



Transcript from December 1, 2010 to December 1, 2010

All times are Pacific Time

December 1, 2010

- 11:22 am **GIGcoin:** Useful - RT @DebWeinstein: 35 Twitter Hashtags PR Peeps NEED to Know! <http://ow.ly/3hVcg> via @solete @PRMillennial #solopr #brandchat #wgbiz
- 12:30 pm **KellyeCrane:** We're back! The #solopr chat is today, 1-2pm ET. Let me know if you have any Qs to add to the list, and I'll see you there.
- 1:41 pm **amynolanapr:** RT @KellyeCrane: We're back! The #solopr chat is today, 1-2pm ET. Let me know if you have any Qs to add to the list, and I'll see you there.
- 1:52 pm **MarketingMel:** @gpechmann You are so right that there are no excuses to not get your message out there. Some people don't want to so they hire me! #soloPR
- 2:48 pm **KellyeCrane:** Don't forget: The #solopr chat is today, 1-2pm ET. Let me know if you have any Qs to add to the list, and I'll see you there!
- 3:20 pm **goodsgirl:** On my sched.! RT @KellyeCrane: Don't forget: The #solopr chat is today, 1-2pm ET... have any Qs to add to the list, and I'll see you there!
- 4:29 pm **MissSuccess:** NEW POST: Are your clients holding up their end of the deal? Get them to commit to these 5 things <http://bit.ly/eSd6v9> #journchat #solopr
- 4:32 pm **SoloDovePR:** RT @misssuccess: Are your clients holding up their end of the deal? Get them to commit to these 5 things <http://bit.ly/eSd6v9> #solopr
- 5:05 pm **shonali:** A1: I'm a #solopr based in DC, editor @wgbiz, @SAISHopkins adjunct faculty, @BNET blogger & founder/moderator of #measurepr. #SMfastfwd
- 5:06 pm **ChatterBachs:** RT @shonali A1: I'm a #solopr, editor @wgbiz, @SAISHopkins adjunct faculty, @BNET blogger & founder/moderator of #measurepr. #SMfastfwd
- 5:53 pm **mfg0911_2:** RT @KellyeCrane: We're back! The #solopr chat is today, 1-2pm ET. Let me know if you have any Qs to add to the list, and I'll see you there.
- 5:58 pm **SoloPR:** RT @KellyeCrane: We're back! The #solopr chat is today, 1-2pm ET. Let me know if you have any Qs to add to the list, and I'll see you there.
- 6:00 pm **cidokogiPR:** Christine Idokogi here, based in houston, a young pr pro that does freelance work! Checking in a little early today!! #solopr
- 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:** Hope all our U.S.-based friends had a happy Thanksgiving last week! #solopr
- 6:02 pm **SoloPR:** @cidokogiPR Welcome, early bird. :-) #solopr
- 6:02 pm **SoloPR:** If you have #solopr questions you'd like us to discuss, pls @KellyeCrane without the hashtag (or DM), and we'll add them to the list!
- 6:02 pm **SoloPR:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #soloPR.
- 6:02 pm **PRjeff:** Woo-hoo! Swooping in and out from the #Phx area. Finalizing some pithy Tweet bites now... #solopr
- 6:03 pm **karensxim:** Will be chatty for next hour pls mute, filter,lurk/listen or join using tweetchat! #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 **karensxim:** Hello Solos! #solopr

6:03 pm **SoloPR:** @PRjeff It must be a lot of pressure to be our resident pithy dude. :-) #solopr

6:04 pm **deegospel:** joining #solopr for a few. have questions about book promo, ask. i'll answer later today.

6:04 pm **LoisMarketing:** Joining #soloPR for a few minutes -- Hi everyone! Happy Holidays!

6:04 pm **deegospel:** @karensxim Hi, Karen. #solopr

6:04 pm **MuslimNewMedia:** finally able to join #soloPR chat! just launched new niche solo PR venture #SoloPR

6:04 pm **PRjeff:** @SoloPR @PRjeff Yes, the pressure makes me sweat. I wear a headband during this hour. #solopr

6:05 pm **deegospel:** @amynolanapr Hi, Amy #solopr

6:05 pm **karensxim:** @deegospel Hi Dee! :-) #solopr

6:05 pm **mfg0911_2:** Hello #soloPR! I handle PR for a Texas Auto Repair Shop and this is my first time joining the conversation.

6:05 pm **SoloPR:** Congrats!! RT @MuslimNewMedia: finally able to join #soloPR chat! just launched new niche solo PR venture #solopr

6:05 pm **karensxim:** @LoisMarketing Hi again! :-) #solopr

6:05 pm **MarketingMel:** Hello #soloPR friends! Hope each of you is well. Look forward to today's chat. Let it snow, let it snow here in East Tenn.!

6:05 pm **luannsaid:** Going to try catch some #solopr today. Hi!

6:05 pm **akenn:** @SoloPR Happy Thanksgiving to you, too, Kellye. Glad the #soloPR chat and my weekly support group is back! #solopr

6:05 pm **LoisMarketing:** @karensxim Hey you! LOL! #solopr

6:05 pm **deegospel:** @cidokogiPR Hi, Christine. #solopr

6:05 pm **karensxim:** @PRjeff Hey Jeff! You pull it off like a pro, I never even see a single bead of sweat :-) #solopr

6:06 pm **SoloPR:** A warm welcome to the new folks, and as always to our #solopr vets. Terrific group gathering!

6:06 pm **jillvan:** Missing #solopr AGAIN. Miss you all. I need to move the baby's feeding time to a time other than 1 ET on Wednesday! :-)

6:06 pm **deegospel:** @PRjeff Hi, Jeff #solopr

6:06 pm **SoloPR:** RT @akenn: @SoloPR Happy Thanksgiving to you, too, Kellye. Glad the #soloPR chat and my weekly support group is back! #solopr

6:06 pm **deegospel:** @LoisMarketing Hi, Lois #solopr

6:06 pm **deegospel:** @MarketingMel Hi, Mel #solopr

6:06 pm **luannsaid:** @mfg0911_2 Hey, there. Welcome! I'm in Austin. #solopr

6:07 pm **kgombita:** @MarketingMel didja see my recent Twitter discussion with some 'murcians about whether or not Canucks said ah-boot? Thought of you! #solopr

6:07 pm **karensxim:** @jillvan You are missed :-) #solopr

6:07 pm **SoloPR:** @PRjeff I'm envisioning an old school John McEnroe-style headband. LOL #solopr

- 6:07 pm **MarketingMel:** @deegospel Hi Dee! Always great to see your smile each Wed. #soloPR
- 6:07 pm **cidokogiPR:** @deegospel hey there!! hope all is well #solopr
- 6:07 pm **SoloPR:** Q1 is up next, submitted by a community member... #solopr
- 6:08 pm **deegospel:** @mfg0911_2 welcome, Marisa #solopr
- 6:08 pm **cidokogiPR:** RT @SoloPR: @cidokogiPR Welcome, early bird. :-) #solopr << LOL! yup thats me!
- 6:08 pm **MarketingMel:** @jgombita Ha! Must have missed that but I promise to say only *good* things about my dear Canadian neighbors #soloPR
- 6:08 pm **jillvan:** Thank you! Maybe I should figure out how to feed with one hand and type with the other :) RT @karenschwim: @jillvan You are missed :-) #solopr
- 6:08 pm **deegospel:** @luannsaid HI, Luann #solopr
- 6:08 pm **SoloPR:** Q1: In this economy, many clients are looking for lowest price & expecting more. This is unmotivating to me. How do u handle? #solopr
- 6:09 pm **krisTK:** Missed #solopr last week and hope everyone had a great Thxgiving! Kristie here from south MS (20 yrs exp, 7 indy, APR)
- 6:09 pm **PRjeff:** @deegospel Hello there Dee! #solopr
- 6:09 pm **MuslimNewMedia:** @SoloPR thanks! #SoloPR
- 6:09 pm **akenn:** @soloPR @PRjeff or the one Jim McMahon wore when the Bears were in the Super Bowl #solopr
- 6:09 pm **karenschwim:** RT @SoloPR: Q1: In this economy, many clients looking 4 lowest price & expecting more. This is unmotivating to me. How do u handle? #solopr
- 6:10 pm **karenschwim:** A1: I try to dig deeper into critical objectives & decrease scope of work accordingly #solopr
- 6:10 pm **KellyeCrane:** A1: I think it's important to stand firm - your time is worth what it's worth. Give an inch and some will try to take a mile. #solopr
- 6:11 pm **PRjeff:** Q1: Depends how busy your practice is. The more you're in demand, the more you can play by your rules. #solopr
- 6:11 pm **MarketingMel:** A. 1 I have truly not experienced clients seeking a low cost provider. Perhaps you need to seek new clients who value your skills? #soloPR
- 6:11 pm **SoloPR:** RT @karenschwim: A1: I try to dig deeper into critical objectives & decrease scope of work accordingly #solopr
- 6:11 pm **karenschwim:** Amen! RT @PRjeff: Q1: Depends how busy your practice is. The more youre in demand, the more you can play by your rules. #solopr
- 6:11 pm **krisTK:** @PRjeff I was wondering who could use a Chicago Bears Jim McMahon headband for Xmas -- YOU! #solopr
- 6:11 pm **luannsaid:** A1: I think I've said b4: you can sense from beg when someone will fight every charge. Not worth taking the work. #solopr
- 6:11 pm **SoloPR:** This is true RT @PRjeff: Q1: Depends how busy your practice is. The more you're in demand, the more you can play by your rules. #solopr
- 6:11 pm **deegospel:** a1 @SoloPR I took a class with @wendyybailey that helped me through this. my answer they're not my ideal client. so no love loss #solopr
- 6:12 pm **krisTK:** @akenn That's the one I was thinking of too. #solopr
- 6:12 pm **karenschwim:** A1: Agree never just lower your prices, but you can adjust the scope #solopr
- 6:12 pm **jgombita:** A1. Rank services in terms of cost/probable outcomes. Suggest client pick the elements that s/he can "afford." Only do those. #solopr

- 6:12 pm **cidokogiPR:** RT @karensxim: A1: Agree never just lower your prices, but you can adjust the scope #solopr
- 6:12 pm **PRjeff:** @akenn @soloPR @PRjeff Ha, good ol' McMahon. A grad of my alma mater. #solopr
- 6:12 pm **karensxim:** A1: Sometimes starting w/lower scope can be intro that leads to full engagement, I've had that happen #solopr
- 6:12 pm **MarketingMel:** So true! RT @luannsaid: A1: I think I've said b4: you can sense from beg when someone will fight every charge. Not worth taking. #solopr
- 6:13 pm **krisTK:** Q1: clients who focus on price alone often cause the biggest headaches, have most demands. #solopr
- 6:13 pm **cidokogiPR:** RT @jgombita: A1. Rank services in terms of cost/probable outcomes. Suggest client pick the ones tht s/he can "afford." <gd strategy #solopr
- 6:13 pm **WolcottPR:** How to manage a difficult PR situation. #prsa <http://ow.ly/3ijkw> #solopr
- 6:13 pm **KellyeCrane:** A1: If you must reduce rates bc you need \$, I rec doing project based pricing so they don't see your hrly rate went down #solopr
- 6:14 pm **akenn:** A1. If budget is a serious challenge, limit other parameters too - e.g. shorten the terms of the engagement #solopr
- 6:14 pm **luannsaid:** A1: And looking at hiring "seasonal" PT help -- lower cost to clients on research & other work. This time of yr always gets crazy. #solopr
- 6:14 pm **PRjeff:** A1: If you really need the work, you probably need to find a way to make such a client work w/o hurting your perceived value #solopr
- 6:14 pm **karensxim:** There's a diff between bargain hunters and those who truly may not have a large budget for a full on effort #solopr
- 6:14 pm **SoloPR:** Bingo! RT @krisTK: Q1: clients who focus on price alone often cause the biggest headaches, have most demands. #solopr
- 6:14 pm **deegospel:** a2: because i'm trained, know my industry, respected(i hope still lol,) works extremely hard, i can't work for less...period #solopr
- 6:14 pm **krisTK:** q1: Menu of services may help but clients need to understand that they'll miss out on strategic counsel. #solopr
- 6:14 pm **LoisMarketing:** #soloPR Q1 I've patterned many of my services after the fixed-fee model of a company I worked for prior to starting my firm. Has worked well
- 6:15 pm **PRjeff:** A1: Determine if an initial discount will get your foot in the door and lead to better work later once you've proved your value. #solopr
- 6:15 pm **SoloPR:** RT @karensxim: A1: Agree never just lower your prices, but you can adjust the scope #solopr
- 6:15 pm **WolcottPR:** RT @SoloPR: Bingo! RT @krisTK: Q1: clients who focus on price alone often cause the biggest headaches, have most demands. #solopr
- 6:15 pm **LoisMarketing:** RT @SoloPR: RT @karensxim: A1: Agree never just lower your prices, but you can adjust the scope #solopr
- 6:15 pm **karensxim:** True RT @krisTK: q1: Menu of services may help but clients need to understand that theyll miss out on strategic counsel. #solopr
- 6:15 pm **KimBrame:** RT @LoisMarketing: #soloPR Q1 I've patterned many of my services after the fixed-fee model of a company I worked for prior to starting my firm. Has worked well
- 6:16 pm **deegospel:** RT @SoloPR: Q1: In this economy, many clients looking 4 lowest price & expecting more. This is unmotivating to me. How do u handle? #solopr
- 6:16 pm **SoloPR:** RT @luannsaid: A1: And looking at hiring "seasonal" PT help -- lower cost to clients on research & other work. #solopr

- 6:16 pm **SoloDovePR:** #solopr: Q1 I just change the services offered and I also give examples of why I should be paid for my services, and the value of services
- 6:16 pm **jgombita:** RT @deegospel: a2: b/c im trained, know my industry, respected (hope still lol,) works extremely hard, i cant work for less...period #solopr
- 6:16 pm **youplusmeCEO:** late to #solopr cuz met w a new client this morning... lurking from San Diego
- 6:17 pm **SoloPR:** RT @KellyeCrane: A1: If you must reduce rates bc you need \$, do project based pricing so they don't see your hrly rate went down #solopr
- 6:17 pm **luannsaid:** Yes! RT @kellyecrane: A1: If you must reduce rates [do] project based pricing so they don't see your hrly rate went down #solopr
- 6:17 pm **krisTK:** Base model vs one w bells/whistles RT @LoisMarketing: RT @karensxim: A1: never just lower your prices, but you can adjust the scope #solopr
- 6:17 pm **deegospel:** a2: i offer opps for authors to get free pr advice via twitter & facebook & my blog, which I'm doing today, in fact #solopr
- 6:18 pm **KellyeCrane:** A1: It can definitely be demotivating to have to justify every little charge. Those clients sap your energy so you can't thrive. #solopr
- 6:18 pm **jgombita:** @PRjeff does that ever work? It's like lowering the price of a house, car or computer...would folks ever agree to pay the old price? #solopr
- 6:18 pm **SoloPR:** RT @deegospel: a2: i offer opps for authors to get free pr advice via twitter & facebook & my blog, which I'm doing today, in fact #solopr
- 6:18 pm **karensxim:** A2: If you must reduce your rates, I would look at your overall strategy #solopr
- 6:18 pm **deegospel:** a2: i also offer products like a customized book promotion d-i-y plan, d-i-y book marketing coaching, free books, but services... #solopr
- 6:18 pm **cidokogiPR:** A1: Tell them u are willing 2 work w/ budget but wont get everything they had in mind... your time & talent r ur bread and butter #solopr
- 6:19 pm **karensxim:** RT @KellyeCrane: A1: It can def be demotivating 2 justify every little charge. Those clients sap your energy so u cant thrive. #solopr
- 6:19 pm **NoMeatballs:** Wandering over to #solopr to soak up some insight.
- 6:19 pm **karensxim:** RT @cidokogiPR: A1: Tell them u are willing 2 work w/ budget but wont get everything .. your time & talent r ur bread and butter #solopr
- 6:19 pm **SoloPR:** RT @cidokogiPR: A1: Tell them u are willing 2 work w/ budget but wont get everything they had in mind... #solopr
- 6:19 pm **karensxim:** @cidokogiPR Absolutely agree! #solopr
- 6:19 pm **PRjeff:** Double bingo! RT @SoloPR: Bingo! RT @krisTK: Q1: clients who focus on price alone often cause biggest headaches, have most demands. #solopr
- 6:19 pm **SoloPR:** Cool! Welcome RT @NoMeatballs: Wandering over to #solopr to soak up some insight.
- 6:19 pm **JennaSnacks:** @luannsaid @KellyeCrane I avoid hourly rate pricing altogether and focus on goals for the project/campaign, base pricing on that. #solopr
- 6:20 pm **PRProSanDiego:** Jumping in late, glad to be here! Solo 7 yrs in San Diego. Politics, healthcare, law. #soloPR
- 6:20 pm **krisTK:** RT @cidokogiPR: A1: Tell them u are willing 2 work w/ budget but wont get everything they had in mind #solopr
- 6:20 pm **crcpr21:** RT @luannsaid: RT @kellyecrane: A1: If you must reduce rates [do] project based pricing so they don't see your hrly rate went down #solopr
- 6:20 pm **mfg0911_2:** That is why they need to agree on charges before work starts & be in the loop of changes RT @luannsaid clients fighting every charge #solopr

- 6:20 pm **MuslimNewMedia:** a1 am offering training/workshops: clients get tangible results, feel empowered, and would free me from some day2day SM maintenance #SoloPR
- 6:20 pm **karensxim:** A2: Those new to using PR often don't understand costs, intro plans work well to develop relationship (smaller scope) #solopr
- 6:21 pm **KellyeCrane:** @JennaSnacks @luannsaid That's smart, and what most of us try to do. Post: <http://bit.ly/96Q1xx> #solopr
- 6:21 pm **luannsaid:** A1: Throw out a budget: "Do you have \$15k set aside for your PR this year?" If they flinch, let 'em down easy. #solopr
- 6:21 pm **LoisMarketing:** #soloPR A1 Help them determine and set priorities, then adjust project/agreement to scope. Mutual agreement and a good outcome
- 6:21 pm **SoloDovePR:** @kellyecrane Re Q1 very true those clients make you reconsider why you are in PR in first place #solopr
- 6:21 pm **krisTK:** Q1: Show clients you understand their challenges and that you can maximize their resources #solopr
- 6:22 pm **SoloPR:** Q2 is up next... #solopr
- 6:22 pm **PRjeff:** ...on a bed of nails RT @luannsaid: A1: Throw out a budget: "Do you have \$15k set aside PR/year?" If they flinch, let em down easy. #solopr
- 6:22 pm **deegospel:** RT @krisTK: Q1: Show clients you understand their challenges and that you can maximize their resources #solopr
- 6:22 pm **karensxim:** @MuslimNewMedia That's a great way to build your brand and can lead to deeper engagements for more dollars #solopr
- 6:23 pm **deegospel:** @PRjeff lol #solopr
- 6:23 pm **mfg0911_2:** This gives u time to prove urself & get more \$ later RT karensxim: A1:Agree never just lower ur prices, but you can adjust the scope #solopr
- 6:23 pm **SoloPR:** Q2: Is there a max number of clients you can handle? How do you keep from getting too busy? #solopr
- 6:23 pm **youplusmeCEO:** RT @SoloPR: Q2: Is there a max number of clients you can handle? How do you keep from getting too busy? #solopr
- 6:23 pm **deegospel:** RT @SoloPR: Q2: Is there a max number of clients you can handle? How do you keep from getting too busy? #solopr
- 6:23 pm **karensxim:** RT @SoloPR: Q2: Is there a max number of clients you can handle? How do you keep from getting too busy? #solopr
- 6:24 pm **krisTK:** @PRjeff @luannsaid Declined mtg w potential client who balked at small pay-in-advance fee and wanted to pay for each mtg. #solopr
- 6:24 pm **cidokogiPR:** RT @SoloPR: Q2: Is there a max number of clients you can handle? How do you keep from getting too busy? #solopr
- 6:24 pm **PRjeff:** A2: Depends on your biz objectives. If you want to grow, hire P/T help and/or ind. contractors. #solopr
- 6:24 pm **krisTK:** RT @SoloPR: Q2: Is there a max number of clients you can handle? How do you keep from getting too busy? #solopr
- 6:25 pm **deegospel:** a2: 2 at a time. tried 4 a few years back. I couldn't provide quality svcs. missed opps, because was stretched too thin. now 2 #solopr
- 6:25 pm **cidokogiPR:** interested to see the answers for Q2... #solopr
- 6:25 pm **KellyeCrane:** A2: Those who've worked at agencies are familiar with projections. I use them to track my upcoming hrs. #solopr
- 6:25 pm **karensxim:** Good advice! RT @PRjeff: A2: Depends on your biz objectives. If you want to grow, hire P/T help and/or ind. contractors. #solopr

- 6:25 pm **youplusmeCEO:** A2 I can usually do between 3-5 consistent clients, but if they are project-based i can do up to 8 w/o outsourcing #solopr
- 6:25 pm **DeblnATX:** @KellyeCrane #solopr Just now jumping in from here in Austin!
- 6:26 pm **PRjeff:** A2: Um, when you don't have time for this chat but you make time anyway b/c of all the fine PR comrades here? #solopr
- 6:26 pm **KellyeCrane:** A2: With projections, I know when and where I'll need subcontractor support, and can control the hrs assigned to ME (by me!). #solopr
- 6:26 pm **deegospel:** a2: i decline potential client requests if I'm booked. i refer to others. i have a wait list system #solopr
- 6:26 pm **mfg0911_2:** Not sure what I think about this they could be more realistic RT krisTK: Q1: clients who focus on price alone cause the headaches. #solopr
- 6:26 pm **karensxim:** A2: About 5 for the regulars but project based can take on more dep. on what's going on #solopr
- 6:26 pm **SoloPR:** Welcome to the former @DebinDenver, now in ATX! RT @DeblnATX: @KellyeCrane #solopr Just now jumping in from here in Austin!
- 6:26 pm **krisTK:** A2: If truly solo, more than 5 ongoing clients can be too much w-out outsourcing. #solopr
- 6:26 pm **MuslimNewMedia:** @karensxim thanks! -- got reluctance from NP sector so i thought it thru and thats what i came up with. we'll see! #SoloPR
- 6:27 pm **SoloPR:** RT @youplusmeCEO: A2 I can usually do between 3-5 consistent clients, but if they are project-based i can do up to 8 w/o outsourcing #solopr
- 6:27 pm **SoloPR:** RT @deegospel: a2: i decline potential client requests if I'm booked. i refer to others. i have a wait list system #solopr
- 6:27 pm **deegospel:** RT @KellyeCrane: A2: With projections, I know when & where I'll need subcontractor support & can control hrs assigned to ME (by me!) #solopr
- 6:27 pm **PRjeff:** @jgombita Make it clear it's one-time only and a special deal. I'd only do it if your agency doesn't have other revenue options #solopr
- 6:27 pm **karensxim:** @MuslimNewMedia It's a good proven strategy, I hope you do well! #solopr
- 6:28 pm **karensxim:** A2: I have recently referred to others, busy means I get to be picky #solopr
- 6:28 pm **PRProSanDiego:** Q1 If the client is desirable to me, I'll work out a discount rate for 60 - 90 days, pricing up after, 6 month min. It's worked. #soloPR
- 6:28 pm **krisTK:** A2: I think more in billable hours than # of clients: How much can I handle effectively and stay sane, sleep? #solopr
- 6:28 pm **mfg0911_2:** AGREE! RT krisTK: q1: Menu of services may help but clients need to understand that they'll miss out on strategic counsel. #solopr
- 6:28 pm **deegospel:** a2: i would like to work with more subcontractors & partners on projects if opp presented itself #solopr
- 6:28 pm **KellyeCrane:** A2: It's funny, because 5 is the magic number I've found also. More than that and admin headaches can be overwhelming. #solopr
- 6:28 pm **DeblnATX:** A2: If more than 4-5 clients it's usually because I am on retainer for a couple that don't have a lot of activity. #solopr #solopr
- 6:29 pm **deegospel:** RT @krisTK: A2: I think more in billable hours than # of clients: How much can I handle effectively and stay sane, sleep? #solopr
- 6:29 pm **karensxim:** @PRProSanDiego I love that strategy! #solopr
- 6:29 pm **MuslimNewMedia:** a2 too early to tell on this end :) #SoloPR
- 6:29 pm **krisTK:** @DeblnATX May want to chat privately about how you make that work. #solopr

- 6:29 pm **SoloPR:** @krisTK Yes, and what have you found is the number of billable hours that works for you? #solopr
- 6:30 pm **DeblnATX:** A2: I've found subcontracting hard. I have to work more on building the relationships to be able to draw on. #solopr #solopr
- 6:30 pm **deegospel:** a2: i also think the industry you work in holds key to # of clients. publishing pr is very labor intensive #solopr
- 6:30 pm **deegospel:** a2: i only work with one music client at a time, because i don't want clients competing, imo hurts my brand image #solopr
- 6:31 pm **krisTK:** A2: When I get above 100 billable hours each month, my life starts to suffer. Went solo for work-life balance but it see-saws #solopr
- 6:31 pm **PRjeff:** RT @deegospel: a2: i only work with one music client at a time, because i dont want clients competing, imo hurts my brand image #solopr
- 6:31 pm **karensxim:** @DeblnATX I sub for agencies & relationships have been incredible but have had probs with subbing out too so it takes work #solopr
- 6:31 pm **KellyeCrane:** Good point re: industry @deegospel. Also the type of work makes a big diff (ex-writing a newsletter vs. crisis communication) #solopr
- 6:32 pm **LoisMarketing:** @KristK You can understand! Finding the balance, protecting your personal time, yet being open to a special opportunity #soloPR A2
- 6:32 pm **DeblnATX:** @JennaSnacks finding subcontractors is a challenge for me. #solopr #solopr
- 6:32 pm **SoloPR:** RT @krisTK: A2: When I get above 100 billable hours each month, my life starts to suffer.... #solopr
- 6:32 pm **deegospel:** @karensxim right, Karen. same challenge #solopr
- 6:32 pm **Romie:** @KristK I find I work more hours as a solo then when I worked for someone #solopr
- 6:32 pm **MuslimNewMedia:** @deegospel what if they were in different musical genres? #SoloPR
- 6:33 pm **PRProSanDiego:** Q2: 3-5 major clients, several minor clients & one-time projects. Billable hours in the 100 hrs/month range works. #soloPR
- 6:33 pm **deegospel:** @KellyeCrane right. it depends on the campaign for me. but lately since my industry has changed more responsibility on indie pr #solopr
- 6:33 pm **JennaSnacks:** @debinatx I keep a list of subcontractors and find them through networking. Friend of a friend referrals make the ideal candidate. #solopr
- 6:33 pm **KellyeCrane:** A2: I do not project myself for more than 30 billable hours a week. #solopr
- 6:33 pm **PRjeff:** RT @krisTK: A2: When I get above 100 billable hrs/month, my life starts 2 suffer. Went solo for work-life balance but it see-saws #solopr
- 6:33 pm **krisTK:** Me too. Not as much of a J-O-B tho RT @Romie: I find I work more hours as a solo then when I worked for someone #solopr
- 6:33 pm **Romie:** Just jumping in :) @DeblnATX @JennaSnacks Subcontractors are a challenge when their work ethic is different from mine #solopr
- 6:33 pm **karensxim:** @deegospel It's tough finding people with knowledge & shared work ethic #solopr
- 6:33 pm **kgombita:** @KellyeCrane @deegospel do you think it's a difference between focusing on either "strategic" (e.g. crisis comms) or tactical work? #solopr
- 6:34 pm **PRjeff:** @PRProSanDiego Now you tell me. I thought 200 was normal. #solopr
- 6:34 pm **SoloPR:** RT @JennaSnacks: I keep a list of subcontractors and find them thru networking.Friend of a friend referrals make the ideal candidate #solopr
- 6:34 pm **karensxim:** @Romie @DeblnATX @JennaSnacks Yes, yes, yes have been on the wrong end of this & ended up doing work myself #solopr

- 6:34 pm **krisTK:** @PRProSanDiego That's about where I am too. #solopr
- 6:34 pm **DeblnATX:** @KellyeCrane I am with you more than 30 billable hours is a stretch for me to. #solopr #solopr
- 6:35 pm **LoisMarketing:** #soloPR A2 I work more hours - but they are more rewarding. So is the downtime when I reward myself after committing to a project/assignment
- 6:35 pm **trishlambert:** Hey folks! Jumpin' in half way here...trying to catch up.. #solopr
- 6:35 pm **deegospel:** @karensxim yes, ma'am #solopr
- 6:35 pm **krisTK:** @PRjeff Normal for you, but you're Superman. Work at speed of light, able to complete projects in a single bound. #solopr
- 6:35 pm **JennaSnacks:** @romie @karensxim @debinatx making connections w ppl in larger agencies is key. They always know a good freelancer or are one #solopr
- 6:35 pm **deegospel:** @trishlambert hey, trish #solopr
- 6:35 pm **KateRobins:** not lurking. late. scanning, catching up. good topic. #solopr
- 6:35 pm **karensxim:** Even that is a stretch for me RT @KellyeCrane: A2: I do not project myself for more than 30 billable hours a week. #solopr
- 6:35 pm **KellyeCrane:** @jgombita @deegospel I think certain tactics are more flexible in scheduling (e.g. writing), as opposed to others. #solopr
- 6:36 pm **Romie:** @KristK True, less of a "job" factor, interesting how the feel is so different but more hours (nice) #solopr
- 6:36 pm **krisTK:** @jgombita I try to mix clients -- some major and strategic, some I provide only writing, editing. #solopr
- 6:36 pm **Romie:** @karensxim Exactly, had one who still expected to be paid full price though I redid all the work #solopr
- 6:36 pm **karensxim:** @JennaSnacks @romie @debinatx Yes good point #solopr
- 6:37 pm **deegospel:** @jgombita it depends on if the client is already in crisis mode when they inquire services, ie musician with a dui #solopr
- 6:37 pm **DeblnATX:** RT @JennaSnacks: @romie @karensxim @debinatx make connections w ppl in larger agencies- always know a good freelancer #solopr #solopr
- 6:37 pm **KateRobins:** @PRjeff @PRProSanDiego oh cmon. you don't do 200 a week. did a read that right? #solopr
- 6:37 pm **SoloPR:** Q3 is up next... #solopr
- 6:37 pm **karensxim:** @Romie It always comes as a shock too because you think everyone cares about their brand and reputation but not so #solopr
- 6:38 pm **karensxim:** @trishlambert Hey Trish! #solopr
- 6:38 pm **JennaSnacks:** @debinatx Big agencies have high turnover, too. So that currently employed person, may end up being a great freelancer. #solopr
- 6:38 pm **PRProSanDiego:** Q2:Critical: ALWAYS pursue biz development & have prospects in the pipeline. Helps you keep upper hand with current clients too. #soloPR
- 6:38 pm **deegospel:** @krisTK that works for me, too. my writing clients I don't count them, because I write in my sleep but after today I will. #solopr
- 6:39 pm **LoisMarketing:** A2 Looking for resources and freelancers? Consider taking the convo offline and getting to know your #soloPR friends
- 6:39 pm **PRProSanDiego:** @PRjeff I said BILLABLE hours. If you include "non-revenue generating activities," it's more like 250, ha! #soloPR

- 6:39 pm **jpgombita:** Agreed @deegospel @KristK @KellyeCrane. Also that "tactical" services usually easier to schedule and predict outcomes! :-) #solopr
- 6:39 pm **karenschwim:** RT @LoisMarketing: A2 Looking 4 resources &freelancers? Consider taking the convo offline and getting to know your #soloPR friends #solopr
- 6:39 pm **KateRobins:** YUP RT@PRProSanDiego:Q2:Critical: ALWAYS pursue biz dev & have prospects in line. Helps keep upper hand with current clients too. #solopr
- 6:39 pm **SoloPR:** RT @PRProSanDiego: Q2 ALWAYS pursue biz devel & have prospects in the pipeline. Helps you keep upper hand with current clients too. #solopr
- 6:39 pm **Romie:** @DeblnATX Yes, the connections are important too, more emphasis on certain industries #solopr
- 6:39 pm **trishlambert:** RT @karenschwim: Hey Trish! Hey, Ms. Swim to my Ms. Bert!! Thx for the talk yesterday. HUGE help #solopr
- 6:40 pm **cidokogiPR:** RT @LoisMarketing: A2 Looking for resources and freelancers? Consider taking the convo offline and getting 2 know ur #soloPR friends #solopr
- 6:40 pm **KateRobins:** @LoisMarketing Very smart. Also, a ton of good folks out of work. #solopr
- 6:40 pm **PRProSanDiego:** Q2: Yes, type of work makes a big difference. Try running a political campaign = black hole! Thank God it only lasted 4 months. #soloPR
- 6:40 pm **PRjeff:** @KateRobins month #solopr
- 6:40 pm **SoloPR:** Q3: Are you conservative in how you spend (both personal and prof)? @rockstarjen & I have a theory that this is imp to solo success #solopr
- 6:40 pm **karenschwim:** @trishlambert Oh good! I was happy to be able to form complete sentences :-) #solopr
- 6:40 pm **jpgombita:** @deegospel "musician with a dui" Dui?! #solopr
- 6:41 pm **krisTK:** A2: Never stop working on your network. You never know when you'll need more clients or new subs. #solopr
- 6:41 pm **MuslimNewMedia:** will do! RT @karenschwim: A2 Looking 4 resources &freelancers? Consider taking convo offline and getting to know your #soloPR friends #SoloPR
- 6:41 pm **SoloPR:** RT @LoisMarketing: A2 Looking for resources and freelancers? Consider taking the convo offline and getting 2 know ur #soloPR friends #solopr
- 6:41 pm **KateRobins:** @PRjeff @KateRobins Thanks. Feel much btter. #solopr
- 6:41 pm **akenn:** @soloPR @rockstarjen in your theory is it important TO spend or to be conservative? #solopr
- 6:41 pm **karenschwim:** RT @SoloPR: Q3: Are you conservative in how you spend (both persnl & prof)? @rockstarjen & I have theory this is imp to solo success #solopr
- 6:41 pm **PRjeff:** @KristK Thx for revealing my true identity... not! #solopr
- 6:41 pm **MuslimNewMedia:** @jpgombita @deegospel DUI = driving under the influence (big problem here in M) #SoloPR
- 6:41 pm **KellyeCrane:** To be conservative RT @akenn: @soloPR @rockstarjen in your theory is it important TO spend or to be conservative? #solopr
- 6:42 pm **karenschwim:** A3: Lol, oh gosh if friends saw this they would laugh, queen of thrifty! #solopr
- 6:42 pm **krisTK:** RT @SoloPR: Q3: Are you conservative in how you spend (both personal and prof)? #solopr
- 6:42 pm **akenn:** And, yes, I am. Very conservative. #solopr
- 6:42 pm **KateRobins:** @krisTK AND when you're solo you're personal brand stands out more ex the office than it would in a glass tower. #solopr

- 6:42 pm **jpgombita:** @MuslimNewMedia @deegospel of course! Thanks for the explanation. Never thought about how crisis comms for musicians might differ. #solopr
- 6:43 pm **trishlambert:** Q3. I am a "conservative convert." I spent, and I paid the price (sorry about the pun!) #solopr
- 6:43 pm **krisTK:** A3: Didn't buy socks first year on my own. Money was there, but figured no one saw the holes but me. #solopr
- 6:43 pm **deegospel:** RT @SoloPR: Q3: Are you conservative in how you spend (both personal and prof)? @rockstarjen ... #solopr
- 6:43 pm **SoloPR:** Interesting! RT @trishlambert: Q3. I am a "conservative convert." I spent, and I paid the price (sorry about the pun!) #solopr
- 6:43 pm **JennaSnacks:** RT @krisTK: A3: Didn't buy socks first year on my own. Money was there, but figured no one saw the holes but me. #solopr
- 6:44 pm **SoloPR:** LOL RT @krisTK: A3: Didn't buy socks first year on my own. Money was there, but figured no one saw the holes but me. #solopr
- 6:44 pm **KateRobins:** Q3 hideously conservative and more so this year. if it doesn't pay, it doesn't stay. #solopr
- 6:44 pm **DeblnATX:** Q3: @SoloPR @rockstarjen I have become more conservative with my time just to keep up. #solopr #solopr
- 6:44 pm **karens swim:** A3: On my end, clients appreciate when you are cost efficient with their resources #solopr
- 6:44 pm **krisTK:** A3: Building up a reserve to balance peaks/valleys of revenue more imp't than spending. #solopr
- 6:45 pm **luannsaid:** RT @kristk: A3: Didn't buy socks first year on my own. Money was there, but figured no one saw the holes but me. #solopr
- 6:45 pm **JennaSnacks:** @karens swim Agreed. And if you have to spend OOPs, then be prepared to give good explanations on 'why' #solopr
- 6:45 pm **KellyeCrane:** A3: I'm a tight-wad (w/both clients' money and my own), but it has served me well. #solopr
- 6:45 pm **karens swim:** ROFL! RT @krisTK: A3: Didn't buy socks first year on my own. Money was there, but figured no one saw the holes but me. #solopr
- 6:45 pm **deegospel:** a3: conservative. my mom runs a financial service & my daughter often calls me the "cheapest mom in the world" #solopr
- 6:45 pm **KateRobins:** @karens swim I would hope so. What's a newswire if only ppl who subscribe to the newswire read it? Faux success is pricey stuff. #solopr
- 6:45 pm **karens swim:** Amen! RT @krisTK: A3: Building up a reserve to balance peaks/valleys of revenue more imp't than spending. #solopr
- 6:45 pm **SoloPR:** RT @KateRobins: Q3 hideously conservative and more so this year. if it doesn't pay, it doesn't stay. #solopr
- 6:45 pm **Romie:** LOL RT @KristK A3: Didn't buy socks first year on my own. Money was there, but figured no one saw the holes but me. #solopr
- 6:46 pm **karens swim:** @KateRobins No kidding! #solopr
- 6:46 pm **SoloPR:** Ha! RT @deegospel: a3: conservative. my mom runs a financial service & my daughter often calls me the "cheapest mom in the world" #solopr
- 6:46 pm **deegospel:** a3: glad to know I'm not the only tight wad in the bunch. lol #solopr
- 6:46 pm **KateRobins:** @SoloPR @KateRobins stole that one from an 86 y-o farmer down the road. #solopr
- 6:46 pm **deegospel:** @karens swim true #solopr

- 6:46 pm **SoloPR:** This is key! RT @krisTK: A3: Building up a reserve to balance peaks/valleys of revenue more imp't than spending. #solopr
- 6:46 pm **MarketingMel:** A.3 #soloPR Yes! Very conservative in both personal and prof'l spending. Sorry left convo awhile w/ call #soloPR
- 6:46 pm **Romie:** Exactly what I do: RT @KristK A3: Building up a reserve to balance peaks/valleys of revenue more imp't than spending. #solopr
- 6:46 pm **luannsaid:** A3: I hate spending money. HATE. IT. #solopr
- 6:46 pm **lgombita:** You are a scream! RT @KristK: A3: Didn't buy socks first year on my own. Money was there, but figured no one saw the holes but me. #solopr
- 6:46 pm **karenskim:** You're among your tribe here, lol! @deegospel: a3: glad to know I'm not the only tight wad in the bunch. lol #solopr
- 6:47 pm **SoloPR:** Yes, they notice RT @karenskim: A3: On my end, clients appreciate when you are cost efficient with their resources #solopr
- 6:47 pm **karenskim:** I've been known to break out in a sweat! RT @luannsaid: A3: I hate spending money. HATE. IT. #solopr
- 6:47 pm **LoisMarketing:** #soloPR A3 Conservative and smart spender. Clients appreciate streamlined operation. They are investing in talent , creativity and skill!
- 6:47 pm **trishlambert:** I'm more&more fixated on "what's the return," whether buying clothes or preping proposal 4client. 2much out there returns way 2little #solopr
- 6:47 pm **KateRobins:** How many remember working inside and every time an agency sneezed the int group'd say, "How much did THAT just cost us?" #solopr
- 6:47 pm **deegospel:** a3: and that is exactly why our fees deserve to be where they are. lol. we're not blowing clients money.believe me #solopr
- 6:47 pm **DeblnATX:** @SoloPR Q3: conservative in another light- who & how I spend my time with has been something I choose more carefully #solopr #solopr
- 6:47 pm **KellyeCrane:** A3: I wonder how many failed solos go back to a "real job" because they didn't master the money-mgmt piece? #solopr
- 6:48 pm **krisTK:** A3: I know pros who want to be independent but shop as a hobby and can't budget. They never last on their own. #solopr
- 6:48 pm **luannsaid:** A3: I'm at the point, though, where I need to commit more financially in order to grow. But I don't like it. #solopr
- 6:48 pm **karenskim:** RT @DeblnATX: @SoloPR Q3: conservative in another light- who & how I spend my time w/ has been something I choose more carefully #solopr
- 6:48 pm **PRjeff:** A3: This chat fits into any budget. And it's a great ROI. #solopr
- 6:48 pm **deegospel:** @DeblnATX that,too. the company you keep is important in this profession. #solopr
- 6:48 pm **lgombita:** Agreed! RT @DeblnATX A3: conservative in another light- who & how I spend my time with has been something I choose more carefully #solopr
- 6:48 pm **WolcottPR:** A3: started out with 2many memberships, have since pulled back #solopr
- 6:48 pm **deegospel:** True. RT @PRjeff: A3: This chat fits into any budget. And it's a great ROI. #solopr
- 6:48 pm **karenskim:** @krisTK shopping a hobby? Who are these sick people? Lol, I HATE shopping! #solopr
- 6:48 pm **mfg0911_2:** RT @KateRobins: How many remember working inside & every time an agency sneezed the int group'd say, "How much did THAT cost us?" #solopr
- 6:48 pm **trishlambert:** & yr in Austin! Me too! RT@DeblnATX:conservative in who & how I spend my time with-something I choose more carefully #solopr #solopr

- 6:48 pm **MarketingMel:** A. 3 Example of conservative spending for client. Just shopped out a video for a prospect, let them know I did & got best price #soloPR
- 6:48 pm **KateRobins:** A3 if they merchandized their lessons-learned they'd get it back ten fold #solopr
- 6:49 pm **JennaSnacks:** @katerobins So true! 1 agency made us log office supplies with a client code. Who knows how much a pencil cost those poor clients! #solopr
- 6:49 pm **deegospel:** @karensim hee #solopr
- 6:49 pm **kgombita:** @KellyeCrane I wonder how many of them had to spend a ton of money upgrading their work wardrobe, first! Ha! #solopr
- 6:49 pm **SoloPR:** Spending is often req RT @luannsaid: A3 I'm at the pt where I need to commit more financially in order to grow. But I don't like it. #solopr
- 6:49 pm **karensim:** @JennaSnacks @katerobins Laughing so hard, tummy hurts #solopr
- 6:49 pm **KateRobins:** @PRjeff cept it's time management. I find when I get insanely busy twitter goes flat for a couple of weeks. sometimes months. #solopr
- 6:50 pm **deegospel:** @luannsaid commit more in what way? #solopr
- 6:50 pm **SoloPR:** RT @WolcottPR: A3: started out with 2many memberships, have since pulled back #solopr
- 6:50 pm **luannsaid:** @katerobins I remember calling clients while a jr AE & they'd say "How much is THIS call going to cost me?" Ouch. #solopr
- 6:50 pm **PRjeff:** RT @KateRobins: cept its time management. I find when I get insanely busy twitter goes flat for a couple of weeks. sometimes months. #solopr
- 6:50 pm **SoloPR:** RT @DeblnATX: @SoloPR Q3: conservative in another light- who & how I spend my time with has been something I choose more carefully #solopr
- 6:50 pm **Romie:** @KellyeCrane I know of a few who have gone back to work because they can't handle the money or running a business #solopr
- 6:50 pm **SoloPR:** Hear hear! RT @PRjeff: A3: This chat fits into any budget. And it's a great ROI. #solopr
- 6:51 pm **JennaSnacks:** @luannsaid "real" office space is terrifying to me. #solopr
- 6:51 pm **KateRobins:** RT @SoloPR: Spending is often req RT@luannsaid: A3 At pt where need to commit more financially in order to grow. But I dont like it. #solopr
- 6:51 pm **PRProSanDiego:** Q3: Frugality gives any entrepreneur more flexibility & ability to be selective & avoid working with bad clients. (See Q1) #soloPR
- 6:51 pm **kgombita:** @WolcottPR memberships in what? (Industry associations/organizations?) #solopr
- 6:51 pm **SoloPR:** RT @PRProSanDiego: Q3: Frugality gives any entrepreneur more flexibility & ability to be selective & avoid working with bad clients. #solopr
- 6:51 pm **karensim:** RT @PRProSanDiego: Q3: Frugality gives any entrepreneur more flexibility & ability to be selective & avoid working w/ bad clients. #solopr
- 6:51 pm **SoloPR:** RT @Romie: @KellyeCrane I know of a few who have gone back to work because they can't handle the money or running a business #solopr
- 6:52 pm **WolcottPR:** A3: memberships in non-pr orgs that I thought would give me leads. #solopr
- 6:52 pm **KateRobins:** @luannsaid @katerobins And if you haven't worked in an agency it blows you away that someone's going to pay you to idle on a telcon? #solopr
- 6:52 pm **krisTK:** RT @PRProSanDiego: Q3: Frugality gives any entrepreneur more flexibility & ability to be selective & avoid working with bad clients #solopr
- 6:52 pm **LoisMarketing:** #soloPR A3 Reminds me of earlier chat here. Many contacts and resources online minimize need for conferences and many assn memberships

- 6:52 pm **luannsaid:** @deegospel Hire interns, work more with CPA, bookkeepers; better PR/media tools... #solopr
- 6:52 pm **Romie:** I enjoy the luxury of firing clients when needed to because costing me too much (not in money thou) #solopr
- 6:52 pm **WolcottPR:** Yes and other cheap labor RT @luannsaid: @deegospel Hire interns, work more with CPA, bookkeepers; better PR/media tools... #solopr
- 6:53 pm **SoloPR:** RT @deegospel: a3: and that is exactly why our fees deserve to be where they are. lol. we're not blowing clients money.believe me #solopr
- 6:53 pm **karenskim:** Agree! RT @Romie: I enjoy the luxury of firing clients when needed to because costing me too much (not in money thou) #solopr
- 6:53 pm **KateRobins:** @LoisMarketing Amen. Memberships are model Ts. Some Assns need to get their heads around that. #solopr
- 6:53 pm **SoloPR:** Yes! RT @Romie: I enjoy the luxury of firing clients when needed to because costing me too much (not in money tho) #solopr
- 6:53 pm **PRProSanDiego:** @KateRobins @PRjeff No, 200 a MONTH... though it feels like 200 a week sometimes! #solopr
- 6:54 pm **KateRobins:** @LoisMarketing Associations REALLY need to look at their ROI in light of free resources everywhere. Like this coffee clutch. #solopr
- 6:54 pm **SoloPR:** Me too RT @krisTK: A3: I know pros who want to be independent but shop as a hobby and can't budget. They never last on their own. #solopr
- 6:54 pm **kgombita:** @LoisMarketing yes and no. I love the fact that the interwebs expands my "network" and contacts, but nothing beats F2F... #solopr
- 6:54 pm **JennaSnacks:** RT @Romie: I enjoy the luxury of firing clients when needed to because costing me too much (not in money thou) #solopr
- 6:54 pm **rockstarjen:** Missing #solopr , but see my name on Q3 :) Staying conservative on the spending side keeps me sane.
- 6:54 pm **luannsaid:** @deegospel Oh, and a business lawyer & form my LLC. I'm getting a headache now... #solopr
- 6:55 pm **MarketingMel:** @KristK @Romie Definition of an #entrepreneur Someone who would rather work 80 hours for himself than 40 hours for someone else #solopr
- 6:55 pm **kgombita:** @rockstarjen thought you were pulling an @arikhanson.... ;-) #solopr
- 6:55 pm **JennaSnacks:** Firing a client can be scary; however, in the end, it usually works out for everyone involved. #solopr
- 6:55 pm **deegospel:** @luannsaid ok. yes, you need that #solopr
- 6:55 pm **KateRobins:** @SoloPR @Romie YES. Am seeing that it's becoming a sellers mkt with usn's firing pokey clients. #solopr
- 6:55 pm **SoloPR:** RT @LoisMarketing: A3 Conservative & smart spender.Clients appreciate... They are investing in talent , creativity and skill! #solopr
- 6:55 pm **karenskim:** @luannsaid RocketLawyer is great for managing legal needs cost efficiently #solopr
- 6:55 pm **SoloPR:** I outed u :-)) RT @rockstarjen: Missing #solopr , but see my name on Q3 :) Staying conservative on the spending side keeps me sane.
- 6:55 pm **deegospel:** RT @JennaSnacks: RT @Romie: I enjoy the luxury of firing clients when needed to because costing me too much (not in money thou) #solopr
- 6:56 pm **SoloPR:** New to me RT @karenskim: @luannsaid RocketLawyer is great for managing legal needs cost efficiently #solopr

- 6:56 pm **SoloPR:** Very true! RT @JennaSnacks: Firing a client can be scary; however, in the end, it usually works out for everyone involved #solopr
- 6:56 pm **Romie:** @JennaSnacks It can be scary, try not to leave a bad taste so they come after you, have to be delicate #solopr
- 6:57 pm **KateRobins:** @SoloPR @rockstarjen spending, charging, getting that right as if you're life dep'd on it..bec it does, in fact. grows you up fast. #solopr
- 6:57 pm **kgombita:** @KateRobins @LoisMarketing local chapter of industry association offering a "brown bag" (\$) webinar. HUH? Supposed to be my F2F PD. #solopr
- 6:57 pm **PRProSanDiego:** RT @KateRobins @LoisMarketing Assns REALLY need to look at their ROI in light of free resources. Like this. #solopr <--Yep, like PRSA.
- 6:57 pm **deegospel:** @SoloPR maybe we can talk about the art of firing clients in another chat #solopr
- 6:57 pm **SoloPR:** RT @KateRobins: @SoloPR @rockstarjen spending, charging, getting that right as if you're life dep'd on it..bec it does... #solopr
- 6:57 pm **karenskim:** @SoloPR @luannsaid They're great and can save you a ton, also have mgmt plan so you keep up #solopr
- 6:57 pm **JennaSnacks:** @romie really it's all about starting w/ a great contract that protects all. Finding a smart lawyer should be #1 on everyone's list #solopr
- 6:58 pm **Romie:** @KateRobins @SoloPR Yeah, hopefully client's get the message too #solopr
- 6:58 pm **KateRobins:** @SoloPR @JennaSnacks As horrible as firing anyone. But get used to it and keep the operation running clean. #solopr
- 6:58 pm **SoloPR:** Yes- I love that topic :-) RT @deegospel: @SoloPR maybe we can talk about the art of firing clients in another chat #solopr
- 6:58 pm **SoloPR:** Well, another fun and informative hour has flown by! Thanks everyone for participating, and keep chatting on the hashtag all wk #solopr
- 6:59 pm **KateRobins:** @deegospel @SoloPR Yes. I referred back to some tweets on that when I had to do that. #solopr
- 6:59 pm **SoloPR:** If you're new, be sure to join us on the Solo PR Pros LinkedIn group- bit.ly/Nf4sw - and Facebook - <http://bit.ly/aObcT3> #solopr
- 7:00 pm **Romie:** Agreed @JennaSnacks: really it's all about starting w/great contract that protects all. Finding a smart lawyer should be #1 #solopr
- 7:00 pm **karenskim:** Wow that was way too fast! Thanks @SoloPR and everyone, you all really make my Weds rock! #solopr
- 7:00 pm **rockstarjen:** A3 it's more about the freedom being conservative with my \$ gives me. work/life balance is key to me. #solopr
- 7:00 pm **krisTK:** RT @SoloPR: join us on the Solo PR Pros LinkedIn group- bit.ly/Nf4sw - and Facebook - <http://bit.ly/aObcT3> #solopr
- 7:00 pm **KateRobins:** Another thot: Can someone rec a #solopr lawyer? WOndering if legals are out there who might want to major in supporting us types #solopr
- 7:00 pm **KellyeCrane:** Me too! RT @karenskim: Wow that was way too fast! Thanks @SoloPR and everyone, you all really make my Weds rock! #solopr
- 7:00 pm **deegospel:** Had fun all. My break is over. Glad to have shared it with you. #solopr
- 7:00 pm **rockstarjen:** @kgombita haha! currently trying to do 8 things at once. #solopr
- 7:01 pm **SoloPR:** RT @rockstarjen: A3 it's more about the freedom being conservative with my \$ gives me. work/life balance is key to me. #solopr
- 7:01 pm **krisTK:** Amen! RT @karenskim: Wow that was way too fast! Thanks @SoloPR and everyone, you all really make my Weds rock! #solopr

- 7:01 pm **Romie:** Thanks everyone, I will be back! #solopr
- 7:01 pm **KateRobins:** @SoloPR @karensxim @luannsaid Ooh...just saw yours re: rocketlawyer. Sometimes #solopr is a ride down the rapids #solopr
- 7:02 pm **jgombita:** @rockstarjen ONLY eight?! ;-)) Good luck getting them done. (And great question you asked.) Hope to "see" you next week. #solopr
- 7:02 pm **LoisMarketing:** @jgombita Yes F2F is important but can be found in local chapters and groups. I'm with you! #soloPR A3
- 7:02 pm **KateRobins:** @krisTK @karensxim @SoloPR Yeah. WAY! pulse check...how many calories ya think we burn on something like this? #solopr
- 7:03 pm **cidokogiPR:** RT @deegospel: @SoloPR maybe we can talk about the art of firing clients in another chat << good topic! #solopr
- 7:04 pm **jgombita:** @LoisMarketing truly one of the coolest things is getting to know someone (far away) "online" (plus offline), then meeting them IRL. #solopr
- 7:05 pm **DeblnATX:** thx everyone! I had to drop off for a call. Look forward to next week. #solopr #solopr
- 7:05 pm **LoisMarketing:** @jgombita It just concerns me that many feel the need to attend conferences, classes, join organizations to "get up to speed" #soloPR
- 7:06 pm **MarketingMel:** @jgombita @LoisMarketing There is something to be said for Face Time but sure enjoy our #soloPR relationships!
- 7:09 pm **jgombita:** @MarketingMel def.! Besides which, we're already determined to meet at some point IRL. Who knows-maybe Buffalo! :) cc @LoisMarketing #solopr
- 7:09 pm **jgombita:** @LoisMarketing obviously they are not "conservative" in how they spend money then! (The anxiety of feeling left behind is sad.) #solopr
- 7:10 pm **cidokogiPR:** Thank you again for another great chat, learned a lot! now to finish off the last of my t-giving day leftovers! #solopr
- 7:17 pm **LoisMarketing:** @jgombita Perhaps they view it as conservative though in that they see it as essential -- when it really isn't. #soloPR Good to see you!
- 7:21 pm **karensxim:** @KateRobins @SoloPR @luannsaid Ha! Definitely a ride down the rapids, I came back to read what I'd missed! #solopr
- 7:27 pm **3hatscomm:** Errands.. Missed today's #soloPR chat, will check the transcript.
- 8:03 pm **Soulati:** @3HatsComm Please provide details for this? I didn't know about it. Thanks. @neicolec #soloPR
- 8:33 pm **3hatscomm:** @Soulati If you're looking for #soloPR it's a Wed. chat from 1-2 p.m. EST. <http://bit.ly/4QNWU9>
- 8:59 pm **PRProSanDiego:** @DeblnATX Glad to connect with you through #soloPR Such a blessing to know my smart colleagues across the USA!
- 9:23 pm **MuslimNewMedia:** lost internet about halfway through :(enjoyed it while I could...thanks everyone, see ya next week! #SoloPR
- 10:45 pm **arikhanson:** @jgombita @rockstarjen Hey now... #solopr