:10 pm **krisTK:** RT @SoloPR: Q1: How do you make sure clients feel comfortable when you're out of the office (short term and long term)? #solopr
- 5:10 pm **LauraScholz:** @SoloPR Q1: Make them aware of time off. Assure them projects are on track. Basically, keep them informed/in the loop. #solopr
- 5:10 pm **karensim:** Q1: Having recently gone through this, updates of where things were, plan for completion and communication in absence #solopr
- 5:10 pm **dconconi:** Q1: are we ever really out of the office? #solopr
- 5:10 pm **KateRobins:** @KellyeCrane In all seriousness, they never know. I work off my cell. #solopr
- 5:10 pm **DonnaPapacosta:** I always give clients lots of notice when I'm going to be away. But I do check email/voicemail etc while away (w rare exception). #solopr
- 5:11 pm **fransteps:** Joining #solopr chat for 1st time in weeks! I'm Fran, 20 yrs in corp; 6 mos as solo!
- 5:11 pm **SoloPR:** RT @karensim: Q1: Having recently gone through this, updates of where things were, plan for completion and communication in absence #solopr
- 5:11 pm **SoloPR:** RT @LauraScholz: Q1: Make them aware of time off. Assure them projects are on track. Basically, keep them informed/in the loop. #solopr
- 5:11 pm **davispr:** A1: Long term (i.e. my maternity leave last year) I subbed out work to a respected colleague who I knew would keep things on track #solopr
- 5:11 pm **kgombita:** @KateRobins what about when you "go away" on vacation? #solopr
- 5:11 pm **krisTK:** Q1: Out of office may not mean out of touch. Make sure clients feel connected. #solopr
- 5:11 pm **fransteps:** RT @KellyeCrane: RT @SoloPR: Q1: How do you make sure clients r comfortable when out of the office (short term and long term)? #solopr
- 5:12 pm **karensim:** RT @krisTK: Q1: Out of office may not mean out of touch. Make sure clients feel connected. #solopr
- 5:12 pm **SoloPR:** RT @DonnaPapacosta: I always give clients lots of notice when I'm going to be away. But I do check email/voicemail etc #solopr
- 5:12 pm **fransteps:** A1: I have a deal w/ another local #solopr for backup. Someone I trust!
- 5:12 pm **davispr:** @katerobins So true! As long as my cell is on, my business is open. #solopr
- 5:12 pm **ghidotti:** Agreed. RT @KateRobins: @KellyeCrane In all seriousness, they never know. I work off my cell. #solopr
- 5:13 pm **dconconi:** Q1: plenty of notice, status call before, access via email, voicemail, mobile - and a trusted sub they already know #solopr
- 5:13 pm **KateRobins:** @kgombita In corporate I had a cell all the time. Just to answer, assure, and move on. Comes with the job. #solopr
- 5:13 pm **pplisa:** A1: tough for small agencies too - arm w/ the contact info from someone who will respond ASAP - like leaving a note w/ a sitter #solopr
- 5:13 pm **krisTK:** @davispr Did you just hand off during your leave or did projects funnel through you to your sub? #solopr
- 5:13 pm **garrettkuk:** Q1 agree with @laurascholz - set expectations & comfort level early in the project #solopr

- 5:13 pm **KellyeCrane:** I do this, too RT @fransteps: A1: I have a deal w/ another local #solopr for backup. Someone I trust!
- 5:13 pm **DonnaPapacosta:** You can check voicemail from anywhere in world using SkypeOut. Question is: on a true vacation, do you want to? Can u delegate? #solopr
- 5:13 pm **kgombita:** Nicely put! RT @krisTK: Out of office may not mean out of touch. Make sure clients feel connected #solopr
- 5:13 pm **karenskim:** RT @KellyeCrane: I do this, too RT @fransteps: A1: I have a deal w/ another local #solopr for backup. Someone I trust! #solopr
- 5:14 pm **LauraScholz:** Thanks & welcome! RT @garrettkuk: Q1 agree with @laurascholz - set expectations & comfort level early in the project #solopr
- 5:14 pm **KateRobins:** @KateRobins ...AND, as we disc'd last week w/virtuals, I have ppl I know, love and trust for heavier lifting. I'd do same for them. #solopr
- 5:14 pm **KellyeCrane:** A1: Telling a client about a planned vacation way in advance, w/frequent reminders, means they can't really complain #solopr
- 5:14 pm **LauraScholz:** Q1: I actually don't think it's a good idea to constantly check VM/email on vacation. Sometimes, you just need to unplug. #solopr
- 5:14 pm **krisTK:** Q1: Is backup with peer a quid-pro-quo situ or do you have financial ties too? #solopr
- 5:15 pm **kgombita:** @KateRobins I'm a big believer in going 100% (business) offline for scheduled vacations; you don't want to be indispensable. #solopr
- 5:15 pm **davispr:** @KristK Handed off completely. Sub was friend I trust to take great care of them and give them back! Gave me precious time w/newborn #solopr
- 5:15 pm **SoloPR:** RT @kgombita: I'm a big believer in going 100% (business) offline for scheduled vacations; you don't want to be indispensable #solopr
- 5:15 pm **krisTK:** @KellyeCrane Can't complain or shouldn't complain. LOL #solopr
- 5:16 pm **LauraScholz:** RT @KellyeCrane: A1: Telling a client abt a planned vacation way in advance, w/frequent reminders, means they can't really complain #solopr
- 5:16 pm **KellyeCrane:** It's a paid arrangement, both ways RT @krisTK: Q1: Is backup with peer a quid-pro-quo situ or do you have financial ties too? #solopr
- 5:16 pm **KateRobins:** @kgombita Or dispensable. Virtual colleagues huge. Takes a village to calm a client. #solopr
- 5:16 pm **trishlambert:** hey everyone...just quietly sneaking in at the back of the room....sshhh #solopr
- 5:16 pm **MarketingMel:** RT @LauraScholz: Q1: Don't think it's a good idea to constantly check VM/email on vacation. Sometimes, you just need to unplug. #soloPR
- 5:16 pm **dconconi:** If you plan to unplug - definitely give plenty of notice and have a back up sub #solopr
- 5:16 pm **LauraScholz:** @krisTK @SoloPR: Well, and who wants to work w/ someone who doesn't understand your need to take time off. #solopr
- 5:16 pm **LauraScholz:** YES! RT @KateRobins I'm a big believer in going 100% (business) offline for scheduled vacations; you don't want to be indispensable. #solopr
- 5:17 pm **karenskim:** RT @LauraScholz: @krisTK @SoloPR: Well, and who wants to work w/ someone who doesnt understand your need to take time off. #solopr
- 5:17 pm **KellyeCrane:** Their eyes get really big as the date approaches. :- ) RT @krisTK: @KellyeCrane Can't complain or shouldn't complain. LOL #solopr
- 5:17 pm **cgornpr:** #solopr Q1: I am viciously upfront from the get go. I let people know. Give them reminders and give them no room. They know getting into it.
- 5:17 pm **KateRobins:** @LauraScholz But checking the way you would if a house-sitter called. You want to know if the house burned down. #solopr
- 5:17 pm **evanashenurst:** A1, if im just not booking any shoots i still check VM, if im out of the area lts not like i can do anything anyway #solopr
- 5:17 pm **karenskim:** Good tips if I ever take a vacation! #solopr
- 5:18 pm **kgombita:** @trishlambert welcome. Don't just lurk at the back of the room, though. Add your thoughts. #solopr

- 5:18 pm **davispr:** Amen! RT @LauraScholz: @krisTK @SoloPR: Well, and who wants to work w/ someone who doesn't understand your need to take time off. #solopr
- 5:18 pm **joshchandlerva:** Hi there, can't believe I missed the start of the chat. How is everyone, plus what's the first question? #solopr
- 5:18 pm **DonnaPapacosta:** @Lindsey\_523: On the other hand, I went to Greek isles for 2 wks; stayed OFFLINE almost completely. Told clients way in advance. #solopr
- 5:18 pm **KellyeCrane:** A1: Along these lines, it's good to have a trusted colleague you can tap when unexpected things arise. Illness, emergency, etc. #solopr
- 5:19 pm **KateRobins:** @KateRobins I don't mean checking in with them. They feel they NEED to call, cool. Maybe been lucky with clients. #solopr
- 5:19 pm **cidokogiPR:** RT @davispr: RT @LauraScholz: @krisTK @SoloPR: Well, and who wants to work w/ someone who doesnt understand ur need 2 take time off. #solopr
- 5:19 pm **evanashenhurst:** RT @KellyeCrane: A1: Along these lines, it's good to have a trusted colleague you can tap when unexpected things arise. Illness, emergency, etc. #solopr
- 5:19 pm **DonnaPapacosta:** RT @KellyeCrane: A1: It's good to have a trusted colleague you can tap when unexpected things arise. Illness, emergency, etc. #solopr
- 5:19 pm **SoloPR:** @joshchandlerva Welcome! We're about to move on to Q2.... #solopr
- 5:19 pm **dconconi:** INVALUABLE! RT @KellyeCrane:its good to have a trusted colleague u can tap when unexpected things arise. Illness, emergency, etc. #solopr
- 5:20 pm **trishlambert:** True. I'd like to vacate & not lose business! RT @KellyeCrane: good to have trusted colleague you can tap when unexpected arises. #solopr
- 5:20 pm **SoloPR:** Good point! RT @cidokogiPR: who wants to work w/ someone who doesnt understand ur need 2 take time off. #solopr
- 5:20 pm **joshchandlerva:** @SoloPR - Great, thanks! :) #solopr
- 5:21 pm **LScribner:** Sorry for the off-topic issue: I'm looking for 1 person to join our MMI acct which starts on 11/1, please DM me if you're interested.#solopr
- 5:21 pm **SoloPR:** Q2: It's time to start planning... How do you mark the holidays with your network? #solopr
- 5:21 pm **jgombita:** @KateRobins maybe a goal for 2011 could be to cultivate some less-needly clients! (C'mon, you DESERVE a total vacation.) #solopr
- 5:21 pm **dconconi:** RT @SoloPR: Q2: Its time to start planning... How do you mark the holidays with your network? #solopr
- 5:21 pm **LoisMarketing:** Chiming in late! #solopr Q1 have a great arrangement with trusted associate should needs arise. Clients are aware back-up resource is there
- 5:21 pm **karenschwim:** RT @SoloPR: Q2: Its time to start planning... How do you mark the holidays with your network? #solopr
- 5:22 pm **dconconi:** RT @jgombita: @KateRobins maybe a goal for 2011 could be to cultivate some less-needly clients! (Cmon, you DESERVE a total vacation.) #solopr
- 5:22 pm **3hatscomm:** Jumping in... catching up.. #solopr
- 5:22 pm **MarketingMel:** @anyadowning Thanks. Sometimes we all need to unplug and re-charge. We come back more creative and do better work for our clients! #soloPR
- 5:22 pm **jgombita:** @SoloPR A2. This is a DON'T. Don't send "virtual" cards instead of mailing real ones. I don't like getting them; never send them. #solopr
- 5:22 pm **garrettkuk:** listening intently for Q2 answers -- my first holiday season as #solopr
- 5:22 pm **KateRobins:** @jgombita My point was my clients are fine. Maybe been lucky, but haven't had difficulties there. Solo no different than anywhere. #solopr
- 5:23 pm **KellyeCrane:** A2: I use a tiered approach. Big clients get a gift, others a handwritten card #solopr
- 5:23 pm **karenschwim:** RT @KellyeCrane: A2: I use a tiered approach. Big clients get a gift, others a handwritten card #solopr
- 5:23 pm **joshchandlerva:** @jgombita - This is true. Show you value the individual by sending real cards. #solopr
- 5:23 pm **pprlisa:** @jgombita totally agree - that is cheesy #solopr

- 5:23 pm **jgombita:** @GetPushing you realize that there is a scheduled, one-hour weekly #solopr chat going on RIGHT NOW, so this message seems like spam? #solopr
- 5:23 pm **DonnaPapacosta:** A2. Usually do charity donation in honour of clients; also attend holiday parties for all my networking groups. #solopr
- 5:23 pm **davispr:** RT @KellyeCrane: A2: I use a tiered approach. Big clients get a gift, others a handwritten card #solopr
- 5:24 pm **joshchandlerva:** @KellyeCrane - Is this because you are worried about client defection in the new year? #solopr
- 5:24 pm **MarketingMel:** Great and timely question. RT @SoloPR: Q2: It's time to start planning... How do you mark the holidays with your network? #solopr
- 5:24 pm **jgombita:** @joshchandlerva @pprlisa and not just the holidays--any occasion. DON'T send me a virtual birthday card. Worse, a condolence one. #solopr
- 5:24 pm **krisTK:** Q2: Donation in client's name and a card with hand-written note. It's not overwhelming. #solopr
- 5:24 pm **DonnaPapacosta:** Handwritten!! RT @joshchandlerva: @jgombita - This is true. Show you value the individual by sending real cards. #solopr
- 5:25 pm **LoisMarketing:** #solopr Q2 Clients are small biz owners and individuals. I host a holiday lunch in my home. Great 2 see their interaction in relaxed setting
- 5:25 pm **3hatscomm:** RT @DonnaPapacosta: Handwritten!! RT @joshchandlerva: @jgombita Show you value the individual by sending real cards. #solopr
- 5:25 pm **KellyeCrane:** @jgombita Last yr was first time I enjoyed receiving (and sent out a few) virtual cards. Not for clients,/coworkers, but larger nw #solopr
- 5:25 pm **joshchandlerva:** @DonnaPapacosta - Yes, although I rarely use a pen these days I would always make the effort with client cards! #solopr
- 5:25 pm **joshchandlerva:** @LoisMarketing - This is nice, but how practical is it these days? #solopr
- 5:25 pm **davispr:** @joshchandlerva It's about showing sincere appreciation. Clients are the lifeline of our business. #solopr
- 5:25 pm **evanashenhurst:** RT @jgombita: @joshchandlerva @pprlisa and not just the holidays--any occasion. DON'T send me a virtual birthday card. Worse, a condolence one. #solopr
- 5:26 pm **krisTK:** @jgombita I take it I should do more than "like" your status? #solopr
- 5:26 pm **scottboren:** RT @karensxim: RT @SoloPR: time to start planning... How do you mark the holidays with your network? #solopr < everyone gets big twitter hug
- 5:26 pm **dconconi:** invite valued clients for a Holiday lunch, drink #solopr
- 5:26 pm **KateRobins:** @DonnaPapacosta And scribble on them with real ink. An auto-stuffed and labeled card is like direct mail. #solopr
- 5:26 pm **KellyeCrane:** @jgombita It's become easy to do some cute ones by email, and for those who would receive nothing otherwise, it can be nice IMO. #solopr
- 5:26 pm **NOLAgirl08:** If you give a gift to the larger business clients how do you decide what to give them as a gift? #solopr
- 5:26 pm **joshchandlerva:** @davispr - Yes, that's the key word "appreciation" - The relationship with a client gets nowhere without it! #solopr
- 5:26 pm **MarketingMel:** A2 I really like Thanksgiving cards and thanking clients and trusted vendors for all they mean to me. Later gifts for big clients. #soloPR
- 5:26 pm **LoisMarketing:** #solopr Q2 I bring together clients and other special business associates for the holiday luncheon. A highlight of my year!
- 5:26 pm **KellyeCrane:** @joshchandlerva No, it's more of a thank you, wishing you a happy holiday, etc. #solopr
- 5:27 pm **SoloPR:** RT @MarketingMel: A2 I really like Thanksgiving cards and thanking clients and trusted vendors for all they mean to me. #solopr
- 5:27 pm **krisTK:** @MarketingMel T-giving cards have always been my goal, but mid-December seems to be what happens. #solopr
- 5:27 pm **karensxim:** @MarketingMel I like the Thanksgiving cards too, less crowded :- ) #solopr

- 5:27 pm **krisTK:** RT @MarketingMel: A2 I really like Thanksgiving cards and thanking clients and trusted vendors for all they mean to me. #solopr
- 5:27 pm **DonnaPapacosta:** @NOLAgirl08 Why not donate to a group you're passionate about? Or one your client supports? #solopr
- 5:27 pm **joshchandlerva:** @KellyeCrane - Oh, OK! #solopr
- 5:27 pm **KellyeCrane:** Edibles are nice RT @NOLAgirl08: If you give a gift to the larger business clients how do you decide what to give them as a gift? #solopr
- 5:28 pm **3hatscomm:** @NOLAgirl08 Sometimes I send office gift basket, that can be shared. Make sure everyone I work w/ at client gets part of the TY. #solopr
- 5:28 pm **LoisMarketing:** @joshchandlerva Very practical - I cook and bake. They come for lunch in my home. Everyone seems to enjoy the setting and relaxation #solopr
- 5:28 pm **dconconi:** remember the vendors too #solopr
- 5:28 pm **KellyeCrane:** Me too! RT @krisTK: @MarketingMel T-giving cards have always been my goal, but mid-December seems to be what happens. #solopr
- 5:28 pm **LoisMarketing:** @joshchandlerva It's my gift to them #solopr
- 5:28 pm **jpgombita:** @DonnaPapacosta I'm assuming you mean a hand-written (short note) and signature (not a stamp), rather than 100% hand written? #solopr Agreed
- 5:28 pm **karenschwim:** Related to Q2, my tradition has been edible gifts but since I don't eat anything these days wondering how others feel abt it? #solopr
- 5:28 pm **krisTK:** q2: anyone send food baskets, etc. to newsrooms? #solopr
- 5:28 pm **evanashenhurst:** RT @KellyeCrane: Edibles are nice RT @NOLAgirl08: If you give a gift to the larger business clients how do you decide what to give them as a gift? #solopr
- 5:29 pm **joshchandlerva:** @LoisMarketing - Yes, it's a very nice gesture. :) #solopr
- 5:29 pm **SoloPR:** @evanashenhurst A virtual condolence card would be bad! #solopr
- 5:29 pm **jpgombita:** @KellyeCrane different strokes...but if you sent ME a virtual card, I probably just deleted it without opening. (Get way too many.) #solopr
- 5:29 pm **karenschwim:** RT @krisTK: q2: anyone send food baskets, etc. to newsrooms? #solopr
- 5:29 pm **joshchandlerva:** @krisTK - Would that get noticed? #solopr
- 5:29 pm **krisTK:** Especially a singing one RT @SoloPR: @evanashenhurst A virtual condolence card would be bad! #solopr
- 5:29 pm **Chocl8FashnPR:** RT @ThePRCoach: For #SoloPR too: 10 things I wish I knew about freelancing a year ago #PR #publicrelations <http://bit.ly/aiWgqK>
- 5:30 pm **KellyeCrane:** @jpgombita Note to self: no ecard for Judy. :- ) #solopr
- 5:30 pm **evanashenhurst:** @SoloPR and super fake! if you actually give a damn you write a card if not go hand it to them #solopr
- 5:30 pm **DonnaPapacosta:** @jpgombita Yes, I would add a hand-written note to a printed holiday-season card. Also hand-address the envelope. #solopr
- 5:30 pm **KateRobins:** @Chocl8FashnPR huh? #solopr
- 5:30 pm **LoisMarketing:** @joshchandlerva I have out-of-state clients as well. Traditionally I give a very nice box of citrus fruit from trusted source #solopr
- 5:30 pm **joshchandlerva:** @DonnaPapacosta - Yes, every little detail makes a HUGE difference!! #solopr
- 5:30 pm **jpgombita:** @KellyeCrane I'd probably be more open to a group (Bcc) email holiday message than a "manufactured" virtual card. #solopr
- 5:30 pm **evanashenhurst:** @KristK @SoloPR anything singing is bad! #solopr
- 5:31 pm **tressalynne:** Always good stuff ... following along with #solopr chat :-)
- 5:31 pm **mpalko:** RT @MarketingMel: Send Thanksgiving cards and thank clients & trusted vendors for all they mean to me. Later gifts for big clients. #soloPR
- 5:31 pm **KellyeCrane:** A2: BTW, I dislike receiving gifts where there is a biz card prominently displayed. Feels too self-serving. #solopr



- 5:31 pm **jgombita:** @DonnaPapacosta same. But you can get away with a pre-done sticker with YOUR return address. ;-) #solopr
- 5:31 pm **PRProSanDiego:** Q2: Hot button. Edibles not always good. When I get them it says someone doesn't know me well enough to know they are unwelcome. #soloPR
- 5:31 pm **SoloPR:** LOL RT @evanashenhurst: @KristK @SoloPR anything singing is bad! #solopr
- 5:32 pm **karensxim:** Agree!RT @KellyeCrane: A2: BTW, I dislike receiving gifts where there is a biz card prominently displayed. Feels too self-serving. #solopr
- 5:32 pm **dconconi:** RT @KellyeCrane: A2: BTW, I dislike receiving gifts where there is a biz card prominently displayed. Feels too self-serving. #solopr
- 5:32 pm **LoisMarketing:** @joshchandlerva Thank you. You asked a great question #solopr
- 5:32 pm **jgombita:** @KellyeCrane yeah, but you can always DM me some holiday humour. ;-) #solopr
- 5:32 pm **KateRobins:** @KellyeCrane Holiday spam. Gross. #solopr
- 5:32 pm **joshchandlerva:** @KellyeCrane - I think that is OK. I mean, you need to know who sent you the gift! #solopr
- 5:32 pm **joshchandlerva:** @LoisMarketing - :) #solopr
- 5:32 pm **krisTK:** Q2: Thinking of sending plant to clients in other states but I keep coming back to donation. #solopr
- 5:32 pm **NOLAgirl08:** RT @KellyeCrane: A2: BTW, I dislike receiving gifts where there is a biz card prominently displayed. Feels too self-serving. #solopr
- 5:33 pm **MarketingMel:** I'm with @jgombita My Thanksgiving cards are all hand written and personal with stamp. How very unusual! #soloPR
- 5:33 pm **karensxim:** I don't mind virtual cards, it's the thought that matters...and I don't have to feel guilty about throwing it out after read #solopr
- 5:33 pm **PRProSanDiego:** Q2: More Scrooge comments. Donations in my name = self-serving. And if I don't support the cause? Oh boy, disaster. #soloPR
- 5:33 pm **NOLAgirl08:** Thanks everyone for your responses to my questions 8oD #solopr
- 5:33 pm **KellyeCrane:** A2: If you've developed friendship w/client or co-worker, something personal you know they'll like is nice (ex-spa cert) #solopr
- 5:34 pm **jgombita:** @krisTK A2. How about virtual "gift cards" that can be spent on a website affiliated with a charity? Free the Children has clothes. #solopr
- 5:34 pm **DonnaPapacosta:** Donations are certainly easier than gift baskets when your clients are in a different country. #solopr
- 5:34 pm **karensxim:** @PRProSanDiego True, when I worked in Corp our co did this & the sales force went ballistic, gave their own gifts #solopr
- 5:34 pm **krisTK:** @jgombita What you say? Virtual??? But would YOU open it? #solopr
- 5:35 pm **trishlambert:** A2. Does anyone handle this for clients with really large lists? If so, how do you manage the holiday communication fro them? #solopr
- 5:35 pm **KellyeCrane:** @joshchandlerva Prefer a note that says "happy holidays from X." Once got a box of chocolates that had biz card on the top. lck #solopr
- 5:36 pm **jgombita:** @MarketingMel why am I NOT surprised that you (also) send out Thanksgiving cards.... ;-) Hope everyone has read Mel's guest #solopr post!
- 5:36 pm **DonnaPapacosta:** @PRProSanDiego: Q2: I avoid donations to advocacy groups. What about the food bank? Who can argue with that? #soloPR
- 5:36 pm **KateRobins:** @KellyeCrane You can take the card off and regift the chocolate. #solopr
- 5:36 pm **trishlambert:** Some virtual cards are clever, like Jacqui with the black lab, love getting those RT @krisTK Virtual? But would YOU open it? #solopr
- 5:36 pm **SoloPR:** A2: As many have said, nothing beats handwritten! The point is to make the recipient feel special, right? #solopr
- 5:37 pm **NOLAgirl08:** RT @KateRobins: @KellyeCrane You can take the card off and regift the chocolate. #solopr

- 5:37 pm **krisTK:** @DonnaPapacosta @prprosandiego Donations last year were to Feeding America. #solopr
- 5:37 pm **akenn:** @LoisMarketing what an impressive idea - you sound very "on the ball" - love the home luncheon idea but not sure I could pull it off #solopr
- 5:37 pm **Ramonahz:** Thanks for sharing! RT @tressalynne: Always good stuff ... following along with #solopr chat :-)
- 5:37 pm **jgombita:** @krisTK thinking of it more along the lines of store gift card, not a virtual card card. ;-) If I get something/help a charity. YES #solopr
- 5:37 pm **fransteps:** A2: I know one org who sent New Year's cards....with msg of energizing, getting started, etc. #solopr
- 5:37 pm **krisTK:** @KateRobins What? Give chocolate away? #solopr
- 5:37 pm **MarketingMel:** @jgombita Thanks for your kindness my dear Canadian #twitter #PR friend! #soloPR
- 5:38 pm **KellyeCrane:** A2: My favorite holiday cards are the ones from Unicef - nondenominational images drawn by children from around the globe. #solopr
- 5:38 pm **gmjameson:** I can't believe it! I actually am able to catch the last few minutes of discussion. #solopr :)
- 5:38 pm **KateRobins:** @krisTK See? So it isn't so ick after all, is it? #solopr
- 5:39 pm **krisTK:** Q2: if client has foundation, is donation to their own foundation acceptable? #solopr
- 5:39 pm **KellyeCrane:** A2: When referring to virtual cards, I meant those that come direct to your inbox (not click-this-link). The latter IS too much work #solopr
- 5:39 pm **PRProSanDiego:** @DonnaPapacosta I understand the motive. But a donation is always more about YOU than the client no matter how you play it. #soloPR
- 5:39 pm **akenn:** @jgombita Like the TisBest charitable gift cards? #solopr
- 5:39 pm **DonnaPapacosta:** Me too! RT @KellyeCrane: My favorite holiday cards are from Unicef - nondenominational images drawn by children around the globe. #solopr
- 5:39 pm **LoisMarketing:** @akenn Call on friends to help you :) And thanks for the compliment -- It's one of the highlights of the holidays for me #solopr
- 5:39 pm **jgombita:** @trishlambert hers are better than most, but on average I receive 3-4 links to EACH of her cards (from 3-4 different peeps). Delete. #solopr
- 5:39 pm **KateRobins:** Lemme just be a pill here for a min. Big guy at last co I worked used to greet vendor gifts w/ "how much did THIS cost us?" #solopr
- 5:40 pm **SoloPR:** I've done this when behind :-) RT @fransteps: A2: Know one org who sent New Year's cards, w/msg of energizing, getting started, etc #solopr
- 5:40 pm **PRProSanDiego:** Q2: Gifts are for family & friends. Not business. It blurs the relationship boundaries (see Q1). #soloPR
- 5:40 pm **KateRobins:** I mean, most places have killed off parties, prezzies, etc. #solopr
- 5:40 pm **krisTK:** q2: Perhaps I'll send Valentine's cards and candy w note "I love working with you" #solopr
- 5:40 pm **KateRobins:** @PRProSanDiego I'm kinda there with you on that. #solopr
- 5:41 pm **3hatscomm:** Guilty. RT @SoloPR: Ive done this when behind :-) RT @fransteps: A2: New Years cards, w/msg of energizing, getting started, etc #solopr
- 5:41 pm **karenschwim:** @LoisMarketing My admiration of you went up even more,love the Holiday luncheon but could never do it! #solopr
- 5:41 pm **NOLAgirl08:** RT @krisTK: q2: Perhaps Ill send Valentines cards and candy w note "I love working with you" #solopr
- 5:41 pm **jgombita:** @akenn don't know them, but proolly. My (Me to We trips) niece told me about this site: <http://www.freethechildren.com/shopmetowe/> #solopr
- 5:41 pm **davispr:** @PRProSanDiego So how do you show your appreciation to your clients at the holidays? #solopr

- 5:41 pm **MarketingMel:** Oh, no I'm getting spammed by people advertising client gifts! Argh! Anyone else? #solopr
- 5:41 pm **gmjameson:** Q2 I think "gifts" can vary based on the relationship with the client. A lovely card or something more substantial - it varies. #solopr
- 5:42 pm **KateRobins:** @davispr "Thank you" works #solopr
- 5:42 pm **davispr:** @LoisMarketing How do we get invited to your holiday luncheon? ;-) #solopr
- 5:42 pm **KellyeCrane:** A2: Final point: Make sure your cards/gifts arrive ~2 weeks+ in advance of the holiday, in case recipients will be out of office. #solopr
- 5:42 pm **jgombita:** @KateRobins the alcohol portion, at a minimum. #solopr
- 5:42 pm **karenschwim:** @MarketingMel Lol, real time spam #solopr
- 5:42 pm **DonnaPapacosta:** @MarketingMel I am getting the gift spam too. Arrrgh. #solopr
- 5:42 pm **KateRobins:** @MarketingMel The spam in here is getting pretty wild. Noticed it last week too. #solopr
- 5:43 pm **SoloPR:** Q3 up next... #solopr
- 5:43 pm **krisTK:** A2: If working with educational institutions, have cards/gifts arrive before finals. #solopr
- 5:43 pm **DonnaPapacosta:** I like to remember clients with (mailed) cards at other times of year - birthdays, for example. #solopr
- 5:43 pm **gmjameson:** Q2 Remembrances through the YR. matter more; my accountant remembers bdays, & sends notes when he hears we landed a new client, etc. #solopr
- 5:44 pm **SoloPR:** I'm not seeing it? Guess I'm lucky! RT @KateRobins: @MarketingMel The spam in here is getting pretty wild. Noticed it last week too. #solopr
- 5:44 pm **SoloPR:** Q3: Are your clients in planning mode for 2011? What are you seeing re: budgets, emphasis, etc.? #solopr
- 5:44 pm **krisTK:** @SoloPR me either. #solopr
- 5:44 pm **juleszunichPR:** Jumping into #SoloPR for a few minutes. Lots of neat #PR tips & comments to come.
- 5:44 pm **LoisMarketing:** @davispr @karenschwim Always a seat for you on the stairs :) I enjoy hosting it and it allows me to bring clients and others together #solopr
- 5:44 pm **KateRobins:** @SoloPR Upticks Q3 #solopr
- 5:44 pm **karenschwim:** RT @SoloPR: Q3: Are your clients in planning mode for 2011? What are you seeing re: budgets, emphasis, etc.? #solopr
- 5:44 pm **garrettkuk:** @donnaPapacosta @MarketingMel <sigh> high-tech spam != marketing #solopr
- 5:45 pm **jgombita:** RT @KellyeCrane: A2: Make sure your cards/gifts arrive ~2 weeks+ in advance of the holiday, in case recipients away from office. #solopr
- 5:45 pm **karenschwim:** @LoisMarketing I love it! So warm and inviting! #solopr
- 5:46 pm **krisTK:** Getting busier. RT @SoloPR: Q3: Are your clients in planning mode for 2011? What are you seeing re: budgets, emphasis, etc.? #solopr
- 5:46 pm **KateRobins:** @LoisMarketing Reserve seats on the stairs now for @loismarketing holiday party. #solopr
- 5:46 pm **garrettkuk:** great point by @gmjameson on Q2. would that we all were so detail-oriented. it's good your accountant is at least ;) #solopr
- 5:46 pm **DonnaPapacosta:** @SoloPR: A3: Some clients are already in planning mode for 2011. I think it will be better than 2010. #solopr
- 5:46 pm **jgombita:** @kellyeCrane advance sends are especially important if you're sending "edible" gifts. Or seasonal (like the dreaded fruitcake). #solopr
- 5:46 pm **SoloPR:** Good! RT @krisTK: Getting busier. #solopr
- 5:46 pm **juleszunichPR:** Fact that I have clients for '11 is wonderful (a trend that continues I hope.) Budgets exists, but lots of reviewing/discussing #solopr
- 5:46 pm **LoisMarketing:** @karenschwim It is so funny -- There will be space in the living room but everyone gathers on the stairs! :) #solopr

- 5:46 pm **SoloPR:** RT @KateRobins: @SoloPR Upticks Q3 #solopr
- 5:47 pm **SoloPR:** @jgombita Uh oh, we forgot to warn against fruit cake. ;-) #solopr
- 5:47 pm **MarketingMel:** @karensxim @DonnaPapacosta @KateRobins @SoloPR @garrettkuk People who spam do not \*get\* twitter! #solopr It's the relationship stupid!
- 5:47 pm **gmjameson:** Q3 Tons of contacts mostly from clients who are "awakening" to the need for better PR in our marketing-hyped culture. #solopr
- 5:47 pm **karensxim:** @LoisMarketing I love that and miss those kinds of gatherings! No local clients or friends so holidays are different here #solopr
- 5:47 pm **SoloPR:** RT @juleszunichPR: Fact that I have clients for '11 is wonderful. Budgets exists, but lots of reviewing/discussin #solopr
- 5:48 pm **krisTK:** RT @MarketingMel: People who spam do not \*get\* twitter! #solopr It's the relationship stupid! #solopr
- 5:48 pm **KateRobins:** @MarketingMel Sadly, that's the only relationship they have? #solopr
- 5:48 pm **SoloPR:** RT @gmjameson: Q3 Tons of contacts mostly from clients who are "awakening" to the need for better PR in our marketing-hyped culture #solopr
- 5:48 pm **karensxim:** Q3: Cautious optimism but I'm seeing some upticks #solopr
- 5:48 pm **jgombita:** @SoloPR indeed. NO fruit cake. And don't give out those yucky candy "kisses" on Sunday night, either. No one likes them. ;-) #solopr
- 5:48 pm **davispr:** @soloPR Send fruitcake to the clients you don't want to work with anymore! :) #solopr
- 5:49 pm **karensxim:** @MarketingMel I know, it's such wasted effort on their part #solopr
- 5:49 pm **karensxim:** ROFL! RT @davispr: @soloPR Send fruitcake to the clients you dont want to work with anymore! :) #solopr
- 5:49 pm **LoisMarketing:** @karensxim Yes I realize my local client base and business are different than most! You have an invite to fly to ATL #solopr
- 5:49 pm **gmjameson:** Q3 Many are starting to really "get" that social can be (NEEDS to be!) more strategic and are looking for real help. #solopr
- 5:49 pm **3hatscomm:** @SoloPR Q3: looking back at 2010, evaluate what worked to look ahead to 2011. #solopr
- 5:49 pm **karensxim:** @davispr Not offended by the virtual card but the fruitcake is a different story! #solopr
- 5:49 pm **fransteps:** A3: I seem to be writing lots of proposals right now. #solopr
- 5:50 pm **KellyeCrane:** A3: Agree with @juleszunichPR - seeing a lot of ruminating during this planning phase (as w/past 2 yrs) #solopr
- 5:50 pm **KateRobins:** @davispr Yeah. Clean out the fridge and mush all the leftovers right in there! #solopr
- 5:50 pm **garrettkuk:** @davispr @soloPR or, for those less talented than @loismarketing, cook/bake them something ;) #solopr
- 5:50 pm **karensxim:** @LoisMarketing Don't be surprised if I show up with a hostess gift! ;-) #solopr
- 5:50 pm **3hatscomm:** Heh. RT @karensxim: @davispr Not offended by the virtual card but the fruitcake is a different story! #solopr
- 5:50 pm **dconconi:** RT @SoloPR: Q3: Are your clients in planning mode for 2011? What are you seeing re: budgets, emphasis, etc.? #solopr
- 5:50 pm **SoloPR:** You may be onto something RT @davispr: Send fruitcake to the clients you don't want to work with anymore! :) #solopr
- 5:50 pm **KateRobins:** @KellyeCrane Can you elaborate on ruminating? #solopr
- 5:50 pm **gmjameson:** @karensxim Q3 Cautious optimism is a great way to describe it! And invites us to be cautious but helpful and enthusiastic with them. #solopr
- 5:50 pm **LoisMarketing:** RT @gmjameson: Q3 Tons of contacts mostly from clients who are "awakening" to the need for better PR in our marketing-hyped culture. #solopr

- 5:51 pm **SoloPR:** Good- pre-qualified, I'm sure! RT @fransteps: A3: I seem to be writing lots of proposals right now. #solopr
- 5:51 pm **dconconi:** RT @3hatscomm: @SoloPR Q3: looking back at 2010, evaluate what worked to look ahead to 2011. #solopr
- 5:51 pm **SoloPR:** Excellent! RT @3hatscomm: @SoloPR Q3: looking back at 2010, evaluate what worked to look ahead to 2011. #solopr
- 5:51 pm **SoloPR:** RT @karensxim: Q3: Cautious optimism but I'm seeing some upticks #solopr
- 5:51 pm **Emilys\_Edibles:** For client gifts: our brownie bar gift boxes are perfect! Delicious & for a good cause! free shipping! www.emilys-edibles.com #solopr
- 5:52 pm **KateRobins:** @LoisMarketing What kinds of things are they expressing that suggest "awakening"? #solopr
- 5:52 pm **MsQJ:** RT @krisTK: Getting busier. RT @SoloPR: Q3: Are your clients in planning mode for 2011? What are you seeing re: budgets, emphasis, etc.? #solopr
- 5:52 pm **kgombita:** Today's best tweet?! RT @davispr: @soloPR Send fruitcake to the clients you dont want to work with anymore! :) #solopr
- 5:52 pm **MarketingMel:** @LoisMarketing I love your holiday luncheon for clients idea! Who knows? All your #soloPR peeps may show up!
- 5:52 pm **KateRobins:** @SoloPR And what didn't. How much stuff did you download, subscribe to that petered out after two or three uses? #solopr
- 5:52 pm **NOLAgirl08:** Q3 how do you evaluate the work done in the previous year? What changes do you make in 2011? #solopr
- 5:52 pm **pprlisa:** shoot - have to leave #solopr early - thx Kellye! good talk as usual and thx for letting me mention the contest!! I hope a soloprer wins :)
- 5:53 pm **kgombita:** How about everyone go block Emilys\_Edibles who is currently spamming out chat with marketing.....? #solopr
- 5:53 pm **krisTK:** @BRLANewsGirl Thanks. Wasn't sure if local media would roll eyes or dive in #solopr
- 5:53 pm **KateRobins:** @Emilys\_Edibles Spammers will be prosecuted. #solopr
- 5:53 pm **juleszunichPR:** I would also say that clients feel that they "have to" get online / social / integrated...it's not just for early adopters. #solopr
- 5:53 pm **garrettkuk:** @katerobins @KellyeCrane to me, "ruminating" sounds like "prove to us your services are a worthwhile investment" #solopr
- 5:53 pm **DonnaPapacosta:** RT @kgombita: Today's best tweet?! RT @davispr: @soloPR Send fruitcake to the clients you dont want to work with anymore! :) #solopr
- 5:53 pm **KellyeCrane:** Many cos still afraid to spend, so lots of mtgs, follow-up, etc. RT @KateRobins: Can you elaborate on ruminating? #solopr
- 5:54 pm **dconconi:** A3: legitimate delays in Q4 are making Q1 look very busy #solopr
- 5:54 pm **KateRobins:** Okay. I've just made myself spam patroller. Going back and zapping em all -- reporting for spam. #solopr
- 5:54 pm **MarketingMel:** @kgombita Just blocked the offending party but not before sending her a fruitcake! #soloPR
- 5:55 pm **SoloPR:** RT @juleszunichPR: I would also say that clients feel that they "have to" get online /social /integrated-not just for early adopters #solopr
- 5:55 pm **NOLAgirl08:** RT @KellyeCrane: Q3 how do you evaluate the work done in the previous year? What changes do you make in 2011? #solopr
- 5:55 pm **karensxim:** @krisTK What was here response about news room, did not see it and curious #solopr
- 5:55 pm **dconconi:** LOL! RT @MarketingMel: @kgombita Just blocked the offending party but not before sending her a fruitcake! #solopr
- 5:55 pm **akenn:** Is @Emilys\_Edibles really spamming? Or just using Twitter to reach a targeted audience w/a timely message? #solopr
- 5:55 pm **krisTK:** Now i'm hungry #solopr

- 5:56 pm **jgombita:** @KristK meant to answer most Canadian media outlets prohibited from accepting gifts. Usually go directly to charities/hospitals/etc. #solopr
- 5:56 pm **KateRobins:** #solopr's got a bouncer #solopr
- 5:56 pm **gmjameson:** Q3 Clients starting to really "get" the need for strategy to drive tactics; led many to say YES let's do an audit & really improve. #solopr
- 5:56 pm **krisTK:** RT @BRLANewsGirl: @KristK Food baskets = awesome. We love it. #solopr
- 5:56 pm **KateRobins:** @krisTK what, for spam? #solopr
- 5:57 pm **SoloPR:** @NOLAgirl08 You can see what worked in '10, what didn't. Areas that were most profitable to you as a #solopr, then pursue more like that!
- 5:57 pm **LauraScholz:** Q2: I'm having a client/partner appreciation party at a local art gallery. Just low-key mix & mingle. And handwritten notes, always. #solopr
- 5:57 pm **krisTK:** @jgombita I know not to send gift to indiv reporter but I'm thinking food that all staff could share. #solopr
- 5:57 pm **juleszunichPR:** @akenn @Emilys\_Edibles Um, since they are not answering Qs, participating or getting nuances of topic, they're spamming. #solopr
- 5:57 pm **gmjameson:** @akenn Great question. Since they aren't really talking w/ us, but hitting us with unsolicited push, I think I'd call it spam #solopr
- 5:58 pm **KateRobins:** @akenn That's a delicate way of saying "spam." #solopr
- 5:58 pm **SoloPR:** RT @gmjameson: Q3 Clients starting to "get" the need for strategy to drive tactics; many say YES let's do an audit & really improve #solopr
- 5:58 pm **KateRobins:** @SoloPR And how! That's experience. #solopr
- 5:58 pm **MarketingMel:** @KateRobins @jgombita Just blocked. Didn't feel like being a total Scrooge! #soloPR
- 5:58 pm **SoloPR:** RT @LauraScholz: Q2: I'm having a client/partner appreciation party at a local art gallery. Just low-key mix & mingle. #solopr
- 5:59 pm **juleszunichPR:** @gmjameson ~ Ooooh, I like audits...that's a great way to give value up front to help them see benefits long term. #solopr
- 5:59 pm **KateRobins:** @juleszunichPR I dropped a dime on them. #solopr
- 5:59 pm **krisTK:** @KateRobins never hungry for spam. I guess I'm not that Southern yet. #solopr
- 5:59 pm **PRProSanDiego:** @KristK @BRLANewsGirl The right gift is the one your recipient loves... not YOU. No one size fits all. #soloPR
- 5:59 pm **jgombita:** @akenn spamming. Account sees dedicated, one-hour chat as a marketing opportunity. Not even pretending to "participate" in the chat. #solopr
- 5:59 pm **SoloPR:** OK my smart and funny friends, another hour has flown by. Please keep chatting (and snarking) on the hashtag all week! #solopr
- 6:00 pm **juleszunichPR:** @jgombita @KristK I would not send things to journalists in US either. I would only send to clients (if they are not public agency) #solopr
- 6:00 pm **garrettkuk:** hint: @emilys\_edibles this is your opportunity to engage, contribute & respond. #solopr
- 6:00 pm **3hatscomm:** RT @PRProSanDiego: @KristK @BRLANewsGirl The right gift is the one your recipient loves... not YOU. No one size fits all. #solopr
- 6:00 pm **SoloPR:** If you're new, be sure to join the Solo PR Pros LinkedIn group- bit.ly/Nf4sw - and Facebook - <http://bit.ly/aObcT3> #solopr
- 6:00 pm **LoisMarketing:** @MarketingMel I hope each #solopr rep will consider hosting their own or something similar. Just sharing an idea -- and thanks! :)
- 6:00 pm **karenschwim:** Thanks @SoloPR for another great chat, being here today was perfect therapy for me! #solopr
- 6:00 pm **davispr:** Great point. RT @PRProSanDiego: The right gift is the one your recipient loves not YOU. No one size fits all. #soloPR
- 6:01 pm **MarketingMel:** Thanks everyone! Enjoyed our convo. See you next week on #soloPR!

- 6:01 pm **KateRobins:** @garrettkuk I suppose. But I wouldn't try that on the mosquitos on the porch. #solopr
- 6:01 pm **juleszunichPR:** @KateRobins ~ I think 3 tweets makes them fair game. Spammers beware! ~~~> I dropped a dime on them. #solopr
- 6:01 pm **kgombita:** @krisTK years ago a media panel at a @cprstoronto event was asked this question. ALL suggested donations to a media outlet's charity #solopr
- 6:01 pm **dconconi:** Thanks to all for a fun and feisty #solopr. Have a great week until we "meet" again. #solopr
- 6:01 pm **LoisMarketing:** @garrettkuk @karensim @KateRobins @MarketingMel @joshchandlerva @akenn What can we give that has a personal touch? #solopr
- 6:02 pm **LoisMarketing:** Thanks everyone -- I always enjoy and appreciate #solopr
- 6:02 pm **KateRobins:** @LoisMarketing Spam cakes. #solopr
- 6:02 pm **gmjameson:** @juleszunichPR I am a BIG fan of audits. Time consuming, but the impact they have on GREAT strategy can't be overlooked. #solopr
- 6:02 pm **KellyeCrane:** @garrettkuk @katerobins Yes- that's a fair description. I think the uncertainties of PR can cause client heartburn in down economy #solopr
- 6:02 pm **juleszunichPR:** @garrettkuk ~ doesn't that only work if there's a real person there? hint: this is your opportunity to engage, contribute & respond. #solopr
- 6:03 pm **PRProSanDiego:** @LoisMarketing The most personal gift: a really heartfelt, personal thank you letter. Thank yous cost nothing, mean everything. #soloPR
- 6:03 pm **davispr:** @kellyecrane Thanks as always! I'll get my pix from the tweetup uploaded this week. #solopr
- 6:03 pm **karensim:** @LoisMarketing Thanks for your great insights and for the warm fuzzy holiday feelings! #solopr
- 6:04 pm **gmjameson:** SO GOOD to #solopr chat today. Makes the indie #PR gig seem not half as solitary (or as insane!) Or at least we're not solo in our insanity!
- 6:04 pm **kgombita:** Reminder to self never to spam @KateRobins. Especially with food stuff. #solopr
- 6:04 pm **LoisMarketing:** RT @KateRobins: @LoisMarketing Spam cakes. #solopr >> Those are your assignment :) Great convo today -- thanks!
- 6:04 pm **KellyeCrane:** On the spam question, I think a customized note (vs canned) would have been tolerated better (by me, at least). #solopr
- 6:04 pm **3hatscomm:** Later everyone! #solopr
- 6:04 pm **garrettkuk:** @katerobins the silence speaks volumes as to their motivations... #leavingthemosquitosonthe porch #solopr
- 6:04 pm **SoloPR:** Great! RT @davispr: @kellyecrane Thanks as always! I'll get my pix from the tweetup uploaded this week. #solopr
- 6:04 pm **juleszunichPR:** @gmjameson Great reminder. THX! ~> Audits: Impact they have on GREAT strategy can't be overlooked. #solopr
- 6:05 pm **SoloPR:** RT @PRProSanDiego: The most personal gift: a really heartfelt, personal thank you letter. Thank yous cost nothing, mean everything. #solopr
- 6:06 pm **LoisMarketing:** @PRProSanDiego I agree. Totally. I enjoy doing something personal, something from me to clients and friends to celebrate the year. #solopr
- 6:06 pm **SoloPR:** @dconconi Happy trails :-)) #solopr
- 6:06 pm **kgombita:** @gmjameson too funny that you used a FOOD reference. ;-)) #solopr
- 6:06 pm **juleszunichPR:** @gmjameson Funny! Might be this one ~> Or at least we're not solo in our insanity! #soloPR
- 6:07 pm **PRProSanDiego:** I'm inundated with events this time of year. Move them to Jan, start the year with clients on an upbeat note! #soloPR
- 6:07 pm **LoisMarketing:** #solopr Do not assign a cost to saying thank you
- 6:08 pm **kgombita:** @garrettkuk very true. I did get an apology from the first offender: <http://twitter.com/GetPushing/status/28910180655> #solopr

- 6:08 pm **garrettkuk:** @juleszunichpr my point exactly #bueller? #solopr
- 6:08 pm **krisTK:** RT @jgombita: a media panel at a @cprstoronto event was asked this question. ALL suggested donations to a media outlet's charity #solopr
- 6:09 pm **jgombita:** This is lovely (but not surprising) sentiment from @LoisMarketing: Do not assign a cost to saying thank you #solopr
- 6:09 pm **gmjameson:** @KellyeCrane Thank you for your terrific energy in bringing us all together for #solopr chat. Really worthwhile.
- 6:09 pm **KateRobins:** @jgombita Redemption granted. #solopr
- 6:09 pm **KateRobins:** RT @LoisMarketing: #solopr Do not assign a cost to saying thank you
- 6:10 pm **juleszunichPR:** @garrettkuk LOL. That's it! (There's got to be a Bueller social media spoof somewhere!?) #solopr
- 6:11 pm **jgombita:** @KateRobins I NEED you to come up with a great line, similar to a "papal dispensation," except relating to spam-a-lot tweets! ;- ) #solopr
- 6:13 pm **KellyeCrane:** @gmjameson Thanks, Gretchen! I always enjoy #solopr chats - glad you do, too.
- 6:14 pm **purePRstrategy:** Second major photo shoot in 2 weeks coming up this Thrs. for #LCEF. Let's all pray for a sunny day in St. Charles! #solopr #pr
- 6:15 pm **gmjameson:** Second major photo shoot in 2 weeks coming up this Thrs. for #LCEF. Let's all pray for a sunny day in St. Charles! #solopr #pr
- 6:15 pm **jgombita:** @amysept I was having ongoing problems with both @tweetchat and @twitter during #solopr
- 6:15 pm **TJMcCue:** RT @LoisMarketing: #solopr Do not assign a cost to saying thank you
- 6:19 pm **elliottross:** RT @LoisMarketing: #solopr Do not assign a cost to saying thank you
- 6:20 pm **juleszunichPR:** Thanks Solos, you always make me feel welcome. #solopr
- 6:22 pm **LoisMarketing:** @TJMcCue @elliottross @jgombita @SoloPR @karensim @davispr @PRProSanDiego Thank you all for today! #solopr
- 6:26 pm **PRProSanDiego:** RT @LoisMarketing: #solopr Do not assign a cost to saying thank you
- 6:30 pm **jgombita:** @LoisMarketing used to volunteer for Special Exhibits at @agotoronto; highlight was thank-you luncheon at home of seasoned volunteer #solopr
- 6:36 pm **jbrownpr:** The only hardship I can think of about working from home is trying to stay out of the Halloween candy! #solopr
- 7:20 pm **KellyeCrane:** Ha! RT @jbrownpr: The only hardship I can think of about working from home is trying to stay out of the Halloween candy! #solopr
- 7:38 pm **deegospel:** @KellyeCrane i missed #solopr today. had lunch with mom. reading the tweet stream now. missed you guys
- 8:24 pm **MpactJacq:** @goddessjaz, great catching up with you! Let's get it! #soloPR #alliances #proposals
- 9:08 pm **karensim:** You know #solopr is so much more than a chat but that rare jewel in our digitized world of true community, love you solos!
- 9:13 pm **cloudspark:** @karensim #solopr really is a fantastic chat, kudos to @kellyecrane for spearheading the charge.
- 9:56 pm **dconconi:** here here! RT @cloudspark: @karensim #solopr really is a fantastic chat, kudos to @kellyecrane for spearheading the charge.
- 9:56 pm **dconconi:** RT @jbrownpr: The only hardship I can think of about working from home is trying to stay out of the Halloween candy! #solopr