



Transcript from December 15, 2010 to December 15, 2010

All times are Pacific Time

December 15, 2010

- 2:23 pm **KellyeCrane:** Join us today, 1-2pm ET, for the last #solopr chat of 2010, and get all your year-end questions in (@ or DM me)!
- 2:32 pm **TraceyCIPR:** RT @KellyeCrane: Join us today, 1-2pm ET, for the last #solopr chat of 2010, and get all your year-end questions in (@ or DM me)!
- 2:33 pm **pgeorgieva:** RT @TraceyCIPR: RT @KellyeCrane: Join us today, 1-2pm ET, for the last #solopr chat of 2010, and get all your year-end questions in (@ or DM me)!
- 3:21 pm **fransteps:** @KellyeCrane will miss #solopr chat today. Oh well. Bring on the holidays & my new year resolution: DO NOT miss in 2011.
- 4:12 pm **abeckwith:** TThis is going to be a fantastic day. Working with @CNN on a special story to run on all platforms. #solopr
- 4:16 pm **KellyeCrane:** Ha! RT @fransteps: @KellyeCrane will miss #solopr chat today. Oh well. Bring on the holidays & my new year resolution: DO NOT miss in 2011.
- 5:00 pm **dconconi:** Just one hour until #solopr weekly chat - so excited! Join us!
- 5:13 pm **KellyeCrane:** RT @dconconi: Just one hour until #solopr weekly chat - so excited! Join us!
- 5:13 pm **RealPRMedia:** Gr8 hour in PR! RT @KellyeCrane Join us 2day, 1-2pm ET, last #solopr chat of 2010. Get your year-end questions in (@ or DM me)!
- 5:14 pm **JGoldsborough:** If u r a solo PR, this is a rock star group! RT @KellyeCrane: RT @dconconi: Just one hour until #solopr weekly chat - so excited! Join us!
- 5:36 pm **dconconi:** thx 4 spreading the wrd! RT @JGoldsborough: If u r a solo PR, ths is a rock star group! RT @KellyeCrane: 1/2 hour until #solopr . Join us!
- 5:41 pm **KellyeCrane:** I'm asking you to weigh in on future #solopr offerings <http://bit.ly/SoloPRsurvey>
- 5:46 pm **YourPRFirm:** We now offer inexpensive/wholesale media lists, TV news clips, media clipping and media monitoring for #solopr pros and your clients.
- 5:53 pm **KellyeCrane:** @RealPRMedia @JGoldsborough Thanks for the #solopr shoutout - we're starting soon (1pm)!
- 5:57 pm **trishlambert:** About to join #solopr tweetchat...pls ignore or mute my stream if I get too talkative! #solopr
- 6:00 pm **karenswym:** Whoo hoo, it's chat time and you're invited too! Use tweetchat or tweetgrid to lurk or join, hashtag auto added to tweets #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 **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)
- 6:01 pm **karenswym:** Warning, extreme chattiness will ensue for next hour, pls feel free to mute/filter #solopr
- 6:02 pm **SoloPR:** If you have #solopr Qs you'd like us to discuss, please @KellyeCrane without the hashtag (or DM), and we'll add them to the list!
- 6:02 pm **mdbarber:** Good morning solo PR folks from Anchorage. Hope everyone's doing well today and staying warm. #solopr
- 6:02 pm **PRProSanDiego:** Best chat on Twitter: #soloPR Follow our hashtag for the next hour & join in. I'll be lurking due to a deadline. Sound familiar? :-)
- 6:02 pm **KarenRussell:** Recommended: RT @KellyeCrane: It's time for #soloPR chat for independent pros in PR (and those who want to learn more about it)

6:02 pm **SoloPR:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr

6:03 pm **SoloPR:** @KarenRussell Thanks for the recommendation, professor! #solopr

6:03 pm **karenschwim:** @mdbarber Good Morning, I remember warm :) Freezing outside but warm in here! #solopr

6:03 pm **cidokogiPR:** Hello, christine here! checking in from the LONE STAR STATE.. Houston PR subcontractor! Let's get the party started! #solopr

6:04 pm **SoloPR:** This is @KelyeCrane moderating, I blog at <http://solopr.com/> #solopr

6:04 pm **youplusmeCEO:** hi #solopr peeps - charity from San Diego

6:04 pm **karenschwim:** Where are my manners? Hello all, Karen Swim from cooollld Michigan #solopr

6:04 pm **trishlambert:** Hi everyone! Tweeting in from TX Hill Country outside Austin. 30+ yrs diverse exp; solo biz owner 6 yrs #solopr

6:04 pm **karenschwim:** @trishlambert Hey Trish! #solopr

6:05 pm **gmjameson:** Hi all! I'm Gretchen. Glad to be here today from St. Charles, MO. #solopr

6:05 pm **kgombita:** .@PRProSanDiego don't forget this might be the last time in 2010 tweeps can attend the "best chat on Twitter!" #solopr

6:05 pm **UrbanSuiteEnt:** Joining the #solopr chat: Urban Suite PR #fashion #beauty #atlanta #nyc #LA

6:05 pm **SoloPR:** Welcome all - jealous of those of you in warmer climates (SD peeps). We're going to need to rename my town COLDLanta! #solopr

6:05 pm **mdbarber:** @karenschwim It is warm inside. We're in the teens outside but the wind is howling making it dangerously cold. #solopr

6:05 pm **MediaCoach:** #solopr Hello PR people. Alan Stevens from London here - been a long time since I visited you guys

6:06 pm **UrbanSuiteEnt:** RT @SoloPR: Welcome all - jealous of those of you in warmer climates (SD peeps). We're going to need to rename my town COLDLanta! #solopr

6:06 pm **SoloPR:** While we gather, don't forget to weigh in on future #solopr offerings <http://bit.ly/SoloPRsurvey>

6:06 pm **kgombita:** @cidokogiPR thought of you when Zuckerberg named person of year, today! You tweeted 1st re his future philanthropy gift, correct? #solopr

6:06 pm **rockstarjen:** Jen from San Diego here. Was confused. Thought there wasn't a chat this week. Luckily, my stream set me straight. #solopr

6:06 pm **SoloPR:** Glad you could make it! RT @MediaCoach: Alan Stevens from London here - been a long time since I visited you guys #solopr

6:06 pm **RealPRMedia:** Happy 2 join #solopr, ck out what we're doin' right now in Denver :) <http://twitpic.com/3d9jrl> - A haul of toys to rival SANTA!

6:07 pm **youplusmeCEO:** @SoloPR lol - it's not warm today (by SD standards - a chilly 60) #solopr

6:07 pm **SoloPR:** Q1 is up next... #solopr

6:07 pm **dconconi:** From frigid Toronto - signing in to #solopr. So happy to spend the next hour with my favourite smart PR peeps. #solopr

6:07 pm **rockstarjen:** RT @SoloPR: While we gather, dont forget to weigh in on future #solopr offerings <http://bit.ly/SoloPRsurvey> #solopr

6:07 pm **MediaCoach:** #solopr Hmmm - this is not a ladies only chat, is it?

6:07 pm **karenschwim:** @mdbarber It's been freezing here too w/howling winds but today it's warm, it's 24! #solopr

6:08 pm **farida_h:** Hi all! Farida from Prism Media Services in NY. Glad to be back on #solopr #solopr

6:08 pm **cidokogiPR:** @kgombita yep! i thought that was awesome! He is someone I am starting to look up to being a young and successful Millennial #solopr

6:08 pm **kgombita:** @dconconi LOL! Compared to many of our American neighbours, I think Toronto is probably reasonably balmy. And sunny, today. #solopr

6:08 pm **mdbarber:** @karenschwim My vote -- stay inside with a hot drink! #solopr

- 6:08 pm **SoloPR:** @MediaCoach Not at all- we have plenty of fellows (including your countryman @hopwood)! #solopr
- 6:09 pm **rockstarjen:** @MediaCoach it can seem that way sometimes. ;) i wonder where @prjeff is... #solopr
- 6:09 pm **SoloPR:** Q1: What are your favorite year-end tax tips? (always room to know more on this) #solopr
- 6:09 pm **karenschwim:** @mdbarber I want to but it's been so cold that I now risk starvation if I don't go for groceries, lol #solopr
- 6:09 pm **karenschwim:** RT @SoloPR: Q1: What are your favorite year-end tax tips? (always room to know more on this) #solopr
- 6:09 pm **youplusmeCEO:** RT @SoloPR: Q1: What are your favorite year-end tax tips? (always room to know more on this) #solopr
- 6:10 pm **kgombita:** There are some (fairly) regular male chat participants, @MediaCoach. Maybe they are feeling shy today? #solopr
- 6:10 pm **dconconi:** @kgombita It's all relative I suppose! ;-) #solopr
- 6:10 pm **rockstarjen:** RT @SoloPR: Q1: What are your favorite year-end tax tips? (always room to know more on this) #solopr
- 6:10 pm **gmjameson:** Q1: Fave year end tax tip, a nice long coffee with my accountant to make sure all the bases are covered, and then some #solopr
- 6:10 pm **3hatscomm:** That's my plan ;-) RT @mdbarber: @karenschwim My vote -- stay inside with a hot drink! #solopr
- 6:10 pm **farida_h:** RT @SoloPR: Q1: What are your favorite year-end tax tips? (always room to know more on this) #solopr
- 6:10 pm **dconconi:** RT @SoloPR: Q1: What are your favorite year-end tax tips? (always room to know more on this) #solopr
- 6:10 pm **rockstarjen:** Q1 my advice is to do what i don't. wait until april 14th to organize your receipts, etc., that is. #solopr
- 6:10 pm **mdbarber:** A1 -- I always schedule a mtg w my CPA for early Dec to see where we are & make adjustments; complete payroll. #solopr
- 6:11 pm **dariasteigman:** My tax tip for 2010: Pre-pay 2011 health ins. premiums (at least some) if you can, b/c costs are 100% deductible in 2010. #solopr
- 6:11 pm **mdbarber:** A1 -- Taxes all depend on the type of corporation. As an S corp, I pay payroll at the end of the year. #solopr
- 6:11 pm **KellyeCrane:** Q1: A big one is to buy any needed tech equipment and supplies now, rather than in January (get that 2010 deduction!). #solopr
- 6:11 pm **trishlambert:** A1. Reach out to your financial/tax advisor to find out if any \$ actions need to be taken by 12/31 to help your tax position. #solopr
- 6:11 pm **dconconi:** RT @mdbarber: A1 -- I always schedule a mtg w my CPA for early Dec to see where we are & make adjustments; complete payroll. #solopr
- 6:11 pm **karenschwim:** A1: Take advantage of the natural slow down to organize #solopr
- 6:11 pm **mdbarber:** @karenschwim That's a bad state. I guess you better go to the store today. Time it wisely. #solopr
- 6:11 pm **cidokogiPR:** RT @SoloPR: Q1: What are your favorite year-end tax tips? (always room to know more on this) #solopr
- 6:12 pm **karenschwim:** RT @mdbarber: A1 -- I always schedule a mtg w my CPA for early Dec to see where we are & make adjustments; complete payroll. #solopr
- 6:12 pm **trishlambert:** Great tip RT @dariasteigman: Pre-pay 2011 health ins. premiums (at least some) if you can, b/c costs are 100% deductible in 2010. #solopr
- 6:12 pm **gmjameson:** By the by, my accountant is incredible & has super affordable backend office support for small businesses. <https://www.bandacpa.com/> #solopr
- 6:12 pm **SoloPR:** RT @gmjameson: Q1: Fave year end tax tip, a nice long coffee with my accountant to make sure all the bases are covered #solopr

- 6:12 pm **mdbarber:** RT @dariasteigman: Pre-pay 2011 health ins. premiums (at least some) if you can, b/c costs are 100% deductible in 2010. #solopr
- 6:12 pm **mdbarber:** RT @KellyeCrane: Q1: Buy any needed tech equipment and supplies now, rather than in January (get that 2010 deduction!). #solopr
- 6:12 pm **SoloPR:** RT @rockstarjen: Q1 my advice is to do what i don't. wait until april 14th to organize your receipts, etc., that is. #solopr
- 6:13 pm **gmjameson:** RT @KellyeCrane: Q1: Buy any needed tech equipment and supplies now, rather than in January (get that 2010 deduction!). #solopr
- 6:13 pm **MediaCoach:** #solopr A1 Get the best accountant you can afford
- 6:13 pm **trishlambert:** Yeah!!! RT @karensxim: A1: Take advantage of the natural slow down to organize #solopr
- 6:13 pm **SoloPR:** RT @mdbarber: A1 -- Taxes all depend on the type of corporation. As an S corp, I pay payroll at the end of the year. #solopr
- 6:13 pm **dconconi:** my acct says same RT @KellyeCrane: Q1: Buy needed tech equipment/ supplies now, rather than in January (get that 2010 deduction!). #solopr
- 6:13 pm **karensxim:** Advantage of sale prices too! RT @mdbarber: T @KellyeCrane: Q1: Buy any needed tech equipment and supplies now, rather than in Jan. #solopr
- 6:14 pm **cidokogiPR:** RT @gmjameson: RT @KellyeCrane: Q1: Buy any needed tech equipment & supplies now, rather than in January (get that 2010 deduction!). #solopr
- 6:14 pm **rockstarjen:** A1 even if you use an accountant, using software like turbotax is a huge help in getting organized. #solopr
- 6:14 pm **KellyeCrane:** Q1: Consider new accounting software & systems if you've been thinking of switching. More painless to start new yr fresh #solopr
- 6:15 pm **rockstarjen:** prices lower, too. RT @KellyeCrane: Q1: Buy needed tech equipment/ supplies now, rather than in January (get that 2010 deduction!). #solopr
- 6:15 pm **youplusmeCEO:** A1 other than accountant sggstions - remember to put some \$ aside into a retirement acct - can be tough, but grt holiday gft #solopr
- 6:15 pm **SoloPR:** Yes, year-end sales can be great RT @karensxim: Advantage of sale prices too! #solopr
- 6:15 pm **trishlambert:** OR put off purchases to Jan if you need to deduction in 2011 @KellyeCrane: Buy tech equipment & supplies now, rather than in January #solopr
- 6:15 pm **cidokogiPR:** RT @rockstarjen: A1 even if you use an accountant, using software like turbotax is a huge help in getting organized. << good point! #solopr
- 6:15 pm **dariasteigman:** If you can est. income (up/down for 2011), time purchases (Dec/Jan) to max deductibles accordingly. #solopr
- 6:16 pm **lgombita:** @dconconi @KellyeCrane in Canada you need to get your home (office) environmental upgrades done by a certain date for a tax credit. #solopr
- 6:16 pm **mdbarber:** Great point: RT @KellyeCrane: Q1: Consider new accounting software & systems. Start fresh w new year #solopr
- 6:16 pm **SoloPR:** Smart! RT @youplusmeCEO: A1 other than accountant sggstions - remember to put some \$ aside into a retirement acc #solopr
- 6:16 pm **dconconi:** definitely the time to assess contributions to IRA/RRSP (for us Canadians) #solopr
- 6:16 pm **MediaCoach:** #solopr Estimate your tax each month and put it aside, plus 10%
- 6:16 pm **trishlambert:** And remember u can do this into April 2011 to apply to 2010 @youplusmeCEO: ...put some \$ aside into a retirement acct ... #solopr
- 6:16 pm **karensxim:** A1: I also like to defer some income until January #solopr
- 6:16 pm **3hatscomm:** Great advice, look ahead to 2011 RT @trishlambert: Yeah!!! RT @karensxim: A1: Take advantage of the natural slow down to organize #solopr
- 6:17 pm **KellyeCrane:** A1: I've long used Microsoft Money, which has been phased out and is going kaput in Jan. :-(#solopr
- 6:17 pm **mdbarber:** Good point, esp the +1-%. Found out the hard way...RT @MediaCoach: #solopr Estimate your tax each month and put it aside, plus 10% #solopr

- 6:17 pm **gmjameson:** Agreed. My acct. has me hold 40%. Conservative, but always lucrative. RT @mediacoach: #solopr Est. your tax each mo. & put it aside, + 10%
- 6:17 pm **karensxim:** Yes great tip! RT @MediaCoach: #solopr Estimate your tax each month and put it aside, plus 10% #solopr
- 6:17 pm **rockstarjen:** A1 also add up invoices to make sure your estimated taxes are in line. if you made more than expected, you don't want to be fined. #solopr
- 6:17 pm **SoloPR:** Especially important for newbies - great advice! RT @MediaCoach: Estimate your tax each month and put it aside, plus 10% #solopr
- 6:17 pm **farida_h:** A1: Good time to make charitable donations and get those deductions. #solopr
- 6:18 pm **SoloPR:** Thanks for translating. :-) RT @dconconi: definitely the time to assess contributions to IRA/RRSP (for us Canadians) #solopr
- 6:18 pm **gmjameson:** Q1: It is a great time for a charitable donation, which is actually how I gift clients as well #solopr
- 6:18 pm **SoloPR:** RT @dariasteigman: If you can est. income (up/down for 2011), time purchases (Dec/Jan) to max deductibles accordingly #solopr
- 6:18 pm **trishlambert:** RT @karensxim: A1: I also like to defer some income until January #solopr
- 6:19 pm **SoloPR:** Good reminder! RT @farida_h: A1: Good time to make charitable donations and get those deductions. #solopr
- 6:19 pm **trishlambert:** I use qbonline.com and have a bookkeeper do books every month. Well worth the \$ when tax time comes. #solopr
- 6:20 pm **SoloPR:** Good whether you're over *or* under (don't want to overpay) RT @rockstarjen: A1 add up invoices to make sure est taxes are in line. #solopr
- 6:20 pm **kgombita:** @SoloPR Registered Retirement Savings Plan (RRSP); probably the best income tax deduction for the average Canadian. #solopr
- 6:20 pm **SoloPR:** Nice idea RT @gmjameson: Q1: It is a great time for a charitable donation, which is actually how I gift clients as well #solopr
- 6:21 pm **SoloPR:** Q2 is a follow-up: What other year-end activities do you make sure you do? #solopr
- 6:21 pm **farida_h:** RT @trishlambert: I use qbonline.com and have a bookkeeper do books every month. Well worth the \$ when tax time comes. #solopr
- 6:21 pm **youplusmeCEO:** RT @SoloPR: Q2 is a follow-up: What other year-end activities do you make sure you do? #solopr
- 6:22 pm **cidokogiPR:** RT @gmjameson: Q1: It is a great time for a charitable donation, which is actually how I gift clients as well #solopr
- 6:22 pm **MediaCoach:** #solopr A1 If like me, you work internationally, check the local tax rules. Could impact immigration next time round
- 6:22 pm **dariasteigman:** Q2 Clean out office for fresh start. Filing, papers, emails, inbox (close to 0). #solopr
- 6:22 pm **KellyeCrane:** A2: I make sure all client contracts are in place for next year - i's dotted, t's crossed. #solopr
- 6:23 pm **SoloPR:** Imp! RT @MediaCoach: A1 If like me, you work internationally, check the local tax rules. Could impact immigration next time round #solopr
- 6:23 pm **youplusmeCEO:** A1 (i'm laggin on this) I send thank you notes to clients & prospects #solopr
- 6:23 pm **farida_h:** A2: Planning for the year ahead. Jotting down biz ideas and rough timeline for implementing them #solopr
- 6:23 pm **MediaCoach:** #solopr A2 Make a list of all previous customers not spoken to during the year. Call them.
- 6:23 pm **kgombita:** A2. Planning out the year's conferences and other PD expenditures, as well as vacations! #solopr
- 6:24 pm **AMMayuga:** RT @SoloPR: Q2 is a follow-up: What other year-end activities do you make sure you do? #solopr
- 6:24 pm **SoloPR:** I need this reminder! RT @dariasteigman: Q2 Clean out office for fresh start. Filing, papers, emails, inbox (close to 0 #solopr

- 6:24 pm **SoloPR:** Yes! RT @farida_h: A2: Planning for the year ahead. Jotting down biz ideas and rough timeline for implementing them #solopr
- 6:24 pm **cidokogiPR:** RT @farida_h: A2: Planning for the year ahead. Jotting down biz ideas and rough timeline for implementing them #solopr
- 6:24 pm **karensxim:** A2: Break out the big trash bag and throw away/give away anything that is no longer relevant #solopr
- 6:24 pm **kgombita:** @KellyeCrane at last week's @cwcafc event, met up w/ an old colleague/friend who talked about securing her "anchor client" for 2011. #solopr
- 6:24 pm **cidokogiPR:** RT @KellyeCrane: A2: I make sure all client contracts are in place for next year - is dotted, ts crossed. #solopr
- 6:24 pm **SoloPR:** Very smart RT @MediaCoach: #solopr A2 Make a list of all previous customers not spoken to during the year. Call them.
- 6:24 pm **trishlambert:** Another for Q1: Check and see if/who I will need to send 1099s to and make sure I have their W9s. #solopr
- 6:24 pm **3hatscomm:** Map goals, strategies RT @farida_h: A2: Planning for year ahead. Jotting down biz ideas and rough timeline for implementing them #solopr
- 6:25 pm **dariasteigman:** A2 Downtime. I try to only do 1-2 short tasks per day. No clients, only fun otherwise. #solopr
- 6:25 pm **gmjameson:** Q2: Year end activities - 1/2 day "retreat" to review the business plan, make adjustments, identify primary targets for 1st Q 2011. #solopr
- 6:25 pm **MediaCoach:** #solopr A2 Check YOUR reputational metrics. Have they improved over the year?
- 6:25 pm **cidokogiPR:** these are all great ideas to round out the year!! 2011 here we come! #solopr
- 6:25 pm **kgombita:** @karensxim "baggage?" ;-) #solopr
- 6:25 pm **dconconi:** RT @SoloPR: Q2 is a follow-up: What other year-end activities do you make sure you do? #solopr
- 6:25 pm **trishlambert:** A2. Sort, clean...physically and mentally. Work on "start of year" promos and offerings. Relax, reflect. Laugh. #solopr
- 6:25 pm **SoloPR:** Interesting RT @kgombita: met up w/ an old colleague/friend who talked about securing her "anchor client" for 2011. #solopr
- 6:25 pm **karensxim:** Love it! RT @dariasteigman: A2 Downtime. I try to only do 1-2 short tasks per day. No clients, only fun otherwise. #solopr
- 6:25 pm **RealPRMedia:** Q1 #solopr baking your CPA holiday cookies can't hurt. Read @ a receipt organizer, feed them thru & poof, they're itemized. Wish list.
- 6:26 pm **karensxim:** A2: I run through and update online profiles / passwords #solopr
- 6:26 pm **youplusmeCEO:** A2 @TGHCoach would remind me that I should be doing the same for me that I do for clients #solopr goal setting, planning
- 6:26 pm **trishlambert:** RT @karensxim: A2: Break out the big trash bag and throw away/give away anything that is no longer relevant #solopr
- 6:26 pm **KellyeCrane:** I'm a packrat :-| RT @karensxim: A2: Break out the big trash bag and throw away/give away anything that is no longer relevant #solopr
- 6:26 pm **gmjameson:** Q2: Take time to connect w/ each vendor (web, design, contractors) to visit about HOW you are working together & HOW to improve. #solopr
- 6:26 pm **karensxim:** @kgombita Lol, yep, baggage! Luckily, I'm not a pack rat so it rarely takes more than one bag #solopr
- 6:26 pm **rockstarjen:** A2 one of my most important end-of-year activities... relax! spend some down time with family/friends to refresh for 2011. #solopr
- 6:26 pm **SoloPR:** Don't forget! RT @dariasteigman: A2 Downtime. I try to only do 1-2 short tasks per day. No clients, only fun otherwise #solopr
- 6:26 pm **trishlambert:** Good idea RT @karensxim: A2: I run through and update online profiles / passwords #solopr
- 6:27 pm **SoloPR:** Good one RT @trishlambert: Another for Q1: Check and see if/who I will need to send 1099s to and make sure I have their W9s. #solopr

6:27 pm **farida_h:** I like that phrase 'anchor client!' jgombita @KellyeCrane #solopr

6:27 pm **socialitestatus:** Reading good info for 2011 business in #solopr chat

6:27 pm **karensxim:** @KellyeCrane I am the opposite, lol! I even do zero inbox every week! #solopr

6:27 pm **AMMayuga:** RT @MediaCoach: #solopr A2 Check YOUR reputational metrics. Have they improved over the year?

6:27 pm **UrbanSuiteEnt:** #solopr: A2: reach out to colleagues you want to work with. Build events or brand concepts for the new year.

6:27 pm **SoloPR:** Yay! RT @cidokogiPR: these are all great ideas to round out the year!! 2011 here we come! #solopr

6:27 pm **trishlambert:** A2. I review the recurring subscriptions/payments I'm making and cancel any that don't make \$ sense. #solopr

6:28 pm **SoloPR:** What a good idea RT @karensxim: A2: I run through and update online profiles / passwords #solopr

6:28 pm **dariasteigman:** Every week? I thought inbox 20 was good. RT @karensxim: @KellyeCrane I am the opposite, lol! I even do zero inbox every week! #solopr

6:28 pm **RealPRMedia:** RT @SoloPR: Nice idea RT @gmjameson: Q1: It is a great time for a charitable donation, which is actually how I gift clients as well #solopr

6:28 pm **karensxim:** RT @UrbanSuiteEnt: #solopr: A2: reach out to colleagues you want to work with. Build events or brand concepts for the new year. #solopr

6:28 pm **SoloPR:** RT @gmjameson: Q2: Take time to connect w/ each vendor (contractors) to visit about HOW you are working together & HOW to improve. #solopr

6:28 pm **gmjameson:** RT @UrbanSuiteEnt: #solopr: A2: reach out to colleagues you want to work with. Build events or brand concepts for the new year. #solopr

6:28 pm **dconconi:** we did this! RT @trishlambert: A2. I review the recurring subscriptions/payments I'm making and cancel any that dont make \$ sense. #solopr

6:29 pm **farida_h:** RT @UrbanSuiteEnt: #solopr: A2: reach out to colleagues you want to work with. Build events or brand concepts for the new year. #solopr

6:29 pm **KellyeCrane:** @karensxim I also do inbox zero, but everything goes in an email folder. It's a curse. #solopr

6:29 pm **gmjameson:** EXCELLENT idea! RT @trishlambert: A2. I review the recurring subscriptions/payments I'm making and cancel any that dont make \$ sense. #solopr

6:29 pm **trishlambert:** A2. Let my network of supporters (like y'all) know how much I appreciate you. I LOVE YOU, MAN! #solopr

6:29 pm **jgombita:** @farida_h @KellyeCrane me too. 1st time I'd heard it. In 2010 she shifted bulk of her time to a new anchor client; previous 5 years. #solopr

6:29 pm **karensxim:** @dariasteigman @KellyeCrane I'm a little crazy about email, so I like to start each week with a fresh clean inbox #solopr

6:29 pm **businessgp:** What is the #solopr hash tag all about then?

6:29 pm **trishlambert:** Laugh! Me too! RT @KellyeCrane: @karensxim I also do inbox zero, but everything goes in an email folder. Its a curse. #solopr

6:30 pm **karensxim:** @trishlambert Lol, we love you too! :-) #solopr

6:30 pm **dconconi:** try to schedule time for a coffee or lunch with important clients to just show the love. #solopr

6:30 pm **dariasteigman:** @karensxim I'm pretty good, but a few things stay in inbox to "nag" me. #solopr

6:30 pm **KellyeCrane:** The #solopr chat is full of excellent end-of-year tips right now that would be useful for any #smbiz #smallbiz.

6:30 pm **karensxim:** @KellyeCrane Yea, folders and filters can be a curse but also alert you to what you really need & don't #solopr

6:30 pm **jgombita:** @trishlambert were you in last week's chat when we discussed online/premium subscriptions? #solopr

- 6:31 pm **SoloPR:** It's for solo and independent public relations pros (and rel fields) RT @businessgp: What is the #solopr hash tag all about then?
- 6:31 pm **dconconi:** RT @KellyeCrane: The #solopr chat is full of excellent end-of-year tips right now that would be useful for any #smbiz #smallbiz. #solopr
- 6:31 pm **MediaCoach:** @businessgp #solopr It's a chat for Solo PR practitioners, Marc
- 6:31 pm **SoloPR:** Smart RT @dconconi: try to schedule time for a coffee or lunch with important clients to just show the love. #solopr
- 6:31 pm **3hatscomm:** @trishlambert good idea to reeval any expense. Do you need that service, phone plan, etc.? Does it save time, money? #solopr
- 6:32 pm **trishlambert:** @jgombita Sadly, no. I need to review the transcript. #solopr
- 6:32 pm **PRProSanDiego:** @karensxim @KellyeCrane Zero inbox? When I'm dead maybe. I organize in folders but it's too easy to forget action items there. #soloPR
- 6:32 pm **SoloPR:** Feelin' the luv RT @trishlambert: A2. Let my network of supporters (like y'all) know how much I appreciate you. I LOVE YOU, MAN! #solopr
- 6:32 pm **PRProSanDiego:** Q2: Clean out the office (and the closets), actually have a day or two off. #soloPR
- 6:33 pm **cidokogiPR:** RT @trishlambert: A2. I review the recurring subscriptions/payments Im making & cancel any that dont make \$ sense. << that is a must #solopr
- 6:33 pm **trishlambert:** Good point!!! RT @3hatscomm: good idea to reeval any \$. Do you need that service, phone plan, etc.? Does it save time, money? #solopr
- 6:33 pm **3hatscomm:** RT @dconconi: RT @KellyeCrane: #solopr chat is full of excellent end-of-year tips that would be useful for any #smbiz #smallbiz
- 6:33 pm **jgombita:** @trishlambert it fits in well with your "revisit" subscriptions plan. Or other services, phone plan, etc. suggested by @2hatscomm #solopr
- 6:33 pm **karensxim:** @PRProSanDiego @KellyeCrane I know I'm so nutso about respond or delete, it's one easy thing I can actually control, lol #solopr
- 6:33 pm **KellyeCrane:** As you all know, I advoacate downtime RT @PRProSanDiego: Q2: Clean out the office (and the closets), actually have a day or two off #soloPR
- 6:33 pm **jgombita:** Oops. suggested by @3hatscomm! #solopr
- 6:34 pm **SoloPR:** @jgombita Yes, she has 3 hats (ha!) #solopr
- 6:34 pm **SoloPR:** OK, Q3 is up next... #solopr
- 6:34 pm **cidokogiPR:** waving at @socialitestatus !! HEY GIRL!! #solopr
- 6:34 pm **jgombita:** FYI, RT @nickusborne: Twitter Launches Revamped Guide For Businesses <http://ow.ly/3pKxZ> #solopr
- 6:34 pm **karensxim:** @jgombita @3hatscomm Lol, that was funny you lost a hat! #solopr
- 6:34 pm **rockstarjen:** @PRProSanDiego: @karensxim @KellyeCrane my inbox is always empty, but i have the "To Do" and "To Read" folders for action items #solopr
- 6:34 pm **cidokogiPR:** RT @KellyeCrane: The #solopr chat is full of excellent end-of-year tips right now that would be useful for any #smbiz #smallbiz. #solopr
- 6:35 pm **RealPRMedia:** A2 Client/vendor thank you notes, seek referrals & testimonials. Tidy office/ computer, make lists. Breathe. Sch. vaca 4 nxt yr. #solopr
- 6:35 pm **dconconi:** Time to go buy a new hat? RT @SoloPR: @jgombita Yes, she has 3 hats (ha!) #solopr
- 6:35 pm **3hatscomm:** You've been peeking at my office, gotta make the time ;-) RT @PRProSanDiego: Q2: Clean out the office and the closets #solopr
- 6:36 pm **SoloPR:** Q3: Are your clients asking you for more data these days? Has the push to define ROI impacted you? #solopr
- 6:36 pm **gmjameson:** @3HatsComm We should all post Twitpics of our offices and compete for an end of the year clutter award ;-) #solopr
- 6:36 pm **SoloPR:** These two are especially important RT @RealPRMedia: A2 ...Breathe. Sch. vaca 4 nxt yr. #solopr

- 6:36 pm **youplusmeCEO:** RT @SoloPR: Q3: Are your clients asking you for more data these days? Has the push to define ROI impacted you? #solopr
- 6:36 pm **jgombita:** Better than defrocking @3hatscomm, n'est-ce pas? ;-) Sorry about that, Davina. #solopr
- 6:36 pm **karenschwim:** @rockstarjen @PRProSanDiego @KellyeCrane If only all of life was so easy to organize :-) #solopr
- 6:36 pm **karenschwim:** RT @SoloPR: Q3: Are your clients asking you for more data these days? Has the push to define ROI impacted you? #solopr
- 6:37 pm **dconconi:** RT @SoloPR: Q3: Are your clients asking you for more data these days? Has the push to define ROI impacted you? #solopr
- 6:37 pm **3hatscomm:** @dconconi @SoloPR @karenschwim @jgombita heh, would that I could drop at hat once in a while, the boring one ;-) #solopr
- 6:37 pm **gmjameson:** Q3: Not always asking for more data, but I find myself offering more and more as I coach clients to be more PR savvy. #solopr
- 6:37 pm **trishlambert:** Make a 2011 calendar! RT @gmjameson: @3HatsComm We shld post Twitpics of our offices and compete for end of the year clutter award #solopr
- 6:38 pm **youplusmeCEO:** A3 they aren't asking - as much as I feel the need to offer to "justify" #solopr
- 6:38 pm **rockstarjen:** I'm pushing them. RT @SoloPR: Q3: Are your clients asking you for more data these days? Has the push to define ROI impacted you? #solopr
- 6:38 pm **dconconi:** A1: think we should define the ROI for our clients up front so they don't have to ask and all are on the same page #solopr
- 6:38 pm **karenschwim:** @gmjameson Took the words out of my mouth, me too! #solopr
- 6:38 pm **gmjameson:** As 2010 draws to a close, I find myself at a crossroads of perhaps needing to contract more support. Would love tips on this! #solopr
- 6:38 pm **MediaCoach:** #solopr ROI has always been important, and tough to demonstrate in PR, but good metrics brings in clients
- 6:38 pm **KellyeCrane:** A3: I've been talking with a company that provides IT-based analytics & CRM, and they're getting requests to do mktg svc. Weird! #solopr
- 6:38 pm **gmjameson:** RT @dconconi: A1: think we should define the ROI for our clients up front so they don't have to ask and all are on the same page #solopr
- 6:38 pm **SoloPR:** RT @gmjameson: Q3: Not always asking for more data, but I find myself offering more and more as I coach clients to be more PR savvy #solopr
- 6:39 pm **dconconi:** wow- Tweetchat is slow today #solopr
- 6:39 pm **JillComm:** Q3: Not necessarily asking, but I love to pull out data whenever I can! If they can see measurable results, they'll hire me again. #solopr
- 6:39 pm **mdbarber:** A3 Not asking for more because I usually provide them w info ahead of time that shows how I will measure. We shd be preparing them #solopr
- 6:39 pm **karenschwim:** A2: As @gmjameson noted, they are not nec. asking but I'm giving more #solopr
- 6:39 pm **KellyeCrane:** Very true RT @mediacoach: #solopr ROI has always been important, and tough to demonstrate in PR, but good metrics brings in clients
- 6:39 pm **gmjameson:** CORRECT! RT @karenschwim: A2: As @gmjameson noted, they are not nec. asking but I'm giving more #solopr
- 6:39 pm **mdbarber:** @KellyeCrane That is weird but it shows that not everyone understands the concepts. Opp'y for us to educate on who does what. #solopr
- 6:39 pm **jgombita:** A3. Hi reco to read and apply @jowyang's the "Social Media ROI Pyramid" <http://bit.ly/i9BmfN> #solopr
- 6:40 pm **karenschwim:** A2: On the marketing side of my biz though being asked to manage the data from all the sources, it's overwhelming for clients #solopr
- 6:40 pm **UrbanSuiteEnt:** Now following: @farida_h @gmjameson @karenschwim #solopr
- 6:40 pm **SoloPR:** RT @dconconi: A1: think we should define the ROI for our clients up front so they don't have to ask and all are on the same page #solopr

- 6:40 pm **gmjameson:** @UrbanSuiteEnt Thanks!! We can go in a circle then, cause I'm following you now, too :) #solopr ;-)
- 6:40 pm **trishlambert:** A3. Lots of my clients seem to prefer to stay in "metric murk," I think they are more comfy viewing results subjectively/emotionally #solopr
- 6:40 pm **IMPACTMKTPR:** RT @gmjameson: RT @dconconi: A1: think we should define the ROI for our clients up front so they don't have to ask and all are on the same page #solopr
- 6:41 pm **RealPRMedia:** Wishing all @SoloPR a safe & happy holiday/new year. Duty calls, but will check transcript #solopr Cheers ~
- 6:41 pm **MediaCoach:** #solopr Apologies PR peeps, time for this English chap to go and speak to a client. Happy holidays all.
- 6:41 pm **dconconi:** A3: much easier to measure SM than PR #solopr
- 6:41 pm **karensxim:** RT @JillComm: Q3: Not nec. asking, but love 2 pull data whenever I can! If they can see measurable results, they'll hire me again. #solopr
- 6:41 pm **farida_h:** RT @jgombita: A3. Hi reco to read and apply @jowyangs the "Social Media ROI Pyramid" <http://bit.ly/i9BmfN> #solopr
- 6:41 pm **trishlambert:** Q3. I do have 1 big client who is ALL numbers! I'm in the midst of major number crunching and report design for his 2011 campaigns #solopr
- 6:41 pm **KellyeCrane:** @RealPRMedia @mediacoach Thanks for joining and sharing your insights in #solopr. Happy holidays!
- 6:42 pm **karensxim:** @MediaCoach Happy Holidays! #solopr
- 6:42 pm **yoplusmeCEO:** agree, but can be sticky RT @dconconi: A3: much easier to measure SM than PR #solopr
- 6:42 pm **dconconi:** Thanks for joining in. @MediaCoach #solopr
- 6:42 pm **3hatscomm:** @trishlambert @gmjameson Now I'm motivated; time tackle this mess :) #solopr
- 6:42 pm **SoloPR:** RT @JillComm: Q3: Not nec. asking, but love 2 pull data whenever I can! If they can see measurable results, they'll hire me again #solopr
- 6:43 pm **krisTK:** "@MediaCoach: #solopr ROI has always been important, and tough to demonstrate in PR, but good metrics brings in clients"
- 6:43 pm **REDMEDIAPR:** @dconconi completely agree. Makes things much smoother #solopr
- 6:44 pm **IMPACTMKTPR:** RT @KellyeCrane: The #solopr chat is full of excellent end-of-year tips right now that would be useful for any #smbiz #smallbiz.
- 6:44 pm **krisTK:** Smart advice RT @MediaCoach: #solopr ROI has always been important, and tough to demonstrate in PR, but good metrics brings in clients
- 6:45 pm **KellyeCrane:** A3: A side note/peeve of mine: ROI means a dollar figure, while measurement overall includes other things (outputs, outtakes, etc.) #solopr
- 6:45 pm **jgombita:** @KellyeCrane I've noticed some PR practitioners claim that "ROI" is purely an accounting term, but many others disagree. #solopr
- 6:45 pm **SoloPR:** Q4 up next... #solopr
- 6:45 pm **davispr:** RT @KellyeCrane: #solopr chat is full of excellent end-of-year tips that would be useful for any #smbiz #smallbiz
- 6:46 pm **jgombita:** @KellyeCrane biggest #PR "O" is outcomes.... #solopr
- 6:46 pm **gmjameson:** @KellyeCrane I agree! & I like to push clients to consider "ROE" - return on engagement. Sometimes more manageable to think about. #solopr
- 6:46 pm **krisTK:** Missing #solopr today while traveling for client event. Will miss chatting next couple of weeks. Here's to a profitable New Year for us all
- 6:46 pm **IMPACTMKTPR:** New biz can learn too @KellyeCrane Q1: Consider new accounting software/systems if switching. More painless to start new yr fresh #solopr
- 6:47 pm **IMPACTMKTPR:** RT @jgombita: @KellyeCrane biggest #PR "O" is outcomes.... #solopr
- 6:47 pm **KellyeCrane:** Yes, an important "O" :-)) RT @jgombita: @KellyeCrane biggest #PR "O" is outcomes.... #solopr

- 6:47 pm **SoloPR:** Q4: How do U stay abreast of all the new development in PR (Traditional & PR2.0: Measurement, eval strategy, etc.)? #solopr
- 6:47 pm **gmjameson:** RT @KellyeCrane: Yes, an important "O" :-) RT @jgombita: @KellyeCrane biggest #PR "O" is outcomes.... #solopr
- 6:47 pm **trishlambert:** I tie measurement to \$, otherwise measuring is meaningless RT @KellyeCrane: ROI means \$ figure, measurement includes other things #solopr
- 6:47 pm **youplusmeCEO:** RT @SoloPR: Q4: How do U stay abreast of all the new development in PR (Traditional & PR2.0: Measurement, eval strategy, etc.)? #solopr
- 6:48 pm **karenschwim:** RT @SoloPR: Q4: How do U stay abreast of all the new development in PR (Traditional & PR2.0: Measurement, eval strategy, etc.)? #solopr
- 6:48 pm **gmjameson:** Q4: My Google reader is my best friend. & I allocate professional development time/reading into every week (usually Friday mornings) #solopr
- 6:48 pm **UrbanSuiteEnt:** RT @gmjameson: Q4: My Google reader is my best friend. & I allocate professional development time/reading into every week (usually Friday mornings) #solopr
- 6:49 pm **youplusmeCEO:** q4 I've found more info via twitter network for new tools on all fronts #solopr
- 6:49 pm **KellyeCrane:** A4: I read, read, and read some more! #solopr
- 6:49 pm **dariasteigman:** A4: I make the time (and doing it a priority). Lots of reading, Webinars, blog posts, IABC & MarketingProfs, etc. #solopr
- 6:49 pm **farida_h:** A4: Tough to keep up, so much info overload. But make it a point to read blogs & sites i subscribe to. Also books. #solopr
- 6:49 pm **gmjameson:** RT @KellyeCrane: A4: I read, read, and read some more! #solopr
- 6:50 pm **SoloPR:** RT @youplusmeCEO: q4 I've found more info via twitter network for new tools on all fronts #solopr
- 6:50 pm **dariasteigman:** Amen! RT @KellyeCrane: A4: I read, read, and read some more! #solopr
- 6:50 pm **REDMEDIAPR:** Q4. I find great articles by all of you via twitter, try to check out one or two a day #solopr
- 6:50 pm **gmjameson:** Q4: I work to surround myself with pros who are better than I am at what I do, and ask lots of questions! #solopr
- 6:50 pm **rockstarjen:** Ditto. Spend 30 minutes 1st thing and then again throughout day. RT @gmjameson: Q4: My Google reader is my best friend. #solopr
- 6:50 pm **IMPACTMKTPR:** New Year good time to start new systems for accounting, admin, taxes, mileage, marketing, organizing. #solopr
- 6:50 pm **karenschwim:** A4: I read, attend webinars, ask, and do a lot of hands on testing #solopr
- 6:50 pm **UrbanSuiteEnt:** #solopr: A4: READ and RESEARCH. Attend Webinars and chats like these. Invest in your skill set.
- 6:50 pm **cidokogiPR:** RT @KellyeCrane: A4: I read, read, and read some more! < it can be a daunting task, but most definitely do the same #solopr
- 6:50 pm **JonClements:** Q4: follow good people on Twitter, blogs; join your professional body. #solopr
- 6:51 pm **KellyeCrane:** A4: I'll also pay for prof development seminars and other content that will keep me competitive. Things change so fast these days #solopr
- 6:51 pm **cidokogiPR:** RT @REDMEDIAPR: Q4. I find great articles by all of you via twitter, try to check out one or two a day #solopr
- 6:51 pm **UrbanSuiteEnt:** RT @JonClements: Q4: follow good people on Twitter, blogs; join your professional body. #solopr
- 6:51 pm **gmjameson:** Q4: I've thought about setting up a PR Book Club locally ... #solopr
- 6:51 pm **SoloPR:** Love it RT @gmjameson: Q4: I work to surround myself with pros who are better than I am at what I do, and ask lots of questions! #solopr
- 6:51 pm **REDMEDIAPR:** Great idea ! RT @gmjameson: Q4: I've thought about setting up a PR Book Club locally ... #solopr
- 6:51 pm **3hatscomm:** One of my fave tricks ;-) RT @gmjameson: Q4: surround myself with pros who are better than I am.. and ask lots of questions! #solopr

- 6:51 pm **SoloPR:** You do absorb a lot this way RT @JonClements: Q4: follow good people on Twitter, blogs; join your professional body. #solopr
- 6:51 pm **farida_h:** Excellent approach! RT @gmjameson: Q4: I surround myself with pros who are better than I am at what I do, & ask lots of questions! #solopr
- 6:52 pm **dariasteigman:** I started a biz books blog post series to force me to read more books (and stay on track). #solopr
- 6:52 pm **gmjameson:** Q4: I give new tactics and techniques a spin on my own so I can comfortably intro them to clients #solopr
- 6:52 pm **youplusmeCEO:** a4 I also encourage locals to share via no-competition networking #solopr
- 6:52 pm **SoloPR:** RT @UrbanSuiteEnt: A4: READ and RESEARCH. Attend Webinars and chats like these. Invest in your skill set. #solopr
- 6:52 pm **kgombita:** A4. I ask a lot of questions ("I'm curious, why do you say/do...") and play devil's advocate a fair bit. Especially re: "PR 2.0!" #solopr
- 6:52 pm **REDMEDIAPR:** q4 there are SO MANY books out there - suggestions on what's really worthwhile versus just one more person jumping on bandwagon #solopr
- 6:53 pm **SoloPR:** Nice approach RT @gmjameson: Q4: I give new tactics and techniques a spin on my own so I can comfortably intro them to clients #solopr
- 6:53 pm **gmjameson:** @3HatsComm It is important isn't it? It requires a shelving of ego that totally pays off! #solopr
- 6:53 pm **shellykramer:** RT @KellyeCrane: Q1: A big one is to buy any needed tech equipment and supplies now, rather than in January (get that 2010 deduction!). #solopr
- 6:53 pm **trishlambert:** Q4. Ahem...cough...I tend to trip over stuff via SM or associates like @karenschwim & @kellyecrane. Not the most proactive way, I know #solopr
- 6:53 pm **davispr:** Great idea! RT @gmjameson: Q4: I've thought about setting up a PR Book Club locally ... #solopr
- 6:53 pm **SoloPR:** You don't say?! RT @kgombita: A4. I ask a lot of questions ("I'm curious, why do you say/do..") and play devil's advocate a fair bit #solopr
- 6:53 pm **emailadagency:** RT @KellyeCrane: As you all know, I advocate downtime RT @PRProSanDiego: Q2: Clean out the office (and the closets), actually have a day or two off #soloPR
- 6:54 pm **IMPACTMKTPR:** RT @SoloPR: Q4: How do U stay abreast of all the new development in PR (Traditional & PR2.0: Measurement, eval strategy, etc.)? #solopr
- 6:54 pm **kgombita:** @SoloPR where was your ;-)? ?? #solopr
- 6:54 pm **dconconi:** Read and network! RT @SoloPR: Q4: How do U stay abreast of all the new development in PR? #solopr
- 6:54 pm **dariasteigman:** I'm also thinking of starting up a Business book club (biz focused books more so than PR/marketing). #soloPR
- 6:54 pm **SoloPR:** @gmjameson Interesting. Keep us posted on how it goes if you do form a Book Club. #solopr
- 6:54 pm **karenschwim:** @trishlambert @kellyecrane Lol! It's a good strategy bc as you know I am like Mikey, I try everything! #solopr
- 6:54 pm **karenschwim:** @trishlambert @kellyecrane Lol! It's a good strategy bc as you know I am like Mikey, I try everything! #solopr
- 6:55 pm **SoloPR:** @kgombita Not enough characters, but it was implied. :-) #solopr
- 6:55 pm **SYDCON_MKTG:** RT @3hatscomm: One of my fave tricks ;-) RT @gmjameson: Q4: surround myself w/pros who are better than I am& ask lots of questions! #solopr
- 6:55 pm **IMPACTMKTPR:** RT@UrbanSuiteEnt #solopr: A4: READ and RESEARCH. Attend webinars and chats like these. Invest in your skill set.
- 6:55 pm **dconconi:** Q4: and pay attention to what's happening in other related industries (advertising, DM, etc.) #solopr
- 6:56 pm **mdbarber:** A4 PRSA's daily Issues and Trends newsletter seems to have a LOT of good information about the PR field; great member benefit. #solopr

- 6:56 pm **cidokogiPR:** RT @UrbanSuiteEnt: RT @JonClements: Q4: follow good people on Twitter, blogs; join your professional body. << smart advice! #solopr
- 6:56 pm **jgombita:** @dariasteigman @kellyecrane wasn't there talk about a biz/PR books section on @solopr's LinkedIn Group? #solopr
- 6:56 pm **cidokogiPR:** RT @davispr: Great idea! RT @gmjameson: Q4: Ive thought about setting up a PR Book Club locally ... #solopr
- 6:56 pm **IMPACTMKTPR:** Isn't that right?!!!!! RT @KellyeCrane Things change so fast these days #solopr
- 6:56 pm **SoloPR:** On the topic of books, we have a great thread of recommendations on the #solopr LI group: <http://linkd.in/hG9ky0>
- 6:57 pm **gmjameson:** @sydcon_mktg Will do. I just crave that type of professional collaboration and such (rather what you've created here!) #solopr
- 6:57 pm **dariasteigman:** @jgombita Don't know. I want to do something local to tie into my blog series (not on MY blog). cc: @KellyeCrane #solopr
- 6:57 pm **IMPACTMKTPR:** RT @cidokogiPR: RT @REDMEDIAPR: Q4. I find great articles by all of you via twitter, try to check out one or two a day #solopr
- 6:57 pm **jgombita:** @dconconi and I had a lengthy discussion about whether PR peeps/agencies needed to be concerned about advertising and social media. #solopr
- 6:57 pm **SoloPR:** @jgombita Yes, I had headed off to find the link (just tweeted) #solopr
- 6:57 pm **IMPACTMKTPR:** RT @JonClements: Q4: follow good people on Twitter, blogs; join your professional body. #solopr
- 6:57 pm **karenschwim:** Absolutely! RT @dconconi: Q4: and pay attention to whats happening in other related industries (advertising, DM, etc.) #solopr
- 6:57 pm **3hatscomm:** @gmjameson True. Admitting I don't know everything, being open to learning, trying the new is smart biz, makes me better pro #solopr
- 6:57 pm **SoloPR:** Integration is hot RT @dconconi: Q4: and pay attention to what's happening in other related industries (advertising, DM, etc.) #solopr
- 6:57 pm **IMPACTMKTPR:** @gmjameson Good idea! #solopr
- 6:58 pm **gmjameson:** @ImpactMktPR Thanks [SMILE] #solopr
- 6:58 pm **rockstarjen:** gotta pop out. hope everyone has a great rest of the week! #solopr
- 6:58 pm **SoloPR:** In closing, in case you missed it, I'm asking you to weigh in on future #solopr offerings <http://bit.ly/SoloPRsurvey>
- 6:58 pm **yoplusmeCEO:** @SoloPR @dconconi IMC is HAWT - and the direction comms is going #solopr
- 6:58 pm **IMPACTMKTPR:** RT @SoloPR Love it RT @gmjameson: Q4: surround self wpros who are better than I am at what I do, and ask lots of questions! #solopr
- 6:59 pm **REDMEDIAPR:** @SoloPR just signed up, thanks #solopr
- 6:59 pm **cidokogiPR:** Having a great mentor is always important!! GIVE BACK IN 2011 folks!! #solopr
- 6:59 pm **dariasteigman:** Also on topic of books, @smallbiztrends has a terrific 2010 small biz reading list (<http://bit.ly/4Tcj6d>). #solopr
- 6:59 pm **dconconi:** me too! Til next week! RT @rockstarjen: gotta pop out. hope everyone has a great rest of the week! #solopr
- 6:59 pm **jgombita:** RT @SoloPR: In closing, in case you missed it, Im asking you to weigh in on future #solopr offerings <http://bit.ly/SoloPRsurvey> #solopr
- 6:59 pm **gmjameson:** YES! GREAT encouragement! RT @cidokogiPR: Having a great mentor is always important!! GIVE BACK IN 2011 folks!! #solopr
- 7:00 pm **SoloPR:** Also, since this is our last chat in 2010, allow me to say how much I value each of you. This community is the best! #solopr
- 7:00 pm **gmjameson:** I really have come to truly value this community! #solopr Thanks!
- 7:00 pm **yoplusmeCEO:** ditto RT @SoloPR: Also, since this is last chat in 2010, allow me to say how much I value each of you. This community is the best! #solopr
- 7:00 pm **mdbarber:** RT @SoloPR: In closing, in case you missed it, Im asking you to weigh in on future #solopr offerings <http://bit.ly/SoloPRsurvey> #solopr

- 7:00 pm **dariasteigman:** @SoloPR Thanks for hosting, moderating us all. (Early) Happy Holidays to everyone. #solopr
- 7:01 pm **IMPACTMKTPR:** Great! @3HatsComm @gmjameson True. Admitting I don't know all, open to learning, trying new is smart biz, makes me better pro #solopr
- 7:01 pm **trishlambert:** LAUGH!!!! RT @karenschwim: @trishlambert @kellyecrane Lol! Its a good strategy bc as you know I am like Mikey, I try everything! #solopr
- 7:01 pm **IMPACTMKTPR:** RT @youplusmeCEO: ditto RT @SoloPR: Also, since this is last chat in 2010, allow me to say how much I value each of you. This community is the best! #solopr
- 7:01 pm **mdbarber:** Thanks everyone & especially Kellye. Sorry to be so in and out. Have an insurance co telling me a kid can't have nec med procedure. #solopr
- 7:01 pm **trishlambert:** Bye everyone! Happy holidays! See you next year!!!! #solopr
- 7:01 pm **karenschwim:** Thank you all so much, as usual the time flew by. I appreciate you all so much, this community rocks! Happy Holidays! #solopr
- 7:01 pm **SoloPR:** Remember, we keep chatting on the #solopr hashtag at all times, so keep sharing your Qs and resources and we'll c-u here in 2011!
- 7:01 pm **dconconi:** Yes!RT @SoloPR: Also, since this is our last chat in 2010, allow me to say how much I value each of you.This community is the best! #solopr
- 7:01 pm **REDMEDIAPR:** RT @dariasteigman: Also on topic of books, @smallbiztrends has a terrific 2010 small biz reading list (<http://bit.ly/4Tcj6d>). #soloPR
- 7:01 pm **mdbarber:** Hope you all have a good holiday season. Chat with you again in 2011. #solopr
- 7:02 pm **lindsaysydenham:** RT @SoloPR: Remember, we keep chatting on the #solopr hashtag at all times, so keep sharing your Qs and resources and we'll c-u here in 2011!
- 7:02 pm **KellyeCrane:** RT @mdbarber: Hope you all have a good holiday season. Chat with you again in 2011. #solopr
- 7:02 pm **farida_h:** Thanks for the great job w/t this! RT @SoloPR: Since this is our last chat in 2010, allow me to say how much I value each of you. #solopr
- 7:02 pm **dconconi:** Talk to you next year! Happy Holidays! And definitely get in those days off - Kelly says so! #solopr
- 7:02 pm **karenschwim:** Thank you @SoloPR for leading the way, you are the star around which we orbit! #solopr
- 7:02 pm **IMPACTMKTPR:** Another way to stay up to date on yoru industry is to join and be active w/#PRSA #IABC and other industry orgs. #solopr
- 7:03 pm **karenschwim:** I'll be around please tweet me up, I can't go a full two weeks without you :-)
#solopr
- 7:03 pm **farida_h:** Happy Holidays to all and much success in 2011! #solopr
- 7:03 pm **ActionBag:** Happy Holidays! Enjoy!!! RT @mdbarber: Hope you all have a good holiday season. Chat with you again in 2011. #solopr
- 7:05 pm **3hatscomm:** RT @SoloPR: Also, since this is our last chat in 2010, allow me to say how much I value each of you. This community is the best! #solopr
- 7:05 pm **socialitestatus:** RT @cidokogiPR: waving at @socialitestatus !! HEY GIRL!! #solopr<<hey!! I was reading the chat.
- 7:06 pm **AprilFin:** @dariasteigman I'm not a #soloPR but do read a lot of business books - would be interested, if you're open.
- 7:08 pm **IMPACTMKTPR:** 3HatsComm Davina Brewer @3hats Agree! RT @SoloPR: ...last chat in 2010, I value each of you. This community is the best! #solopr
- 7:09 pm **cidokogiPR:** If you can't tell, #solopr chat is the place to be on Wed from 1-2pm EST!! Get with it in 2011 if u haven't yet! #solopr
- 7:10 pm **cidokogiPR:** xoxo to all my #solopr chatters. Hope you enjoy the holidays :) #solopr
- 7:11 pm **IMPACTMKTPR:** Thanks #solopr and @KellyeCrane for hosting fabulous PR chats! Can't always make it but love you all and industry info. #solopr
- 7:11 pm **karenschwim:** Now that I've satisfied my heart and mind thanks to #solopr I guess it's time to take care of the belly with a quick grocery run!

- 7:11 pm **IMPACTMKTPR:** @cidokogiPR Happy Holidays back! #solopr
- 7:13 pm **IMPACTMKTPR:** @mdbarber You too, Mary! RT @mdbarber Hope you all have a good holiday season. Chat with you again in 2011. #solopr
- 7:13 pm **karensxim:** Awww, me too! xoxo RT @cidokogiPR: xoxo to all my #solopr chatters. Hope you enjoy the holidays :) #solopr
- 7:15 pm **youplusmeCEO:** hey my #solopr peeps lemme intro you to @chatmeter - Collin has a great metric for LOCAL business buzz (Cc @hashable)
- 7:15 pm **IMPACTMKTPR:** Happy Holidays to all and ty to @gmjameson for the RTs and convo in #solopr.
- 7:16 pm **alisonlaw:** You rock! RT @SoloPR: Since this is our last chat in 2010, allow me to say how much I value each of you. This community is the best! #solopr
- 7:16 pm **3hatscomm:** RT @ImpactMktPR: Thanks #solopr and @KellyeCrane for hosting fabulous PR chats!
- 7:35 pm **JasmineRBrooks:** Happy holidays to everyone in #solopr!
- 7:36 pm **KellyeCrane:** @3HatsComm @ImpactMktPR @alisonlaw @JasmineRBrooks Thanks all - you guys rock! #solopr
- 7:36 pm **cidokogiPR:** @alisonlaw Thanks! I feel the exact same way! #solopr
- 7:52 pm **alisonlaw:** @cidokogipr #solopr is an invaluable resource to me. Helps me connect with great folks like you!
- 7:56 pm **cidokogiPR:** RT @alisonlaw: @cidokogipr #solopr is an invaluable resource to me. Helps me connect with great folks like you! <exactly & feeling is mutual
- 9:51 pm **arikhanson:** Solo PRs: Help @kellyecrane build out Solo PR Pro for 2011? She's looking for *your* feedback! <http://twurl.nl/0qnlyt> #solopr
- 10:16 pm **jpgombita:** My spelling/typing is atrocious today. I even knocked one hat off @3HatsComm during #solopr. Sigh. Maybe it's a sign to go quiet....
- 10:25 pm **karensxim:** So glad I met @UrbanSuiteEnt in our final #solopr of 2010, really enjoyed her insights!
- 10:26 pm **UrbanSuiteEnt:** gee Thanks! Be SUITE! RT @karensxim: So glad I met @UrbanSuiteEnt in our final #solopr of 2010, really enjoyed her insights!