



Transcript from November 17, 2010 to November 17, 2010

All times are Pacific Time

November 17, 2010

- 4:09 am **youplusmeCEO:** #SanDiego #SoloPR peeps: consider this your invite: #SDmediaPR Holiday Party" 12/9. RSVP at <http://twvt.us/SDmediaPR> @meltingpotgslmp
- 4:33 am **jennamaria13:** RT @KellyeCrane: Today on the #solopr blog, key #socialmedia strategy tips from @annvidean <http://bit.ly/aayEsJ> #pradvice
- 11:20 am **JulieDiazAsper:** What it takes to spark WOM RT @KellyeCrane: key #socialmedia strategy tips from @annvidean <http://bit.ly/aayEsJ> #pradvice #solopr
- 1:50 pm **KellyeCrane:** Next wk's #solopr chat is cancelled, so join today, 1-2pm ET, to get your fix! Indie pros in PR and related fields (and the curious) welcome
- 1:53 pm **MarketingMel:** RT @KellyeCrane: Next wk's #solopr chat is cancelled, so join today, 1-2pm ET, to get your fix! Indie pros in PR and related fields welcome
- 4:54 pm **JackieB3:** Gr8 read! cc #solopr RT @JGoldsborough Post: "How much time,\$ should cos. devote 2 SM?" A ? we all get asked <http://bit.ly/9YwYtz> #pr20chat
- 5:08 pm **KellyeCrane:** Less than an hour until this week's #solopr chat (1-2pm ET). All #freelance #PR and #socialmedia consultants (and friends) are welcome!
- 5:12 pm **SoloPR:** RT @KellyeCrane: Less than an hour until this week's #solopr chat (1-2pm ET). All #freelance #PR and #socialmedia consultants (and friends) are welcome!
- 5:17 pm **karens swim:** @sharonmostyn I may try to toggle, I have #solopr at same time, thanks for the reminder!
- 5:21 pm **staceydougherty:** RT @kellyecrane: Less than 1 hr til this week's #solopr chat (1-2pm ET). All freelance PR and #sm consultants (& friends) are welcome!
- 5:39 pm **jgombita:** RT @KellyeCrane: Less than an hour until this week's #solopr chat (1-2pm ET). All #freelance #PR and #socialmedia consultants (and friends) are welcome!
- 5:42 pm **courtneyparham:** RT @KellyeCrane: Less than an hour until this week's #solopr chat (1-2pm ET). All #freelance #PR and #socialmedia consultants (and friends) are welcome!
- 5:44 pm **AmazingPRMaven:** @KellyeCrane: Only 15 min until this week's #solopr chat (1-2pm ET). All #freelance #PR and #socialmedia consultants welcome!
- 5:51 pm **thefriendraiser:** @librarythingtim, thinking about sharing your comments with today's #solopr chat...interesting take. i don't agree but i understand
- 5:57 pm **KellyeCrane:** @thefriendraiser What was your convo with @librarythingtim about? Sounds interesting. #solopr
- 5:58 pm **dconconi:** RT @SoloPR: 2 mins til this week's #solopr chat (1-2pm ET). All #freelance #PR and #socialmedia consultants (& friends) welcome!
- 6:01 pm **SoloPR:** It's time for this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it). #solopr
- 6:01 pm **SoloPR:** (Loved that so many of you participated in the countdown this week!) #solopr
- 6:02 pm **thefriendraiser:** @KellyeCrane i peeked in his...seems he things press releases are bunk...just marketing repackaged. #solopr
- 6:02 pm **krisTK:** YEA! RT @SoloPR: It's time for this week's #soloPR chat for indy pros in PR and related fields (and those who want to learn more) #solopr
- 6:02 pm **rockstarjen:** Wow. Wednesday again already! Jen in San Diego here, trying to meld my favorite chat with a deadline. #solopr
- 6:02 pm **SoloPR:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr

6:02 pm **dconconi:** 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). #solopr

6:03 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)

6:03 pm **KellyeCrane:** @thefriendraiser That's certainly true in a lot of cases - but not all. #solopr

6:03 pm **SoloPR:** Welcome new and veterans alike! This is @KellyeCrane moderating, blogger at <http://soloprpro.com/> #solopr

6:03 pm **krisTK:** Spending the next hour with my #solopr pals. Always a thought-provoking (and often funny) discussion.

6:04 pm **SoloPR:** While we gather, in case u can't stay the whole hr: We won't have a chat next week in observance of US Thanksgiving. Next is 12/1! #solopr

6:04 pm **staceydougherty:** Hi! Glad to be joining you. My company is 5057MEDIA in the Atlanta area. I provide social media solutions for small business owners. #solopr

6:04 pm **cidokogiPR:** Christine here of Christine Idokogi PR... looking forward to the chat! #solopr

6:05 pm **krisTK:** I'm Kristie, a PR indy (20 yrs exp, 6 on my own and APR) based in south MS but work on projects all over. Also teach PR at Tulane #solopr

6:05 pm **cidokogiPR:** Love @KellyeCrane and love this chat! please join in .. follow the hashtag #solopr

6:05 pm **thefriendraiser:** @KellyeCrane true & i agreed with that & understand his point the but blanket statement was a bit upsetting + that's PRs challenge #solopr

6:05 pm **SoloPR:** Up next is Q1, and it's a goodie... #solopr

6:06 pm **mdbarber:** Morning all from Anchorage. Happy to be here after break for work on US Senate campaign here. 30 yr PR pro; 10 yrs as indy. #solopr

6:06 pm **trishlambert:** Trish, marketing/pr swiss army knife and coach to solo biz owners, in biz 6 yrs this go-round, TX Hill Country outside Austin #solopr

6:06 pm **KellyeCrane:** @cidokogiPR Awww- thanks! #solopr

6:06 pm **ghidotti:** I'm Natalie - based in Little Rock, Arkansas. 4 on my own, and loving it! Can't stay for the whole time today, but squeezing it in! #solopr

6:06 pm **kgombita:** @SoloPR I thought American Thanksgiving was on a Thursday! :-) (You hosting a big crowd, @kellyecrane?) #solopr

6:06 pm **rockstarjen:** RT @SoloPR: in case u cant stay the whole hr: We wont have a chat next week in observance of US Thanksgiving. Next is 12/1! #solopr

6:06 pm **MarketingMel:** HI #soloPR friends. Just jumping on. Mel a life-long pro communicator here. Look forward to our indie #PR chat!

6:07 pm **dconconi:** Diana here - 11 yrs #solopr in the US and 1 year in Canada with big agency stints in between (total 26 years!) #solopr

6:07 pm **KellyeCrane:** @kgombita @SoloPR We Americans travel, cook, and begin T-day merriment early. :-) I'll be on my first real vaca in 3 yrs! #solopr

6:07 pm **krisTK:** @thefriendraiser I think of the press releases issued by govt, non-profit, universities, and others not selling anything #solopr

6:07 pm **SoloPR:** Q1: How do you make all of your clients feel important/ valuable w/ limited time? #solopr

6:07 pm **karens swim:** Hello solos! Karen Swim jumping in a little late and doing double duty #solopr

6:07 pm **paulajohns:** Hello #solopr from the San Diego area. "Veteran" pr pro, 10+ yrs solo. Will be multi-tasking while joining in on the chat...

6:08 pm **mdbarber:** @KellyeCrane Glad you're going on a vacation Kellye. Much deserved. #solopr

6:08 pm **youplusmeCEO:** heading into #solopr for a bit, Charity San Diego solo for 3 yrs - specializing sm biz storytelling

6:08 pm **rockstarjen:** @KellyeCrane congrats on the vacation! much needed an deserved. #solopr

6:08 pm **karens swim:** RT @SoloPR: Q1: How do you make all of your clients feel important/ valuable w/ limited time? #solopr

6:08 pm **mdbarber:** A1 -- Focus solely on them when you're with them. Don't multi-process. #solopr

6:08 pm **chasecommpr:** Michelle at Chase Comm in Denver checking out #solopr this week.

6:08 pm **jgombita:** @KellyeCrane first vacay in three years?! Hallelujah and give thanks. And stay offline, eh? #solopr

6:09 pm **SoloPR:** RT @mdbarber: A1 -- Focus solely on them when you're with them. Don't multi-process. #solopr

6:09 pm **trishlambert:** Q1: I don't hold back my enthusiasm re:working w/them. I tell "gold" clients that they are gold. Let them know how much I enjoy them #solopr

6:09 pm **rockstarjen:** @SoloPR A1 personal visits if i can, regular phone calls. making myself available as often as possible. #solopr

6:09 pm **onejillian:** RT @karensxim: RT @SoloPR: Q1: How do you make all of your clients feel important/ valuable w/ limited time? #solopr

6:09 pm **krisTK:** Makes it hard to come back. Schedule the next one soon. RT @KellyeCrane: I'll be on my first real vaca in 3 yrs! #solopr

6:09 pm **cidokogiPR:** RT @KellyeCrane: @cidokogiPR Awww- thanks! #solopr < no thank you!

6:09 pm **ghidotti:** Q1: This is a tough one, but I just try to check in regularly and know what's happening in their lives - even outside of work. #solopr

6:09 pm **staceydougherty:** Get back to them ASAP. No one likes to wait around for a response, even if it's "idk let me look it up." #solopr

6:09 pm **cathyannsauer:** Q1 Respond quickly, be empathetic to needs, take problems off their plate, thank them for their business... a lot. #solopr

6:10 pm **jgombita:** Make the "time" you spend with each is quality time Q1: How do you make all of your clients feel important/valuable w/ limited time? #solopr

6:10 pm **cidokogiPR:** RT @ghidotti: Q1: I just try to check in regularly and know whats happening in their lives - even outside of work. #solopr

6:10 pm **rockstarjen:** A1 follow up: also get to know client personally. if clients are local, i try to catch a drink with them regularly, too. #solopr

6:10 pm **trishlambert:** A1. Deliver what I said I would when I said I would. Offer unsolicited suggestions/observations; take honest interest in their biz #solopr

6:11 pm **ghidotti:** @rockstarjen Drinks are always good! #solopr

6:11 pm **arun4:** @mdbarber I know #solopr is on but just wanted to tell you that you look so radiant in this new Twitter avatar.

6:11 pm **SoloPR:** RT @trishlambert: Q1: I don't hold back my enthusiasm re:working w/them... Let them know how much I enjoy them #solopr

6:11 pm **krisTK:** Q1: Think ahead and do best to keep them out of trouble -- with the public, with customers, and with their boss. #solopr

6:11 pm **rockstarjen:** @ghidotti some of my clients have turned into friends. #solopr

6:11 pm **SoloPR:** RT @ghidotti: Q1: This is a tough one, but I just try to check in reg and know what's happening in their lives- even outside of work #solopr

6:11 pm **ghidotti:** RT @KristK: Q1: Think ahead and do best to keep them out of trouble -- with the public, with customers, and with their boss. #solopr

6:11 pm **LauraScholz:** RT @SoloPR: Q1: How do you make all of your clients feel important/ valuable w/ limited time? #solopr

6:11 pm **paulajohns:** Being responsive, mtg deadlines is key->RT @SoloPR: Q1: How do you make all of your clients feel important? #solopr

6:11 pm **youplusmeCEO:** A1 making sure they feel "heard" & have access (w/o having to be "always on) #solopr

6:11 pm **MarketingMel:** A ! #solopr I think quick response time is important. Clients and all of us are used to getting things when/how/where we want.

6:11 pm **sparklyhero:** Peeping into #solopr I usually miss it. Glad I can catch it today.

6:12 pm **cidokogiPR:** Q1: supporting them in and outside of what they pay you to do... people love to be seen as a person and not just a client. #solopr

- 6:12 pm **ghidotti:** @rockstarjen Absolutely! Me too. It makes it really fun. #solopr
- 6:12 pm **sparklyhero:** RT @LauraScholz: RT @SoloPR: Q1: How do you make all of your clients feel important/ valuable w/ limited time? #solopr
- 6:12 pm **krisTK:** Some of my friends have turned into clients too RT @rockstarjen: some of my clients have turned into friends. #solopr
- 6:12 pm **karenschwim:** A1: Communication, staying connected to their bigger goals not just my part #solopr
- 6:13 pm **SoloPR:** Yes! RT @KristK: Q1: Think ahead and do best to keep them out of trouble -- with the public, with customers, and with their boss. #solopr
- 6:13 pm **sparklyhero:** RT @trishlambert: A1. Deliver what I said I would when I said I would. Offer unsolicited suggestions/observations; take honest interest in their biz #solopr
- 6:13 pm **KarenARocks:** Q1: Personalize and prioritize. #solopr
- 6:13 pm **karenschwim:** A1:...and of course I tell them! It works surprisingly well #solopr
- 6:13 pm **3hatscomm:** Couldn't do it.. cheated a little email/FB on my vacay. RT @jgombita: @KellyeCrane 1st vacay in 3 years?! And stay offline, eh? #solopr
- 6:13 pm **MarketingMel:** A 1 #soloPR And let's not forget thanking the client. I have a stack of thank you Thanksgiving cards set to go out!
- 6:14 pm **staceydougherty:** RT @cidokogipr: Q1 supporting them in and outside of what they pay you to do- people ? to be seen as a person and not just a client. #solopr
- 6:14 pm **deegospel:** Hi, I'm Dee. Atlanta PR. Late, but here now. #solopr
- 6:14 pm **jgombita:** Curious @ghidotti @rockstarjen: what if your friend-client moved to new consultant (for whatever reasons). Would you remain friends? #solopr
- 6:14 pm **thefriendraiser:** #solopr A1. that is hard one, so i self limit to specific client amount per 3 month period. no more than 3-4
- 6:14 pm **krisTK:** Q1: For project clients, call them between projects -- without asking "do you have more work?" If they do, they tend to mention it #solopr
- 6:14 pm **dconconi:** RT @SoloPR: Q1: How do you make all of your clients feel important/ valuable w/ limited time? #solopr
- 6:15 pm **SoloPR:** RT @KarenARocks: Q1: Personalize and prioritize. #solopr
- 6:15 pm **thefriendraiser:** @KristK me too, and this was from someone who does library support work. it was odd to read #solopr
- 6:15 pm **staceydougherty:** Nice touch! RT @marketingmel: A 1 #soloPR And let's not forget thanking the client. I have a stack of thank you Thanksgiving cards set to...
- 6:15 pm **rockstarjen:** @jgombita @ghidotti with one in particular,i believe so. #solopr
- 6:15 pm **krisTK:** @jgombita We'd probably see it coming. Have to decide which is more impt -- biz or friendship. Not all relationships can be both. #solopr
- 6:16 pm **SleepingMooCow:** someone tweeted: #solopr A1. that is hard one, so i self limit to specific client amount per 3 month period. no more than 3-4: #solopr...
- 6:16 pm **cathyannsauer:** Q1 Making clients feel valued is investment in them and you. If client feels valued, they come back AND refer you to others. #solopr
- 6:16 pm **jgombita:** @3HatsComm it's not easy to stay offline during vacay. You can leave the "equipment" at home, but if there's computers in hotel... #solopr
- 6:16 pm **krisTK:** @jgombita Kinda like room-mates. I have close friends I'd never live with and room-mates I never "bonded" with. #solopr
- 6:16 pm **dconconi:** RT @paulajohns: Being responsive, mtg deadlines is key>>RT @SoloPR: Q1: How do you make all of your clients feel important? #solopr
- 6:16 pm **mdbarber:** RT @krisTK: Q1: Call between projects -- without asking "do you have more work?" If they do, they tend to mention it #solopr
- 6:16 pm **YasminShiraz:** RT @deegospel: Hi, I'm Dee. Atlanta PR. Late, but here now. #solopr
- 6:17 pm **SoloPR:** RT @cathyannsauer: Q1 Making clients feel valued is investment... If client feels valued, they come back AND refer you to others #solopr

- 6:17 pm **cidokogiPR:** RT @krisTK: Q1: For project clients, call them between projects - w/o asking "do u hv more work?" If they do, they tend 2 mention it #solopr
- 6:17 pm **krisTK:** RT @cathyannsauere: Q1 Making clients feel valued is investment. If client feels valued, they come back AND refer you to others #solopr
- 6:17 pm **KellyeCrane:** RT A1: I'm a believer in training clients not to expect immediacy. They appreciate my prompt responses, and know I'm busy. #solopr
- 6:18 pm **jgombita:** @krisTK was thinking more along the lines of "Is it wise to become 'friends' with a client?" Yep, travel & living together testers! #solopr
- 6:18 pm **KellyeCrane:** RT A1 Obviously, adherence to all of your clients' deadlines is a must. Not just the big money folks. Exceeding expectations is key. #solopr
- 6:18 pm **SoloDovePR:** @kellyecrane I think that's great and what most #Solopr and other #pr should do, clients can become accustomed to having things quick
- 6:18 pm **WRMedia:** Hi! First time attending Solo PR chat. Maria from north GA. #solopr
- 6:18 pm **Jaxx09:** q1: use the phone/skype as much as possible to communicate - far more personable mediums than email/text/twitter etc #solopr
- 6:19 pm **trishlambert:** A1: Basically, we're orbiting around the idea of having an authentic partnership approach. creates trust, we're their "go to" person #solopr
- 6:19 pm **SoloPR:** @SoloDovePR Yes, you can respond immediately to clients when you have 1-2, but it doesn't scale. #solopr
- 6:19 pm **SoloPR:** RT @Jaxx09: q1: use the phone/skype as much as possible to communicate - far more personable mediums than email/text/twitter etc #solopr
- 6:19 pm **krisTK:** @WRMedia Welcome to the chat. We love newbies (and no initiation either) #solopr
- 6:19 pm **mdbarber:** A1 -- This may seem obvious but honesty is important. If you don't understand an assignment; can't make a deadline...speak up. #solopr
- 6:19 pm **theflagagency:** @SoloPR I charge 4x my time as a travel consultant and only take on a limited amount of clients at a time so I can give them my time #solopr
- 6:19 pm **LauraScholz:** Love this: RT @KellyeCrane: A1: Believe in training clients not to expect immediacy. They appreciate promptness & know I'm busy. #solopr
- 6:19 pm **rockstarjen:** Yes. RT @KellyeCrane: A1: believer in training clients not to expect immediacy. They appreciate prompt responses, and know I'm busy. #solopr
- 6:19 pm **krisTK:** RT @Jaxx09: q1: use the phone/skype as much as possible to communicate - far more personable mediums than email/text/twitter #solopr
- 6:20 pm **karensxim:** Yes! RT @KellyeCrane: A1: Believe in training clients not to expect immediacy. They appreciate promptness & know I'm busy. #solopr
- 6:20 pm **trishlambert:** @KellyeCrane: Exceeding expectations is key...just sent u a follow up Q about this. Not sure it was clear...let me know #solopr
- 6:20 pm **ghidotti:** @KristK @jgombita I agree - would just have to depend on the exact situation. #solopr
- 6:20 pm **cidokogiPR:** Q1: Making ur clients feel valued is essentially a way to invest in ur biz...it brings repeat and new biz via referrals. Keep it up! #solopr
- 6:20 pm **dconconi:** !!RT @mdbarber: A1 This may seem obvious but honesty is imp. If you don't understand an assignment; can't make a deadline...speak up. #solopr
- 6:20 pm **deegospel:** a1: this year I dropped my clientele size so that I had more time. I also increased my rate to carry the short fall. #solopr
- 6:20 pm **mdbarber:** Important RT @KellyeCrane: A1: Train clients not to expect immediacy. They appreciate prompt responses, & know I'm busy. #solopr
- 6:20 pm **karensxim:** RT @deegospel: a1: this year I dropped my clientele size so that I had more time. I also increased my rate to carry the short fall. #solopr
- 6:21 pm **onejillian:** RT @karensxim: Yes! RT @KellyeCrane: A1: Blv in training clients not to expect immediacy. They appreciate promptness & know I'm busy. #solopr
- 6:21 pm **trishlambert:** Yes for me 2! @karensxim: Yes! @KellyeCrane: A1: ... train clients not 2 expect immediacy. They appreciate promptness & know I'm busy #solopr

- 6:21 pm **SoloPR:** Q2 up next... #solopr
- 6:21 pm **krisTK:** @jgombita I learn not to talk biz w friends who are clients, hold back from venting about difficult ones or how busy I am (or not) #solopr
- 6:21 pm **mdbarber:** @deegospel Good idea. Any kick back on the rate increase? I'm guessing not as you explained the benefits. #solopr
- 6:21 pm **dconconi:** RT @KellyeCrane: A1: Im a believer in training clients not to expect immediacy. They appreciate my prompt responses, know Im busy. #solopr
- 6:21 pm **WRMedia:** Thanks! RT @krisTK: @WRMedia Welcome to the chat. We love newbies (and no initiation either) #solopr
- 6:22 pm **SoloPR:** From @garrettkuk - How do solos fill the void of group brainstorm (e.g., whiteboard sessions)? coworking? internet convos? #solopr
- 6:22 pm **davispr:** Sorry to miss this week's #solopr again! Wishing you all a Happy Thanksgiving. Chat with you in December!
- 6:22 pm **deegospel:** a1: i also begun providing group coaching, phone consultations & products for clients I don't have time for, but wanted to help' #solopr
- 6:22 pm **krisTK:** RT @deegospel: a1: this year I dropped my clientele size so I had more time. I also increased my rate to carry the short fall #solopr
- 6:22 pm **3hatscomm:** @KellyeCrane Agreed, have to manage expectations. It's the "training" that gets tricky. #solopr
- 6:22 pm **karensxim:** @davispr Happy Thanksgiving, we miss you! #solopr
- 6:22 pm **deegospel:** @mdbarber no, i was selling myself to short in the beginning @kellyecrane & @wendyybailey helped me see the light lol #solopr
- 6:22 pm **theflagagency:** @SoloPR A2 I find other SoloPRs and form our own mastermind group. #solopr
- 6:22 pm **krisTK:** @SoloPR Is that Q2? #solopr
- 6:23 pm **onejillian:** good strategy // RT @deegospel: a1: this yr I shaved my client list so I had more time. also increased my rate to carry shortfall. #solopr
- 6:23 pm **KateWinckler:** Filling the void of group brainstorming - I reach out to other pros for lunch, coffee, training,etc. #solopr
- 6:23 pm **krisTK:** @davispr Are we all coming to your house? Will miss you today. #solopr
- 6:23 pm **mdbarber:** @deegospel Glad to hear it. Seems like a good move on many levels. #solopr
- 6:24 pm **youplusmeCEO:** A2 I think that we use each other - I meet w other solos locally to get juices flowing #Solopr
- 6:24 pm **karensxim:** A2: Reach out to other pros in/out of industry and chats like this one #solopr
- 6:24 pm **krisTK:** Q2: I have trusted colleagues, former coworkers (not all #solopr) whom I ask advice, provide feedback, even review proposals,
- 6:25 pm **deegospel:** a2: i once used LinkedIn, but now I talk strategy with a few peers (is this question 2?) #solopr
- 6:25 pm **cidokogiPR:** So where do you draw the line if you feel like you are being over extended and volunteered for things u dont want to do by clients? #solopr
- 6:25 pm **theflagagency:** @SoloPR The best solopr advice I have received has come out of my industry and from those in complementary businesses. #solopr
- 6:25 pm **SoloPR:** RT @KateWinckler: Filling the void of group brainstorming - I reach out to other pros for lunch, coffee, training,etc. #solopr
- 6:25 pm **dconconi:** somehow I missed q2 - what is the question please? #solopr
- 6:26 pm **krisTK:** Q2: Moved from area with active #solopr groups to one with none. I miss the F2F interaction w those who share a similar journey.
- 6:26 pm **paulajohns:** Ditto RT @karensxim: A2: Reach out to other pros in/out of industry and chats like this one #solopr
- 6:26 pm **mdbarber:** Q2 -- Network of folks I regularly meet with your share ideas. Use SM and email to get input for strategy (research). #solopr

- 6:26 pm **KellyeCrane:** Yes, I use this chat, our LI group, etc. RT @karensxim: A2: Reach out to other pros in/out of industry and chats like this one #solopr
- 6:26 pm **SoloPR:** Sorry- yes, we're on Q2 #solopr
- 6:26 pm **staceydougherty:** Me too! RT @dconconi: somehow I missed q2 - what is the question please? #solopr
- 6:26 pm **SoloPR:** RT Q2: From @garrettkuk - How do solos fill the void of group brainstorms (e.g., whiteboard sessions)? coworking? internet convos? #solopr
- 6:27 pm **mdbarber:** Q2 -- Series of reg meetings with pros I trust. We help each other. Complimentary backgrounds. Share resources; clients #solopr
- 6:27 pm **dconconi:** @SoloPR thanks! #solopr
- 6:27 pm **karensxim:** @krisTK I wish you were near, I don't have a local network here either #solopr
- 6:27 pm **SoloPR:** RT @theflagagency: The best solopr advice I have received has come out of my industry and from those in complementary businesses. #solopr
- 6:27 pm **KateWinckler:** I have to say I miss working with a team... #solopr
- 6:28 pm **rockstarjen:** A2 constant chatter w/solos, colleagues both online and in person. great excuses for regular lunches, drinks and daily talks online. #solopr
- 6:28 pm **krisTK:** @cidokogiPR My mother says no one can make you do something you don't want to without permission. "I wish I could but not right now" #solopr
- 6:28 pm **misscharlie:** RT @rockstarjen: Yes. RT @KellyeCrane: A1: believer in training clients not to expect immediacy. They appreciate prompt responses, and know Im busy. #solopr
- 6:28 pm **ghidotti:** @KateWinckler I have a strategic partnership with an agency and we do lots of things together - makes it nice to have other people. #solopr
- 6:28 pm **mdbarber:** A2 Don't think of your network as just indy PR types. Broaden perspective to comm spectrum. Researcher, web, ad, SEO, etc. #solopr
- 6:28 pm **krisTK:** @karensxim I'd buy the first lunch. #solopr
- 6:29 pm **KellyeCrane:** Agreed! RT @rockstarjen: A2 constant chatter w/solos, colleagues both online and in person. great excuse [to get together] #solopr
- 6:29 pm **jgombita:** @garrettkuk: Twitter chats, LinkedIn Groups (plus comments on people's profile updates), Google Buzz discussions, group email convos #solopr
- 6:29 pm **dconconi:** A2: virtual brainstorms (telestorms!) with colleagues both solo and in related industries by phone if can't meet IRL #solopr
- 6:29 pm **cidokogiPR:** @krisTK you are right! people will see how much they can get out of you.. you know.. test you.. it's not right #solopr
- 6:29 pm **mdbarber:** @kristk has a smart Mom: no one can make you do something you don't want to without permission. "I wish I could but not right now" #solopr
- 6:29 pm **dconconi:** exactly! RT @mdbarber: A2 Dont think of your network as just indy PR types. Broaden perspective to comm spectrum. #solopr
- 6:29 pm **deegospel:** a3: I would love to have some online brainstorming buds #solopr
- 6:29 pm **staceydougherty:** Whoops, forgot #solopr RT @staceydougherty: A2. MeetUp groups and lunches with peers.
- 6:29 pm **thefrienderaiser:** #solopr A2 - def co-working. meeting other profs who 'care to share'. i had the best brainstorming session w/ @beablesson 1 day at lunch
- 6:29 pm **KateWinckler:** @ghidotti that's a great idea! #solopr
- 6:30 pm **krisTK:** @KateWinckler Being solo doesn't have to mean going it alone. Took me a long time to reach out to others, confess my fears, mistakes #solopr
- 6:30 pm **KellyeCrane:** A2: I personally find the focused conversations I have as a #solopr much more productive than "brainstorming" sessions as an employee
- 6:30 pm **ghidotti:** @KateWinckler They are an ad agency, so we all come together and bring something to the table. Love it! #solopr
- 6:30 pm **MarketingMel:** A. 2 In my area we have a group of consultants from all fields who meet monthly for dinner. Great resource sharing & friendships #solopr

- 6:30 pm **trishlambert:** Put me on the list! Can use 1 of sev online collab sites RT @deegospel: a3: I would love to have some online brainstorming buds #solopr
- 6:31 pm **rockstarjen:** A2 i also love bouncing things off of subcontractors to get a fresh perspective on a client. #solopr
- 6:31 pm **dconconi:** We're here for ya! RT @deegospel: a3: I would love to have some online brainstorming buds #solopr
- 6:31 pm **SoloPR:** RT @thefriendraiser: #solopr A2 - def co-working. meeting other pros who 'care to share'...
- 6:31 pm **krisTK:** @mdbarber I know I'm homesick when I start quoting Mom. Won't see her til Xmas. #solopr
- 6:31 pm **mdbarber:** RT @MarketingMel: A. 2 In my area we have a group of consultants from all fields who meet monthly for dinner. #solopr
- 6:31 pm **mdbarber:** RT @rockstarjen: A2 i also love bouncing things off of subcontractors to get a fresh perspective on a client. #solopr
- 6:31 pm **3hatscomm:** RT @mdbarber: A2 Dont think of your network as just indy PR. Broaden to comm spectrum. Researcher, web, ad, SEO, etc. #solopr
- 6:31 pm **onejillian:** RT @cidokogiPR: @krisTK you are right! people will see how much they can get out of you.. you know.. test you.. its not right #solopr
- 6:32 pm **SoloPR:** RT @MarketingMel: A. 2 In my area we have a group of consultants from all fields who meet monthly for dinner.... #solopr
- 6:32 pm **trishlambert:** A2: I like to limit to 1 or 2 other ppl at a time. Allows sparks to ignite creative thinking but not too many voices to manage #solopr
- 6:32 pm **kgombita:** @KellyeCrane that's because with "brainstorming" sessions (theoretically) "there's no bad ideas." Focused discussions...there can be #solopr
- 6:32 pm **SoloPR:** RT @KellyeCrane: A2: I find the focused conversations I have as a #solopr much more productive than "brainstorming" sessions as an employee
- 6:32 pm **krisTK:** Q2: Now I'm inspired to reach out to designers, web developers, others -- maybe meet monthly to chat. #solopr
- 6:32 pm **dconconi:** same in TO! we meet quarterly RT @MarketingMel: A. 2 In my area we have consultants in all fields who meet monthly for dinner. #solopr
- 6:33 pm **kgombita:** @trishlambert kind of like eating in a restaurant. If the group is bigger than four, I find not everyone gets equal time or attn.! #solopr
- 6:33 pm **KellyeCrane:** @kgombita Also, in the company-led brainstorming sessions I've seen, people like to hear themselves talk. ;-) #solopr
- 6:34 pm **mdbarber:** A2 If group is bigger there isn't as much obligation to ALWAYS be there. Makes it less pressure/more informal. #solopr
- 6:34 pm **sparklyhero:** RT @dconconi: A2: virtual brainstorms (telestorms!) with colleagues both solo and in related industries by phone if can't meet IRL #solopr
- 6:34 pm **KateWinckler:** Absolutely!RT @krisTK: Q2: Now Im inspired to reach out to designers, web developers, others -- maybe meet monthly to chat. #solopr
- 6:34 pm **garrettkuk:** howdy, #solopr folks - was on a client call, but am here now & ready to contribute (I'll take a couple mins to review the conversation
- 6:34 pm **SoloPR:** Q3 is up next (promise to do it right this time)... #solopr
- 6:34 pm **kgombita:** @KellyeCrane even though "we all have TWO EARS and only ONE MOUTH...for a reason." ;-) #solopr
- 6:34 pm **krisTK:** Q2: My need is often more for a sounding board -- to affirm the direction I'm headed. #solopr
- 6:35 pm **dconconi:** always important to get a different perspective so def. include complementary industries #solopr
- 6:35 pm **sparklyhero:** RT @krisTK: Q2: Now I'm inspired to reach out to designers, web developers, others -- maybe meet monthly to chat. #solopr
- 6:35 pm **youplusmeCEO:** a2 taking an IMC approach is a great - since PR is morphing into a cross channel function #solopr

- 6:35 pm **MarketingMel:** @mdbarber @SoloPR @dconconi Thanks for all the RTs about my #consultants group. Same group also shares resources in a LI group. #solopr
- 6:35 pm **trishlambert:** AMEN RT @krisTK: Q2: My need is often more for a sounding board -- to affirm the direction Im headed. #solopr
- 6:35 pm **jgombita:** @krisTK but "enablers" in a positive way, right? #solopr
- 6:35 pm **SoloPR:** Q3 is from @arikhanson: Would love to hear how others handle year-end planning/forecasting. #solopr
- 6:35 pm **deegospel:** True. RT @karensxim: A2: Reach out to other pros in/out of industry and chats like this one #solopr
- 6:36 pm **karensxim:** @deegospel *waving* Hi Dee! #solopr
- 6:36 pm **garrettkuk:** @jgombita thanks judy - sorry i missed the answers to my question in real-time...catching up now! #solopr
- 6:37 pm **trishlambert:** That's right! & shy people tend 2 hold back RT @jgombita: If group is bigger than 4 I find not everyone gets equal time or attn. #solopr
- 6:37 pm **thefriendraiser:** #solopr - google wave should have billed itself as that - webstorming collabo software (A2)
- 6:37 pm **KellyeCrane:** RT @SoloPR: Q3 is from @arikhanson: Would love to hear how others handle year-end planning/forecasting. #solopr
- 6:37 pm **dconconi:** re: Q1 & Q2 - PR might not always be the best tool. Your client will see the value of YOU for bringing good ideas- even if not PR #solopr
- 6:37 pm **deegospel:** @karensxim *waving back* #solopr
- 6:37 pm **dconconi:** RT @SoloPR: Q3 is from @arikhanson: Would love to hear how others handle year-end planning/forecasting. #solopr
- 6:37 pm **karensxim:** RT @KellyeCrane: RT @SoloPR: Q3 is from @arikhanson: Would love to hear how others handle year-end planning/forecasting. #solopr
- 6:37 pm **theflagagency:** @SoloPR I assume we'll grow (even in this economy)..Doing mktg that has had best ROI. Worst would be to cut back on ALL mktng #solopr
- 6:37 pm **youplusmeCEO:** clarify - self or client? RT @SoloPR: Q3 is from @arikhanson: Would love to hear how others handle year-end planning/forecasting. #solopr
- 6:38 pm **WRMedia:** A3: Do a chart in MS Word with goals, timelines, and action steps. Works great. #solopr
- 6:38 pm **jgombita:** @trishlambert definitely. But in a small group setting (maximum of four), it's easy to say, "Trish, we haven't heard from you, yet!" #solopr
- 6:38 pm **krisTK:** @jgombita I don't need folks to tell me I'm brilliant (although appreciated and often true) but to tell me when I'm not. #solopr
- 6:38 pm **trishlambert:** A3: Spin the Wheel of Fortune! laugh Seriously...this yr using it for 2011 product development & mktg planning for those products #solopr
- 6:38 pm **SoloPR:** Smart! RT @WRMedia: A3: Do a chart in MS Word with goals, timelines, and action steps. Works great. #solopr
- 6:38 pm **mdbarber:** A3 -- Do as I Say, Not as I Do. For business I have goals and guidelines in my brain; not so much on paper. #solopr
- 6:39 pm **jgombita:** @KristK that is an absolutely BRILLIANT response, Kris <said with great admiration> #solopr
- 6:39 pm **krisTK:** @jgombita Someone I can ask "Does this make my butt look big" and get a "Holy Cow, how'd you get them on?" response. #solopr
- 6:39 pm **SoloPR:** RT @mdbarber: A3 -- Do as I Say, Not as I Do. For business I have goals and guidelines in my brain; not so much on paper. #solopr
- 6:39 pm **onejillian:** agreed! // RT @SoloPR: Smart! RT @WRMedia: A3: Do a chart in MS Word with goals, timelines, and action steps. Works great. #solopr
- 6:39 pm **rockstarjen:** A3 for clients, I look at what worked, what didn't this year and start the discussion objectives next year. for me. nothing formal. #solopr
- 6:39 pm **mdbarber:** A3 -- For clients, I try to get them to plan ahead w relatively simple plans on paper; can allocate resources. Doesn't always work #solopr

- 6:40 pm **jgombita:** Hey @solopr, is @arikhanson allowed to ask a question in a chat he doesn't appear to be attending?! #solopr
- 6:40 pm **karenschwim:** A3: Look back - what worked, what didn't, where are opps, what gets ditched, look fwd-where am I headed, how do I get there #solopr
- 6:40 pm **trishlambert:** & in a way that doesnt give them agida RT @jgombita: a small group setting (max 4), easy to say, "We havent heard from you, yet!" #solopr
- 6:40 pm **mdbarber:** RT @rockstarjen: A3 for clients, I look at what worked & didnt to start the discussion objectives next year. for me. nothing formal. #solopr
- 6:40 pm **KateWinckler:** @mdbarber I'm with you on that one - in the brain, not in writing! #solopr
- 6:40 pm **MarketingMel:** A. 3 I asked another consultant in a different field to lead me in my '11 strategic planning yesterday. Very productive session #soloPR
- 6:40 pm **KellyeCrane:** A3: Plan for known contracts, then ID the kinds of clients I want next yr and how to attract them. Then expect the unexpected! #solopr
- 6:40 pm **karenschwim:** A3: I plan with paper and colored pens first then transfer to digital #solopr
- 6:40 pm **dconconi:** Q3 - assume 10% growth on prev. year. Chart current clients, see where can support in other ways to get the growth + add prospects #solopr
- 6:40 pm **krisTK:** Q3: Tactically, I organize my travel schedule and timing of annual projects. #solopr
- 6:40 pm **rockstarjen:** @jgombita good point! time to ridicule @arikhanson. :) #solopr
- 6:41 pm **trishlambert:** Laugh! Yes! RT @mdbarber: A3: Do as I Say, Not as I Do. For business I have goals and guidelines in my brain; not so much on paper. #solopr
- 6:41 pm **deegospel:** a3: i begin in Nov. i report year round, but begin studying hits & misses then, it helps me decide who to take on for next year #solopr
- 6:41 pm **trishlambert:** RT @karenschwim: A3: I plan with paper and colored pens first then transfer to digital #solopr
- 6:41 pm **karenschwim:** A3: Honestly sometimes never makes it to digital but I always have my "notebook" #solopr
- 6:41 pm **SoloPR:** RT @karenschwim: A3: Look back- what worked, what didn't, where are opps, what gets ditched, look fwd-where am I headed, how get there #solopr
- 6:42 pm **cidokogiPR:** RT @KellyeCrane: A3: Plan 4 known contracts, then ID the kinds of clients I want next yr & how 2 attract them. #solopr
- 6:42 pm **dconconi:** I also have a great spreadsheet that tracks operating costs so I can see where I can be more efficient to make my targets #solopr
- 6:42 pm **3hatscomm:** Plus ID new goals. RT @rockstarjen: A3 I look at what worked, what didnt and start the discussion objectives next year. #solopr
- 6:42 pm **jgombita:** @trishlambert good point. Probably better to say something like, "I [not we] would love to hear what you have to say on this." #solopr
- 6:42 pm **deegospel:** a3: i chose to downsize my clientele last year because of previous year reporting, so far great decision for me #solopr
- 6:42 pm **mdbarber:** @trishlambert Just being realistic. :) #solopr
- 6:42 pm **karenschwim:** RT @cidokogiPR: RT @KellyeCrane: A3: Plan 4 known contracts, then ID the kinds of clients I want next yr & how 2 attract them. #solopr
- 6:42 pm **krisTK:** Q3: I still feel like I'm not prepared to be the boss. Biz is good, but still working on admin, processes. #solopr
- 6:43 pm **SoloPR:** RT @dconconi: Q3 assume 10% growth on prev. yr. Chart current clients, see where can support in other ways 4 growth + add prospects #solopr
- 6:43 pm **mdbarber:** @KateWinckler Yep. I know where I'm going...just don't have time to write it down. #solopr
- 6:43 pm **SoloPR:** RT @dconconi: I have a great spreadsheet that tracks operating costs so I can see where I can be more efficient to make my targets #solopr
- 6:43 pm **paulajohns:** Works for me >>RT @mdbarber: A3: For business I have goals and guidelines in my brain; not so much on paper. #solopr

- 6:43 pm **krisTK:** @jgombita takes one to know one. #solopr
- 6:43 pm **mdbarber:** Really...aren't we all? RT @krisTK: Q3: Im not prepared to be the boss. Biz is good, but still working on admin, processes. #solopr
- 6:44 pm **MarketingMel:** A3 Goals must be written down! That is essential. It provides the road map for planning #soloPR
- 6:44 pm **trishlambert:** I like it!! Realism is the only way to goRT @mdbarber: Just being realistic. :-)
#solopr
- 6:45 pm **dconconi:** Q3: writing it down makes it real for me. Can't pretend I didn't set the bar higher...
#solopr
- 6:45 pm **KellyeCrane:** A3: I reach out to my current clients in early Nov. to confirm their budgets for next yr ("for my planning purposes"). #solopr
- 6:45 pm **deegospel:** a3: forecasting: awards list start in my industry in the fall. sales #s for the big book store chains come out soon, indie chatter #solopr
- 6:45 pm **KateWinckler:** I'd love to afford an operations mgr who can keep track of everything that's in my brain :) #solopr
- 6:45 pm **cathyannsauer:** Q3 My end of year plan is to improve my skill set so I can offer new services to clients. Comm world changing by the minute. #solopr
- 6:45 pm **dconconi:** Agree! RT @MarketingMel: A3 Goals must be written down! That is essential. It provides the road map for planning #solopr
- 6:45 pm **SoloPR:** RT @MarketingMel: A3 Goals must be written down! That is essential. It provides the road map for planning #solopr
- 6:45 pm **jgombita:** @MarketingMel you missed an opportunity: Write goals down as they provide the signposts for your road map of planning..... #solopr
- 6:46 pm **KellyeCrane:** A3: One year I actually had a goal to "make less money" than the previous yr. I was working way too much. #solopr
- 6:46 pm **karensxim:** @KateWinckler someone who could hear thoughts and transcribe them would be cool, but that would be a superhero not an admin :) #solopr
- 6:46 pm **ghidotti:** Thankfully, I sit down each year with a bookkeeper who can help me figure out best practices for tracking important numbers. #solopr
- 6:47 pm **SoloPR:** And how! RT @KateWinckler: I'd love to afford an operations mgr who can keep track of everything that's in my brain :) #solopr
- 6:47 pm **krisTK:** @mdbarber Thanks for that. One of my fave things about this group: we talk about biz, client issues more than PR. #solopr
- 6:47 pm **mdbarber:** Good goal. RT @KellyeCrane: A3: One year I actually had a goal to "make less money" than the previous yr. I was working way too much #solopr
- 6:47 pm **SoloPR:** RT @cathyannsauer: Q3 My end of year plan is to improve my skill set so I can offer new services. Comm world changing by the minute #solopr
- 6:47 pm **deegospel:** @cathyannsauer so true for you. #solopr
- 6:47 pm **LScribner:** Yikes! Missing #solopr again, looks like an interesting discussion on planning (which I could have used help on:)
- 6:48 pm **paulajohns:** With goals, keeping it simple is key. > RT @KellyeCrane: A3: One year I actually had a goal to "make less money" than previous yr. #solopr
- 6:48 pm **SoloPR:** Great answers, all! Q4 is up next... #solopr
- 6:48 pm **jgombita:** @cathyannsauer you really think it's the "communication world" that is changing so much? Or just the # of shiny, new toys or tools? #solopr
- 6:48 pm **rockstarjen:** Excellent! RT @cathyannsauer: Q3 end of year plan is improve skill set so I can offer new services. Comm world changing by minute #solopr
- 6:49 pm **KellyeCrane:** @PaulaJohns I learned that you need to consider your life/lifestyle goals when planning your biz goals, so they coexist. #solopr
- 6:49 pm **karensxim:** RT @KellyeCrane: @PaulaJohns I learned you need to consider your life/lifestyle goals when planning your biz goals, so they coexist. #solopr
- 6:49 pm **cidokogiPR:** @kellyecrane thats sounds like you meant you wanted work smarter not harder... money should never suffer! lol #solopr

- 6:49 pm **rockstarjen:** @KellyeCrane @PaulaJohns so true. i've done the same. also determine what type of clients i "don't" want #solopr
- 6:49 pm **dconconi:** both!RT @jgombita: @cathyannsauer U really think its the "comms world" changing so much? Or just the # of shiny, new toys/tools? #solopr
- 6:50 pm **krisTK:** Q3: I have some leadership positions next year so I'm setting the orgs up as clients to track time, expenses. #solopr
- 6:50 pm **deegospel:** RT @KellyeCrane: @PaulaJohns I learned you need to consider your life/lifestyle goals when planning your biz goals, so they coexist #solopr
- 6:50 pm **PRjeff:** Ditto RT @LScribner: Yikes! Missing #solopr again-looks like an interesting discussion on planning-which I could have used help on:) #solopr
- 6:50 pm **dconconi:** RT @KellyeCrane: @PaulaJohns I learned you need to consider ur life/lifestyle goals when planning ur biz goals, so they coexist. #solopr
- 6:50 pm **cidokogiPR:** RT @MarketingMel: A3 Goals must be written down! That is essential. It provides the road map for planning < so true!! #solopr
- 6:51 pm **cathyannsauer:** @jgombita Absolutely the communication world. The how, when, where of sharing info is so dynamic. Have to stay sharp about it. #solopr
- 6:51 pm **krisTK:** @mdbarber like an election, perhaps? #solopr
- 6:51 pm **mdbarber:** Good idea: RT @krisTK: Q3: I have some leadership positions next year so Im setting the orgs up as clients to track time, expenses. #solopr
- 6:51 pm **PRjeff:** A3 "Plan your work, work your plan." #solopr
- 6:51 pm **SoloPR:** Q3 is from @jgombita, following last wk: are clients OK'ing social media b/c they think it's of long-term value, or they're scared? #solopr
- 6:51 pm **dconconi:** Nice. RT @PRjeff: A3 "Plan your work, work your plan." #solopr
- 6:51 pm **KellyeCrane:** @cidokogiPR Actually, it was more like I needed to raise my rates. But I also learned a lot about myself #solopr
- 6:52 pm **MarketingMel:** @jgombita @cidokogiPR Thanks for the mentions on the importance of writing your plan down. Bullseye! #soloPR
- 6:52 pm **jgombita:** @dconconi @cathyannsauer I dunno if the basic tenets of effective PR/communication have really changed that much. More # of options. #solopr
- 6:52 pm **krisTK:** RT @KellyeCrane: I learned that you need to consider your life/lifestyle goals when planning your biz goals, so they coexist #solopr
- 6:52 pm **dconconi:** RT @SoloPR: Q3 is from @jgombita: are clients OKing social media b/c they think its of long-term value, or theyre scared? #solopr
- 6:52 pm **cathyannsauer:** U always tweet good stuff RT @PRjeff: A3 "Plan your work, work your plan." #solopr
- 6:52 pm **mdbarber:** @krisTK Yep just a little election. Candidate on her way back here today. Last votes counted today. Announcement this even + PARTY #solopr
- 6:52 pm **rockstarjen:** @cathyannsauer @jgombita and you have to be *ahead* of it. know what's coming. #solopr
- 6:52 pm **SoloPR:** Look who decided to pop-in with typical pithiness! RT @PRjeff: A3 "Plan your work, work your plan." #solopr
- 6:52 pm **karensxim:** RT @SoloPR: Q3 is from @jgombita, are clients OKing social media b/c they think its of long-term value, or theyre scared? #solopr
- 6:53 pm **LScribner:** LOL, I can relate! RT @mdbarber: @KateWinckler Yep. I know where I'm going...just don't have time to write it down. #solopr
- 6:53 pm **paulajohns:** @KellyeCrane Have always endeavored to shape my biz to fit my life/lifestyle goals. But, it's an ongoing learning process. :) #solopr
- 6:53 pm **staceydougherty:** You mean Q4? @solopr Q3 is from @jgombita, #solopr
- 6:53 pm **SoloPR:** Obviously I'm already on vacation...most recent Q is actually Q4 #solopr
- 6:53 pm **jgombita:** @cathyannsauer see the new @chrisbrogan blog post? Don't chase shiny for no reason. Is it moving you forward? <http://budurl.com/dhzc> #solopr

- 6:53 pm **SoloPR:** Q4 is from @jgombita, following last wk: are clients OK'ing social media b/c they think it's of long-term value, or they're scared? #solopr
- 6:54 pm **PRjeff:** @cathyannsauer Gee, thx Cathy. I sit up all night thinking things up... #solopr
- 6:54 pm **mdbarber:** A3 "Plan your work, work your plan." #solopr /via @PRjeff
- 6:55 pm **jgombita:** @SoloPR plus a pointer to @mitchjoel post: Brands are still afraid of Social Media. Here's why: <http://bit.ly/9eKTO7> #solopr
- 6:55 pm **cidokogiPR:** @KellyeCrane exactly. keep the money the same and work ur plan to where ur lifestyle does not suffer.. ie working smarter not harder #solopr
- 6:55 pm **krisTK:** q4: Clients don't know enough to be "scared" of social media. They see potential but don't know how to integrate, participate #solopr
- 6:55 pm **rockstarjen:** A4 i'm seeing great movement (finally) on the SM front. doing audits for 2 clients now to prepare for strategy next year. yeah! #solopr
- 6:55 pm **cathyannsauer:** @jgombita Yes, but it's not about toys. We need to discover & learn how to use the new "tools" to the most effective advantage. #solopr
- 6:56 pm **PRjeff:** @SoloPR Yeah, just buried of late. Pithiness is all I have for now. (Except for this tweet.) Guess I need to raise my rates? #solopr
- 6:56 pm **cidokogiPR:** RT @krisTK: q4: Clients dont kno enough 2 b "scared" of social media. They see potential but dont know how 2 integrate, participate #solopr
- 6:56 pm **krisTK:** @rockstarjen What does your audit entail? #solopr
- 6:56 pm **KateWinckler:** Q4 I think clients think they should be doing it, but they're not all convinced "why". Kind of like early '90s corp websites. #solopr
- 6:56 pm **rockstarjen:** A4 i also don't think my clients were scared, but just couldn't convince the c suite to provide resources. #solopr
- 6:56 pm **karensxim:** A4: Not fear but desire to stay competitive, want to learn and integrate #solopr
- 6:56 pm **garrettkuk:** A4: most orgs who OK #socialmedia see long-term value - fear keeps them away. I try to show short- & long-term value #solopr
- 6:56 pm **LScribner:** Q4. Jumping into social media because they see its value long term and they know they are late to to the game #solopr
- 6:56 pm **jgombita:** @wrmedia is increased customer recognition and power the REALITY? Or simply the PERCEPTION (by folks in social media sphere). #solopr
- 6:57 pm **KellyeCrane:** A4: I think many cos are in social because they don't want to miss out (so sort of scared). But this can lead them to see the value #solopr
- 6:57 pm **staceydougherty:** A3. Hmm. I'd say both. Wlth the small biz I deal with, smm is cheaper in the long run. They don't want to be left behind. #solopr
- 6:57 pm **dconconi:** The new tools can't be ignored - no matter how shiny. But it all changes so fast, get help if you aren't sure of your counsel #solopr
- 6:57 pm **cathyannsauer:** @krisTK Working on post for another blog on how one co. strategically planned & adopted SM this year. Will let u know when complete. #solopr
- 6:57 pm **jgombita:** @cathyannsauer I'm simply not convinced that social media and other communication channels have changed outcomes overly much. #solopr
- 6:57 pm **SoloPR:** RT @KateWinckler: Q4 I think clients think they should be doing it, but not all convinced "why"-like early '90s corp websites. #solopr
- 6:58 pm **rockstarjen:** @KristK just started to pull it together, but looking at what is out there already on client, competitors, industry. snapshot. #solopr
- 6:58 pm **SoloPR:** RT @karensxim: A4: Not fear but desire to stay competitive, want to learn and integrate #solopr
- 6:58 pm **PRjeff:** A4: Clients just need to know SM is not a panacea, it's a component of their overall communications #solopr
- 6:58 pm **dconconi:** PR has a great opportunity to own SM - its the ultimate uncontrolled media environment but we are losing to ad agencies #solopr
- 6:58 pm **thefriendraiser:** #solopr A4 - scared! my hubby works at a big bank. their whole strategy is rooted in fear

- 6:58 pm **IMPACTMKTPR:** @rockstarjen @krisTK Can we talk later abt sm audit and maintenance pricing? #solopr
- 6:58 pm **krisTK:** @cathyannsauer I'm teaching Internet PR at Tulane in the spring. Would love to read your post. #solopr
- 6:58 pm **cidokogiPR:** RT @KateWinckler: Q4 I think clients think they should be doing it, but not all convinced "why"-like early 90s corp websites. #solopr
- 6:59 pm **garrettkuk:** A4: to combat fear, show client successful #socialmedia campaign/case study - this can get the creative juices flowing #solopr
- 6:59 pm **jgombita:** @karensxim fear as in: we'll be exposed, this will cost money and what exactly will we get out of it?! #solopr ;-)
- 6:59 pm **rockstarjen:** @kristk also looking for what their customers are looking for - and where they are. #solopr
- 6:59 pm **SoloPR:** RT @staceydougherty: A3. Hmm. I'd say both. W/the small biz I deal with, smm is cheaper in the long run. Don't want to be left behind #solopr
- 6:59 pm **karensxim:** @rockstarjen @krisTK I do that too, it's an abbreviated "listening" report that shows them current brand visibility in SM #solopr
- 7:00 pm **3hatscomm:** Integration, my fave tune. RT @PRjeff: A4: Clients need to know SM is not a panacea, its a component of their overall communications #solopr
- 7:00 pm **SoloPR:** This does happen RT @thefriendraiser: A4 - scared! my hubby works at a big bank. their whole strategy is rooted in fear #solopr
- 7:00 pm **LScribner:** Q4. But is the perception out there that SM is replacing PR? I don't agree; just proves how many ppl don't know what PR is! #solopr
- 7:00 pm **dconconi:** yes, has 2 b part of strategic program RT @PRjeff: A4: Clients need 2 know SM is not a panacea, its component of their overall comms #solopr
- 7:00 pm **SoloPR:** RT @garrettkuk: A4: to combat fear, show client successful #socialmedia campaign/case study-this can get the creative juices flowing #solopr
- 7:00 pm **SoloPR:** Bingo! RT @PRjeff: A4: Clients just need to know SM is not a panacea, it's a component of their overall communications #solopr
- 7:01 pm **KateWinckler:** I think many are starting to see the value, esp. for small retailers or small biz who use FB for their biz. #solopr
- 7:01 pm **deegospel:** @ALICIABARNES_TV i miss south carolina. lol #solopr
- 7:01 pm **rockstarjen:** @LScribner i'm not seeing that at all. clients see it as complementary. #solopr
- 7:01 pm **cathyannsauer:** Yes! RT@3hatscomm @PRjeff: A4:Integration.Clients need to know SM is not a panacea, its a component of their overall communications #solopr
- 7:01 pm **rockstarjen:** @ImpactMktPR @krisTK but, of course! #solopr
- 7:02 pm **SoloPR:** Oh no, look at the clock! Thanks for another terrific chat everyone. Remember, we use the hashtag all week! #solopr
- 7:02 pm **garrettkuk:** @jgombita @cathyannsauer i'm biased, but in certain industries #socialmedia is ideal to move audiences from awareness -> action #solopr
- 7:02 pm **MarketingMel:** I found ad agencies were 2 yrs behind PR! RT @dconconi: PR has a great opportunity to own SM - but we are losing to ad agencies #solopr
- 7:02 pm **karensxim:** @jgombita I've been educating the whole time & w/some advised getting ready internally b4 jumping in so decision is not fear based #solopr
- 7:02 pm **deegospel:** q4: all #solopr
- 7:03 pm **SoloPR:** Also, don't forget: We won't have a chat next week due to the US Thanksgiving holiday. See you 12/1! #solopr
- 7:03 pm **thefriendraiser:** @3HatsComm @PRjeff yep! it's a tool. i have to tell folks this all the time. that's why new #somed "agencies" scare me. #solopr
- 7:03 pm **mdbarber:** Great to chat with everyone today. Happy Thanksgiving to all who celebrate. #solopr
- 7:03 pm **karensxim:** Thanks @SoloPR and team solo for another rocking chat! #solopr

- 7:04 pm **dconconi:** @MarketingMel I agree we had a good lead but seem to be losing it now. Lots of top PR SM gurus jumping to ad agencies now #solopr
- 7:04 pm **dconconi:** RT @SoloPR: Also, dont forget: We wont have a chat next week due to the US Thanksgiving holiday. See you 12/1! #solopr
- 7:04 pm **cathyannsauer:** Bye. Have a safe, happy Thanksgiving everyone in USA! #solopr
- 7:04 pm **karensxim:** Have a wonderful Thanksgiving everyone! Hope to see you in twitterverse before 12/1! #solopr
- 7:04 pm **staceydougherty:** @lscibner I think SM integrates PR rather than replaces it. SM can be used for so many other things than just PR. #solopr
- 7:04 pm **IMPACTMKTPR:** That's a given @rockstarjen, c-suite approval always extends the proposal process #solopr
- 7:05 pm **KellyeCrane:** @cidokogiPR @PaulaJohns I found that I was actually a slave to my (always ambitious) goals. Overworking just to say I hit my targets #solopr
- 7:05 pm **karensxim:** @onejillian I wanted to do both too! We can trade stories :-) #solopr
- 7:05 pm **krisTK:** That hour just flew by! Thanks @solopr @kellyecrane for another fabulous chat. Happy Thanksgiving, everyone. #solopr
- 7:05 pm **dconconi:** I'll miss you all next week. Happy Turkey Day and I'll be giving thanks for the Wednesday #solopr learnings #solopr
- 7:06 pm **rockstarjen:** @ImpactMktPR right. i just meant i'm not seeing the fear. #solopr
- 7:06 pm **KellyeCrane:** @cidokogiPR @PaulaJohns Those without my OCD affliction probably need not worry. :-) #solopr
- 7:06 pm **WRMedia:** Enjoyed chat everyone. Happy Thanksgiving. #solopr
- 7:06 pm **IMPACTMKTPR:** Sorry to not contribute much, but had to work on client project during #solopr
- 7:07 pm **staceydougherty:** RT @wrmedia: Enjoyed chat everyone. Happy Thanksgiving. #solopr
- 7:08 pm **PRjeff:** Gee, Thanksgiving just won't be complete w/o all you good people... #solopr
- 7:08 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
- 7:10 pm **mississippi__1:** RT @krisTK: That hour just flew by! Thanks @solopr @kellyecrane for another fabulous chat. Happy Thanksgiving, everyone. #solopr
- 7:11 pm **garrettkuk:** thanks for #solopr discussions today - hope to catch you all in 2 weeks!
- 7:11 pm **bvn88:** RT @krisTK: That hour just flew by! Thanks @solopr @kellyecrane for another fabulous chat. Happy Thanksgiving, everyone. #solopr
- 7:12 pm **cidokogiPR:** Chat was awesome today!!! #solopr
- 7:13 pm **thefriendraiser:** @cidokogiPR that it was! where are you located? #solopr
- 7:13 pm **cidokogiPR:** happy Gobble Gobble day!! I am thankful for you all and this chat! Virtual mentoring rocks! #solopr
- 7:14 pm **cidokogiPR:** @thefriendraiser Hi! I am based in Houston,TX #solopr
- 7:21 pm **arikhanson:** @rockstarjen @jgombita @kellyecrane A guy can't eat? Wow, tough crowd... ;) #solopr
- 7:29 pm **MarketingMel:** @dconconi Very interesting. Please follow me so I can DM you w/ comment. Good talking w/ you at #SoloPR.
- 7:33 pm **rockstarjen:** @arikhanson @jgombita @kellyecrane nex time, join #solopr and starve, Arik. :)
- 7:37 pm **paulajohns:** Thanks for feedback, RTs on #solopr today - @KellyeCrane, @cidokogiPR, @dconconi, @rockstarjen, @deegospel, @karensxim. Much appreciated!
- 7:42 pm **LScribner:** Seeking A/C level consultant for acct. support. Tech exp helpful, location in PST nice but not necessary. DM me for details #solopr
- 7:43 pm **paulajohns:** RT @LScribner: Seeking A/C level consultant for acct. support. Tech exp helpful, location in PST nice. DM me for details #solopr
- 7:55 pm **abeckwith:** Anyone have experience using Jing? What are your thoughts? <http://bit.ly/8Z6cFF> #solopr

- 8:00 pm **jgombita:** @garrettkuk @cathyannsauer sorry, got called away. I'd like to hear your industries/audience types that are receptive! Do share. #solopr
- 8:01 pm **jgombita:** @karensim don't get me wrong, I'm sure you've had some great success. But still think it is niche successes, not critical biz mass. #solopr
- 8:01 pm **jgombita:** @arikhanson @rockstarjen @kellyecrane how rude for #solopr to be scheduled during your lunch hour. Wait. It's during MY lunch hour, too! :-)
- 8:02 pm **KellyeCrane:** You have no idea how tough :-). RT @arikhanson: @rockstarjen @jgombita @kellyecrane A guy can't eat? Wow, tough crowd... ;) #solopr
- 8:02 pm **NoOneYouKnow:** Best thing I've tweeted in forever: <http://bit.ly/PRosthesis> #PR #soloPR Cc: @geoffliving @chrisabraham @jspepper @kamichat
- 8:08 pm **jgombita:** @KellyeCrane @rockstarjen tough like mentioning how no-show @arikhanson's question #3 ATE into my question #4 time? #solopr
- 8:09 pm **GeoffLiving:** RT @NoOneYouKnow: Best thing I've tweeted in forever: <http://bit.ly/PRosthesis> #PR #soloPR Cc: @geoffliving @chrisabraham @jspepper @kamichat
- 8:12 pm **jgombita:** @MarketingMel @dconconi catching up. Disagree it's a given ad agencies are going to "own" social media. They are 100% about selling. #solopr
- 8:13 pm **IMPACTMKTPR:** RT @LScribner: Seeking A/C level consultant for acct. support. Tech exp plus, location in PST nice not necessary. DM her for details #solopr
- 8:15 pm **ThePRCoach:** Valuable presentation for #PublicRelations pros incl ROIs: The #PR Effect #solopr <http://bit.ly/aMI4Qv>
- 8:24 pm **jgombita:** RT @LScribner: Is the perception out there that SM is replacing PR? I don't agree; just proves how many ppl don't know what #PR is! #solopr
- 8:33 pm **KellyeCrane:** Blog post writers block? 24 great tips from @arikhanson (thanks for the #solopr shoutout!) <http://bit.ly/c66XZB>
- 8:37 pm **laretia:** RT @KellyeCrane: Blog post writers block? 24 great tips from @arikhanson (thanks for the #solopr shoutout!) <http://bit.ly/c66XZB>
- 9:02 pm **paulajohns:** @rockstarjen You going to the #SDmediaPR Holiday Party? @youplusmeCEO says it's THE holiday party 4 SD area #solopr peeps. :) cc: @LScribner
- 9:16 pm **MarketingMel:** Excellent! RT @ThePRCoach: Valuable presentation for #PublicRelations pros incl ROIs: The #PR Effect #solopr <http://bit.ly/aMI4Qv>
- 9:16 pm **rockstarjen:** @PaulaJohns yep. RSVPed earlier today. missed the last one, so psyched. #SDmediaPR #solopr
- 10:21 pm **staceydougherty:** BREAKING: Twitter's Official Analytics Product Has Arrived <http://ht.ly/3bxLk> #sm #Atlanta #smm #solopr
- 10:34 pm **WRMedia:** Lifetime TV's The Balancing Act called. Could I discuss quilting & my bk? Glitch: a \$4,900 "scheduling fee." Don't think so. #solopr
- 10:58 pm **staceydougherty:** @wrmedia They called me too when I launched my travel mag. I Googled them right away & found they were bogus. They're despicable! #solopr
- 11:36 pm **gmjameson:** I love forging new relationships and networks to help clients! Great day in that regard. #solopr #PR