


 Transcript from December 8, 2010 to December 8, 2010
 

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All times are Pacific Time

**December 8, 2010**

- 1:00 pm **rmpapag:** RMP Media Analysis is Hiring! <http://ow.ly/3IMwL> #publicrelations #pr #solopr #measurepr
- 1:27 pm **shonali:** .RT @rmpapag: RMP Media Analysis is Hiring! <http://ow.ly/3IMwL> #publicrelations #pr #solopr #measurepr
- 1:30 pm **rmpapag:** Thanks for the RT @shonali RT @rmpapag: RMP Media Analysis is Hiring! <http://ow.ly/3IMwL> #publicrelations #pr #solopr #measurepr
- 2:16 pm **KellyeCrane:** Are you following @kamichat's series on sm measurement? Must read! <http://bit.ly/ejxCQB> #solopr #pradvice #socialmedia
- 2:19 pm **arikhanson:** RT @KellyeCrane: Are you following @kamichat's series on sm measurement? Must read! <http://bit.ly/ejxCQB> #solopr #pradvice #socialmedia
- 2:21 pm **alanchumley:** RT @KellyeCrane: Are you following @kamichat's series on sm measurement? Must read! <http://bit.ly/ejxCQB> #solopr #pradvice #socialmedia
- 2:24 pm **Simmyc3:** #PR and reputation, such a hot topic right now.. would love to know peoples thoughts #publicrelations #solopr #pradvice
- 2:31 pm **jpgombita:** .@pprothe @solete I "met" you both via #kaizenblog! Also for me: #commschat, #solopr regular. Working on co-introducing a new chat in 2011.
- 3:00 pm **dcadclub:** RT @rmpapag: RMP Media Analysis is Hiring! <http://ow.ly/3IMwL> #publicrelations #pr #solopr #measurepr
- 3:06 pm **KellyeCrane:** @cidokogiPR Hi Christine- you're question from yesterday is on the list for today's #solopr chat (1-2pm ET)!
- 3:40 pm **amysept:** How "sexy" is your About page? @chrisbrogran on why it can't be an afterthought ? <http://ow.ly/3lu3j> #solopr
- 3:41 pm **MpactJacq:** I've become a fan of @hot995 --keeps me rockin in my home office! #solopr --any other fans out there? #radio
- 4:00 pm **canadahelps:** RT @amysept: How "sexy" is your About page? @chrisbrogran on why it can't be an afterthought ? <http://ow.ly/3lu3j> #solopr
- 4:09 pm **LeydaHernandezV:** See you then! RT @KellyeCrane: See you today, 1-2 pm for #solopr!
- 4:14 pm **KellyeCrane:** "Do eeet." RT @amysept: How "sexy" is your About page? @chrisbrogran on why it can't be an afterthought ? <http://ow.ly/3lu3j> #solopr
- 4:22 pm **NikkiBrown:** RT @KellyeCrane: "Do eeet." How "sexy" is your About page? @chrisbrogran on why it can't be an afterthought ? <http://ow.ly/3lu3j> #solopr
- 4:35 pm **EconGrrl:** RT @kellyecrane: Are you following @kamichat's series on sm measurement? Must read! <http://bit.ly/ejxCQB> #solopr #pradvice #socialmedia
- 5:19 pm **jillvan:** RT @CouncilPRFirms: FT says ?A Good #PR Consultant is Worth the Money.? We say this article is worth the read: <http://bit.ly/fwVdWG> #solopr
- 5:39 pm **KellyeCrane:** RT @meredithliepelt: I got employee of the day AGAIN. (Not hard to win as solopreneur.) I get the best parking space in the garage. #solopr
- 5:47 pm **karensxim:** Countdown to #solopr, 14 mins! Great chat you're welcome to join use tweetgrid or tweetchat, lurking also welcome :-)
- 5:48 pm **SoloPR:** RT @karensxim: Countdown to #solopr, 14 mins! Great chat you're welcome to join use tweetgrid or tweetchat, lurking also welcome :-)
- 5:50 pm **KellyeCrane:** RT @karensxim: Countdown to #solopr, 14 mins! Great chat you're welcome to join use tweetgrid or tweetchat, lurking also welcome :-)
- 6:00 pm **karensxim:** Woot! I'm here and ready to get my chat on, greetings solo superstars! #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
- 6:02 pm **SoloPR:** Love it RT @karenschwim: Woot! I'm here and ready to get my chat on, greetings solo superstars! #solopr
- 6:02 pm **KellyeCrane:** RT @SoloPR: Time for this week's #soloPR chat for independent pros in #PR and related fields (and those who want to learn more about it)
- 6:02 pm **krisTK:** Lunch is ready, just in time for #solopr. Having lunch with my fellow consultants (albeit virtually). Always a good conversation.
- 6:03 pm **SoloPR:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr
- 6:03 pm **akenn:** @KrisTK me too...eating "al desko" with the #soloPR group
- 6:03 pm **SoloPR:** This is @KellyeCrane moderating- blogger at <http://soloprpro.com/> - welcome all! #solopr
- 6:03 pm **karenschwim:** @krisTK Nothing like food and friends on a cold winter day :- ) #solopr
- 6:04 pm **SoloPR:** While people gather, a couple PSAs... #solopr
- 6:04 pm **deegospel:** hi, it's dee stewart. atlanta. dee gospel pr #solopr
- 6:04 pm **Romie:** @SoloPR Hello, back for my second week, name Andromeda Edison and I specialize in online PR - last week was lots of fun #solopr
- 6:04 pm **karenschwim:** @SoloPR @KellyeCrane Good Afternoon Madam Mayor :- ) #solopr
- 6:04 pm **mdbarber:** Good morning from Anchorage; solo pr for 10 years; PR pro for 30. #solopr
- 6:04 pm **karenschwim:** @deegospel Hi Dee! #solopr
- 6:05 pm **SoloPR:** PSA: If you know anyone looking for a "real job," or if you have advice to offer those who do, join the #HAPPO chat tonight, 9pm ET #solopr
- 6:05 pm **jpgombita:** @akenn @KrisTK love "al desko!" Hiya, peeps, from the T-dot. #solopr
- 6:05 pm **michaelelgo:** Michael w/ @themediadirect in San Diego. Mrkting & Event Promo Solutions Spclist. 1st timer; I'll be lurking! :- ) cc: @LScribner #solopr
- 6:05 pm **deegospel:** @Twitter @spam so i think "Freelance Writer Jobs" is #spam @victorepley @maricareulet #solopr
- 6:05 pm **MarketingMel:** Warning: may be extra tweeting! RT @SoloPR: It's time for this week's #soloPR chat for independent pros in #PR and related fields #solopr
- 6:05 pm **karenschwim:** @Romie Hey Romie, so glad you could make it back! #solopr
- 6:05 pm **deegospel:** oops. i didn't mean for that tweet to run through this hashtag. :( #solopr
- 6:05 pm **SoloPR:** Great to see u! RT @Romie: back for my second week, name Andromeda Edison and I specialize in online PR - last week was lots of fun #solopr
- 6:05 pm **deegospel:** @karenschwim hi, Karen! #solopr
- 6:05 pm **SoloPR:** @karenschwim Ha! :- ) #solopr
- 6:06 pm **Romie:** @karenschwim Thanks darling, love your enthusiasm #SoloPR
- 6:06 pm **MarketingMel:** @MichaelElgo Welcome Michael! We are glad to have you join us. This is Mel in TN. Veteran to #PR indie for almost 2 yrs #soloPR
- 6:06 pm **JillComm:** Good morning from not-so-sunny Edmonton, AB. #solopr I'm Jill and I run Yes That Jill Communications. (yesthatjill.com)
- 6:06 pm **deegospel:** @michaelelgo Hi, Michael. #solopr
- 6:06 pm **janetfalk:** Janet Falk, NYC PR Pro, 10+ years, 2 yrs solo. Wall Street, law firm, small biz and nonprofit also subcontract to busy PR folks #solopr
- 6:06 pm **SoloPR:** Another PSA: this week's chat transcript post will be a two-fer, and will include the transcript from last week (due to tech diff) #solopr
- 6:07 pm **karenschwim:** @Romie This is my absolute favorite time of the week! :- ) #solopr
- 6:07 pm **deegospel:** @JillComm Hi, Jill. #solopr
- 6:07 pm **deegospel:** @MarketingMel Hi, Mel. #solopr

- 6:07 pm **krisTK:** Kristie from MS Gulf Coast (20 years exp, 7 years indy, APR and Tulane instructor). Keeping busy and trying to keep warm. #solopr
- 6:07 pm **deegospel:** @janetfalk Hi, Janet. #solopr
- 6:07 pm **krisTK:** I second that. RT @karensxim: @Romie This is my absolute favorite time of the week! :- ) #solopr
- 6:07 pm **RobinMarie:** Checking in from Mpls, where it's now up to 9 degrees. 12 years solo, 25 in PR. #solopr #solopr
- 6:07 pm **deegospel:** @krisTK Hi, Kristie. #solopr
- 6:07 pm **rockstarjen:** Hi all - Jen from San Diego. 17-yr pro (6 solo). Working on a quarterly review, listening to music, and now joining in. :) #solopr
- 6:07 pm **mdbarber:** @krisTK Trying to keep warm? How warm is it there? You could visit me...we're at 12' #solopr
- 6:08 pm **LeydaHernandezV:** Greetings from Miami. Leyda Hernandez. #solopr
- 6:08 pm **deegospel:** @RobinMarie Hi, Robin #solopr
- 6:08 pm **mdbarber:** @RobinMarie Warmer in Anchorage than Minneapolis. Happens more in the winter than people realize. #solopr
- 6:08 pm **deegospel:** @rockstarjen Hi, Jen #solopr
- 6:08 pm **MarketingMel:** @JanetLFalk @deegospel Hi Janet and Dee. Janet I used to do marketing for #law firm also. Loved it! #soloPR
- 6:08 pm **SoloPR:** It's around 25 degrees in ATL today- don't know how you northerners do it! #solopr
- 6:08 pm **deegospel:** @LeydaHernandezV Hi, Leyda #solopr
- 6:08 pm **michaelelgo:** @deegospel @MarketingMel Thanks for the warm welcome! Looking forward to this! #solopr (OOPS. Newbie mistake, no hastag)
- 6:08 pm **deegospel:** @mdbarber Hi, Mary #solopr
- 6:08 pm **davispr:** Popping in and out of #solopr chat today. Lots to do but always pick up some nuggets from this great group! (from @columbiasc, indie 6 yrs)
- 6:08 pm **LScribner:** Hi all, Lori here from the San Diego suburbs, ya it was 77 degrees yesterday, don't hate!! #solopr
- 6:09 pm **SoloPR:** Q1 up next... #solopr
- 6:09 pm **deegospel:** @SoloPR I've been out in this Atlanta weather since 7:30. Stopped into Dunkin Donuts to write and chat with you guys. #solopr
- 6:09 pm **mdbarber:** @deegospel Hi Dee. Hope things are good in your neck of the woods. #solopr
- 6:09 pm **rockstarjen:** @deegospel Hi Dee! How are you doing? Another week has passed. Whew! #solopr
- 6:09 pm **karensxim:** Karen Swim freezing in Michigan, nearly 7 yrs solo, serving SMBs and busy agencies #solopr
- 6:09 pm **deegospel:** @LScribner Hi, Lori. #solopr
- 6:09 pm **MarketingMel:** @MichaelElgo Yes @deegospel and I are the "hospitality" team ha! #soloPR
- 6:09 pm **LScribner:** @MichaelElgo WooT, my friend @michaelelgo is here!! #solopr
- 6:09 pm **deegospel:** @davispr Hi, Kelly #solopr
- 6:09 pm **krisTK:** @mdbarber we had a hard freeze last night. Had to wear a real coat. #solopr
- 6:10 pm **SoloPR:** Q1: Regarding subcontracting, how do you go about becoming one and getting projects? #solopr
- 6:10 pm **deegospel:** @KellyeCrane Hi, Kellye! #solopr
- 6:10 pm **mdbarber:** @krisTK That is cold for you guys. Surprised you "own" a real coat. :- ) #solopr
- 6:10 pm **krisTK:** @deegospel Hi Dee. Hope you're doing well. Always good to "see" you. #solopr
- 6:10 pm **karensxim:** @LScribner Oh my gosh I miss those days! Enjoy a little warmth for me, it's 30 here #solopr

- 6:10 pm **rockstarjen:** @LScribner @MichaelElgo welcome michael! haven't talked to you since the #sdtweetup #solopr
- 6:10 pm **karens swim:** RT @SoloPR: Q1: Regarding subcontracting, how do you go about becoming one and getting projects? #solopr
- 6:10 pm **r\_refrain\_ayala:** Busy day, but lurking in the shadows keeping on eye on #solopr chat. Greetings from Chicago!
- 6:10 pm **krisTK:** RT @SoloPR: Q1: Regarding subcontracting, how do you go about becoming one and getting projects? #solopr
- 6:10 pm **deegospel:** RT @SoloPR: Q1: Regarding subcontracting, how do you go about becoming one and getting projects? #solopr
- 6:10 pm **strategicstudio:** Hello everyone. MarComm expertise & partner with PR folks. Active in IPRA through the Nat'l Capital Chapter of PRSA. Solo for 4 ys! #solopr
- 6:10 pm **jgombita:** @SoloPR Georgia (and other citrus-growing states) was on the nightly newscast. Presumably you don't mean 25 degrees Celsius..... #solopr
- 6:10 pm **PRjeff:** Greetings from #Phoenix where it's a chilly 59 degrees. Burrrrrrrrr.... #solopr
- 6:10 pm **michaelelgo:** @LScribner Told you I would be! :- ) #solopr
- 6:11 pm **PRjeff:** A1: Networking. #solopr
- 6:11 pm **deegospel:** a1 @deegospel usually i'm referred #solopr
- 6:11 pm **LScribner:** @karens swim It's crazy, cold, hot, cold hot, no wonder we don't know how to dress in San Diego! #solopr
- 6:11 pm **rockstarjen:** A1 Hit up your local agencies, keep your name front & center with other solos. #solopr
- 6:11 pm **SoloPR:** @jgombita Not Celsius! Brrrr #solopr
- 6:11 pm **mdbarber:** So true. It's the answer to many questions isn't it. RT @PRjeff: A1: Networking. #solopr
- 6:11 pm **deegospel:** @PRjeff Hey, Jeff. #solopr
- 6:11 pm **LeydaHernandezV:** RT @rockstarjen: A1 Hit up your local agencies, keep your name front & center with other solos. #solopr
- 6:11 pm **SoloPR:** In a word... RT @PRjeff: A1: Networking. #solopr
- 6:11 pm **deegospel:** @jgombita Hi, Judy #solopr
- 6:12 pm **krisTK:** @karens swim January marks 7 years for me. I consider every year a milestone and cause to celebrate. #solopr
- 6:12 pm **karens swim:** @LScribner Try being a native CA living in MI I am constantly laughed at by the locals! #solopr
- 6:12 pm **KellyeCrane:** @deegospel Hi Dee! Glad you could hit Dunkin Donuts to join us. :- ) #solopr
- 6:12 pm **LScribner:** A1 re subcontracting, I think it's all about who you know here. People you've worked with before and who trust you. #solopr
- 6:12 pm **jgombita:** A1. Having an online presence & relationships. Know a writer who has got a ton of (international) contracts via @linkedin activity. #solopr
- 6:12 pm **deegospel:** @KellyeCrane lol. i was about to drive home, then remembered... #solopr
- 6:12 pm **LScribner:** @karens swim I'm sure they're laughing with you not at you lol...#solopr
- 6:13 pm **MarketingMel:** @PRjeff Oh pullleez! It's 15 here in #Tennessee! You are roasting in #Phoenix ! @jgombita That is Celsius! #SoloPR
- 6:13 pm **KellyeCrane:** A1: Most important is to actually tell people you're interested in this kind of work. #solopr
- 6:13 pm **cidokogiPR:** Hello everyone...Christine checking in.. a little tardy for the party ;) #solopr
- 6:13 pm **rockstarjen:** @jgombita excellent re: @linkedin - great resource. #solopr
- 6:13 pm **jgombita:** @deegospel oh goody, Dee is here. We're sure to get some smarts and dollops of humour.... ;-) #solopr

- 6:13 pm **jenzings:** RT @KellyeCrane: A1: Most important is to actually tell people you're interested in this kind of work. #solopr |Absolutely.
- 6:13 pm **karensxim:** A1: A huge part of my biz is sub and it's all been through relationships #solopr
- 6:13 pm **deegospel:** a1. @jgombita true. LinkedIn has gotten me some contracts, but not subcontracts yet. I think I need to share that I'm open it more. #solopr
- 6:13 pm **PRjeff:** @mdbarber I'm going to try to use that for every question's answer today. #solopr
- 6:13 pm **SoloPR:** RT @jgombita: A1. Having an online presence & rel. Know a writer who got a ton of (international) contracts via @linkedin activity #solopr
- 6:13 pm **rockstarjen:** So true. They don't know if you don't. RT @KellyeCrane: A1: Most important is to tell people you're interested in this kind of work. #solopr
- 6:13 pm **mdbarber:** RT @KellyeCrane: A1: Most important is to actually tell people you're interested in this kind of work. #solopr
- 6:13 pm **janetfalk:** A1: Introduced NYC self on Linked In & connected w/ Denver-based #solopr. Saw separate post on LinkedIn and connected w/ FL-based mktg pro.
- 6:14 pm **arikhanson:** Q1: Approach a "virtual agency" of solos to see if they might need a PR arm. #solopr
- 6:14 pm **SoloPR:** RT @karensxim: A1: A huge part of my biz is sub and it's all been through relationships #solopr
- 6:14 pm **PRjeff:** @deegospel Hi Dee. #solopr
- 6:14 pm **mdbarber:** @PRjeff It usually works. If we don't network and people don't know we're available they won't hire us. #solopr
- 6:14 pm **krisTK:** Q1: Turn to your network for contacts at agencies or referrals to agencies if you don't know anyone there. Know their clients, etc. #solopr
- 6:14 pm **SoloPR:** RT @arikhanson: Q1: Approach a "virtual agency" of solos to see if they might need a PR arm. #solopr
- 6:14 pm **karensxim:** @LScribner Lol, I don't mind being comic relief ;-) #solopr
- 6:14 pm **MarketingMel:** @jgombita@PRjeff Meant to say \*not\* Celsius like my good Canadian friends! #soloPR
- 6:14 pm **deegospel:** @KellyeCrane True. I should do so more. Most think I only service pub & music, because I don't tell otherwise. #solopr
- 6:14 pm **jgombita:** @rockstarjen this person does it by answering various Group questions very frequently (to demonstrate expertise). FIFTY some days! #solopr
- 6:15 pm **rmpapag:** A1. Networking, networking, networking. So glad I can carve out time for #solopr this week!
- 6:15 pm **PRjeff:** A1: And tout that the co. really wouldn't to have you around as a full-time employee anyway... #solopr
- 6:15 pm **JillComm:** A1: Past full-time jobs are also a great source of future subcontracting. #solopr
- 6:15 pm **cidokogiPR:** RT @arikhanson: Q1: Approach a "virtual agency" of solos to see if they might need a PR arm. #solopr
- 6:15 pm **jenzings:** Ooops, forgot to check in. I'm Jen and I am here to learn, #solopr
- 6:15 pm **rockstarjen:** @jgombita that's a great idea! i don't spend enough (any) time doing that, and i know i should. #solopr
- 6:15 pm **deegospel:** @PRjeff i "see" good tweeting over there #solopr
- 6:16 pm **karensxim:** A1: There's an old saying, "closed mouth don't get fed," so step 1 let people know you're avail for sub work #solopr
- 6:16 pm **r\_efrain\_ayala:** Couldn't agree more! RT @JillComm: A1: Past full-time jobs are also a great source of future subcontracting. #solopr
- 6:16 pm **deegospel:** @jenzings Hi, Jen #solopr
- 6:16 pm **KellyeCrane:** A1: Also, keep an eye out for agencies and other indies who say they just got a big new client. Can offer to assist. #solopr
- 6:16 pm **MuslimNewMedia:** joining in late , hi everyone! #SoloPR

- 6:16 pm **krisTK:** Q1: An online presence and natl connections (thru PRSA) have led to large agencies contacting me for projects in my neck of woods #solopr
- 6:16 pm **rockstarjen:** A1 Love @jgombita 's advice answering questions in Groups on @linkedin. She said she know someone who does this frequently. #solopr
- 6:16 pm **karensxim:** RT @KellyeCrane: A1: Also, keep eye out for agencies and other indies who say they just got a big new client. Can offer to assist. #solopr
- 6:16 pm **RobinMarie:** @jenzings Nice to meet you. Recognize your name from FIR podcasts #solopr #solopr
- 6:16 pm **SoloPR:** Never heard that one! So true. RT @karensxim: A1: There's an old saying, "closed mouth don't get fed"... #solopr
- 6:16 pm **rockstarjen:** RT @KellyeCrane: A1: Also, keep eye out for agencies and other indies who say they just got a big new client. Can offer to assist. #solopr
- 6:17 pm **deegospel:** I'm Available Y'all. Lol RT @karensxim: A1: ... "closed mouth don't get fed," so step 1 let people know you're avail for sub work #solopr
- 6:17 pm **karensxim:** @MuslimNewMedia Hi and welcome back! #solopr
- 6:17 pm **arikhanson:** RT @KellyeCrane: A1: Also, keep an eye out for agencies and other indies who say they just got a big new client. #solopr
- 6:17 pm **mdbarber:** RT @krisTK: Q1: Online presence & natl connections (thru PRSA) have led to agencies contacting me for projects in my neck of woods #solopr
- 6:17 pm **Romie:** A1: I usual sub my work to traditional PR places and just run the online section, usually introduced through clients #SoloPR
- 6:17 pm **michaelelgo:** @rockstarjen Thanks! I know... That was a great night! #sdtweetup #solopr Just absorbing the rapid fire chat here! Y'all are quick!!
- 6:17 pm **jgombita:** @rockstarjen yes & no. She does it b/c she's looking for (preferably F/T) work, and has the time. You're probably too busy working! #solopr
- 6:17 pm **PRjeff:** @deegospel Now that I know you're watching I'll have to pick up my game. #solopr
- 6:17 pm **karensxim:** Great advice from @jgombita on LinkedIn used that strategy alot for clients & self in early years #solopr
- 6:17 pm **krisTK:** Q1: First client was agency w 2 pregnant PR reps. Handled overflow for 5 months until both back from leave. #solopr
- 6:17 pm **deegospel:** @arikhanson Hi, Arik. Long time no Seeeee #solopr
- 6:17 pm **MuslimNewMedia:** @karensxim @MuslimNewMedia thanks! #SoloPR
- 6:18 pm **deegospel:** @PRjeff hee #solopr
- 6:18 pm **SoloPR:** RT @krisTK: Q1: An online presence and natl connections (thru PRSA) have led to large agencies contacting me for projects #solopr
- 6:18 pm **cidokogiPR:** Subcontracting is something I am very interested in to launch my PR services... most definitely.. #solopr
- 6:18 pm **deegospel:** a1 @krisTK true. forgot about subbing for agencies who have staff on maternity leave. did that when i 1st started. #solopr
- 6:18 pm **MarketingMel:** @MichaelElgo It's kind of like the story of the lion and the gazelle here at #soloPR. Either way you better be running!
- 6:19 pm **jgombita:** Agree with @deegospel, @arikhanson, nice to see you here in the chat, again. (No teasing, today.) ;-) #solopr
- 6:19 pm **RobinMarie:** @MarketingMel @MichaelElgo Or the grizzly bear and bison in Yellowstone? #solopr
- 6:20 pm **LeydaHernandezV:** !! RT @deegospel: a1 @krisTK true. forgot about subbing for agencies who have staff on maternity leave. did that when i 1st started. #solopr
- 6:20 pm **deegospel:** For the next hour you'll see speed updating from me. Be advised. #solopr
- 6:20 pm **rockstarjen:** @jgombita okay, that may be part of it. :) #solopr
- 6:20 pm **jgombita:** RT @arikhanson: Q1: Approach a "virtual agency" of solos to see if they might need a PR arm. #solopr

6:20 pm **krisTK:** Q1: Some agencies use subs as ongoing part of team; others hire for specific gigs. #solopr

6:20 pm **janetfalk:** @deegospel @MarketingMel Have to connect offline soon #solopr

6:20 pm **PRjeff:** A1: And show advantages of having a 3rd-party's unbiased view #solopr

6:20 pm **KellyeCrane:** A1: Don't be afraid to reach out to people you don't know yet, letting them know your areas of focus. That's how I started. #solopr

6:21 pm **deegospel:** @janetfalk yes, we do #solopr

6:21 pm **SoloPR:** RT @krisTK: Q1: Some agencies use subs as ongoing part of team; others hire for specific gigs. #solopr

6:21 pm **rockstarjen:** @deegospel @krisTK i subbed for someone on maternity leave twice (they same person). was fabulous. #solopr

6:21 pm **arikhanson:** @deegospel Thanks. I always \*want\* to participate, but lately just haven't had the spare time... #solopr

6:21 pm **cidokogiPR:** Great idea!! Never thought of subbing for those on maternity leave #solopr

6:21 pm **krisTK:** Specialization is great idea! RT @Romie: A1: I usual sub my work to traditional PR places and just run the online section #solopr

6:21 pm **MarketingMel:** A. 1 My indie biz. consultants group is an excellent informal source of work leads. Yes you do have to #networki. #soloPR

6:21 pm **deegospel:** RT @PRjeff: A1: And show advantages of having a 3rd-party's unbiased view #solopr

6:21 pm **strategicstudio:** A1 Tell everyone what you'd like to do. They often know ppl in the field and will introduce you. #solopr

6:22 pm **deegospel:** @arikhanson I know... #solopr

6:22 pm **arikhanson:** Q1: Also, target corp comm teams you may have heard are overworked. Take them out to coffee. Get to know them. #solopr

6:22 pm **janetfalk:** A1 Most NYC agencies holding onto client work and NOT subcontracting cuz folks are under-billing #solopr

6:22 pm **KellyeCrane:** A1: Especially with the wacky economy, many agencies and corporate PR are slow to hire in-house. Good for us! #solopr

6:22 pm **rockstarjen:** RT @arikhanson: Q1: Also, target corp comm teams you may have heard are overworked. Take them out to coffee. Get to know them. #solopr

6:22 pm **deegospel:** @rockstarjen yes! #solopr

6:22 pm **jpgombita:** Your "weak links!" RT @strategicstudio Tell everyone what you'd like to do. They often know ppl in the field and will introduce you. #solopr

6:22 pm **SoloPR:** Interesting RT @janetfalk: A1 Most NYC agencies holding onto client work and NOT subcontracting cuz folks are under-billing #solopr

6:23 pm **deegospel:** RT @KellyeCrane: A1: Especially with the wacky economy, many agencies and corporate PR are slow to hire in-house. Good for us! #solopr

6:23 pm **MarketingMel:** @RobinMarie Hey I saw that bison at Yellowstone! Jumped out of his path quickly. Had all that #soloPR practice moving fast!

6:23 pm **Romie:** @KristK I have found that in many cases the more you specialize more often you can find someone who needs your work #solopr

6:23 pm **SoloPR:** RT @strategicstudio: A1 Tell everyone what you'd like to do. They often know ppl in the field and will introduce you. #solopr

6:24 pm **KellyeCrane:** @rockstarjen @deegospel @krisTK Same person, multiple maternity leaves? Hope she's going for a big family! :- ) #solopr

6:24 pm **SoloPR:** Q2 is up next... #solopr

6:24 pm **deegospel:** @cidokogiPR Hi, Christine #solopr

6:24 pm **krisTK:** Amen! RT @KellyeCrane: A1: Especially with the wacky economy, agencies and corporate PR are slow to hire in-house. #solopr

6:25 pm **deegospel:** @KellyeCrane: @rockstarjen @deegospel @krisTK lol #solopr

- 6:25 pm **SoloPR:** Q2: What, if any, online membership sites do you belong to and why? (Ragan, Marketing Profs. Mtkg Sherpa, etc.) #solopr
- 6:25 pm **karenskim:** RT @SoloPR: Q2: What, if any, online membership sites do you belong to and why? (Ragan, Marketing Profs. Mtkg Sherpa, etc.) #solopr
- 6:25 pm **deegospel:** @janetfalk which is silly, because that sub will eventually price themselves out of work. #solopr
- 6:25 pm **rockstarjen:** @KellyeCrane @deegospel @krisTK she had two babies. no more, right @SamSteinwinder? :) #solopr
- 6:26 pm **deegospel:** RT @SoloPR: Q2: What, if any, online membership sites do you belong to and why? (Ragan, Marketing Profs. Mtkg Sherpa, etc.) #solopr
- 6:26 pm **krisTK:** Maybe she needs a nanny too? @KellyeCrane: @rockstarjen @deegospel @krisTK Same person, multiple maternity leaves = Big Family? #solopr
- 6:26 pm **krisTK:** RT @SoloPR: Q2: What, if any, online membership sites do you belong to and why? (Ragan, Marketing Profs. Mtkg Sherpa, etc.) #solopr
- 6:26 pm **jetsnow:** RT @karenskim: RT @SoloPR: Q2: What, if any, online membership sites do you belong to and why? (Ragan, Marketing Profs. Mtkg Sherpa, etc.) #solopr
- 6:26 pm **caspa:** RT @karenskim There's an old saying, "closed mouth don't get fed," so step 1 let people know you're avail for sub work #solopr > Well said.
- 6:26 pm **Pam\_Ivey:** RT @karenskim There's an old saying, "closed mouth don't get fed," so step 1 let people know you're avail for sub work #solopr > Well said.
- 6:26 pm **cidokogiPR:** @deegospel Hi DEE!!! :-)) #solopr
- 6:27 pm **cidokogiPR:** RT @KellyeCrane: A1: Especially with the wacky economy, many agencies and corporate PR are slow to hire in-house. Good for us! #solopr
- 6:27 pm **cloudspark:** q2: marketngprofs and marketinsherpa #solopr
- 6:27 pm **jgombita:** A2. Signed up for the dedicated @melcrum community (now moved to @linkedin), but that's the only one. (Other than @linkedin Groups.) #solopr
- 6:27 pm **LeydaHernandezV:** Great ? RT @SoloPR: Q2: What, if any, online membership sites do you belong to and why? (Ragan, Marketing Profs. Mtkg Sherpa, etc.) #solopr
- 6:27 pm **KellyeCrane:** A2: I'm a member of @MarketingProfs and I find it valuable. #solopr
- 6:27 pm **cidokogiPR:** RT @SoloPR: RT @strategicstudio: A1 Tell everyone what youd like to do. They often know ppl in the field and will introduce you. #solopr
- 6:28 pm **MissSuccess:** Jumping in late. #solopr
- 6:28 pm **jgombita:** @KellyeCrane is the @MarketingProfs community paid or free? #solopr
- 6:28 pm **mdbarber:** A2 - Only thing I've PAID for is IPA section through PRSA. Great add-on to my membership which is also really valuable. #solopr
- 6:28 pm **SoloPR:** RT @jgombita: A2. Signed up for the dedicated @melcrum community (now moved to LI), but that's the only one. (Other than LI Groups. #solopr
- 6:28 pm **deegospel:** a2 none. i once did, but i've spent so much time in my speciality, my memberships are within that speciality (publishing) #solopr
- 6:28 pm **rockstarjen:** I think I need re sign up again. RT @KellyeCrane: A2: Im a member of @MarketingProfs and I find it valuable. #solopr
- 6:28 pm **krisTK:** I participate in Ragan.com for its content and @propenmic (students, faculty and PR pros) for its forums. Both great resources. #solopr
- 6:28 pm **KellyeCrane:** There are free sections and paid sections. I pay. RT @jgombita: @KellyeCrane is the @MarketingProfs community paid or free? #solopr
- 6:28 pm **LScribner:** @KellyeCrane Is MarketingProfs a paid membership? #solopr
- 6:29 pm **MuslimNewMedia:** @KellyeCrane : useful for contacts, professional ideas, or both? #SoloPR
- 6:29 pm **mdbarber:** @cloudspark How do you use marketingsherpa? #solopr
- 6:29 pm **krisTK:** RT @mdbarber: A2 - Only thing I've PAID for is IPA section through PRSA. Great add-on to my membership which is also really valuable #solopr

- 6:29 pm **janetfalk:** A2 Not a paid member but get feeds from Ragan, MktgProfs, MktgSherpa, NetworkforGood #solopr
- 6:29 pm **rockstarjen:** @mdbarber I signed up for PRSA IPA, too, but I never used it. I just haven't been able to get it going. #solopr
- 6:29 pm **RobinMarie:** I'm a member of both Marketing Profs and Ragan but need to figure out which is more valuable for pd mbrshp. #solopr
- 6:29 pm **mdbarber:** Difference between paid and unpaid Marketingprofs? #solopr
- 6:30 pm **KellyeCrane:** I like @MarketingProfs mainly for the case studies RT @MuslimNewMedia: @KellyeCrane : useful for contacts, prof ideas, or both? #SoloPR
- 6:30 pm **SoloPR:** RT @RobinMarie: I'm a member of both Marketing Profs and Ragan but need to figure out which is more valuable for pd mbrshp. #solopr
- 6:30 pm **mdbarber:** @rockstarjen Make a point of doing almost all of their webinars. Share cost with other local solos. #solopr
- 6:30 pm **RobinMarie:** Have attended Ragan SM media conferences 1st 2 yrs and registration is cheaper as a member. But open to something new this year. #solopr
- 6:30 pm **jgombita:** A2. I avoid signing up for anything (free or not) that results in lots of marketing spam.... #solopr
- 6:30 pm **SoloPR:** BTW, I've been thinking of doing a blog post about @marketingprofs, so it looks like that might be useful to you all #solopr
- 6:30 pm **karensxim:** @mdbarber Paid Marketing Profs unlocks premium content & paid webinars #solopr
- 6:31 pm **krisTK:** @rockstarjen That's not unusual. #solopr
- 6:31 pm **rockstarjen:** @mdbarber I tried to do that recently and had a hard time getting others to join. : ( #solopr
- 6:31 pm **SoloPR:** Good point! RT @jgombita: A2. I avoid signing up for anything (free or not) that results in lots of marketing spam. #solopr
- 6:31 pm **mdbarber:** @rockstarjen Bummer. We usually get 3 or 4. Surprises me because you have a larger base. #solopr
- 6:31 pm **deegospel:** a2: I was in Ragan & Marketing Profs, but still haven't time to absorb all the info. #solopr
- 6:31 pm **SoloPR:** Q3 up next... #solopr
- 6:32 pm **rockstarjen:** @mdbarber might have just been timing and should try again #solopr
- 6:32 pm **karensxim:** A2: I filtered out a lot in the past 4 months but I do participate in Ragan like the forums and content #solopr
- 6:32 pm **jgombita:** @SoloPR do you know which community/for-profit company to which I refer? ;-) #solopr
- 6:32 pm **mdbarber:** @rockstarjen Hopefully that was it. #solopr
- 6:33 pm **mdbarber:** @karensxim Do you feel the cost is worth it? Are you also in PRSA? #solopr
- 6:33 pm **SoloPR:** @jgombita There are several, actually! #solopr
- 6:33 pm **SoloPR:** Q3: Now that 2011 is upon us, what conferences are you looking to attend? How much \$ and time are you willing to spend? #solopr
- 6:33 pm **cidokogiPR:** Currently taking notes!! I use Ragan here and there #solopr
- 6:33 pm **krisTK:** Q2: If messages focus on paying for more and not providing content, I unsubscribe very quickly . Agree w @jgombita re: spam #solopr
- 6:34 pm **deegospel:** RT @SoloPR: Q3: Now that 2011 is upon us, what conferences are you looking to attend? How much \$ and time are you willing to spend? #solopr
- 6:34 pm **krisTK:** RT @SoloPR: Q3: Now that 2011 is upon us, what conferences are you looking to attend? How much \$ and time are you willing to spend? #solopr
- 6:34 pm **karensxim:** @mdbarber Not in PRSA and honestly there is so much free info these days justifying mbrships gets tough #solopr

- 6:34 pm **PRjeff:** RT @krisTK: Q2: If messages focus on paying 4 more & not providing content, I un-subscribe very quickly. Agree w @jgombita re: spam #solopr
- 6:34 pm **cloudspark:** @KellyeCrane i agree - the case studies fr @marketingprofs are examples to learn from esp in newer spaces like social #solopr
- 6:34 pm **KellyeCrane:** @mdbarber @karensxim I think if you encounter potential clients in new areas/industries, MP is worth it. If you don't, maybe not #solopr
- 6:34 pm **mdbarber:** A3 -- I always attend PRSA. Next Oct is in Orlando. It's the best place to network & learn from other comm people. #solopr
- 6:34 pm **rockstarjen:** A3 too early to tell for me. SXSW is always a juicy networking opp, but timing & budget closer to the date will help decision. #solopr
- 6:35 pm **mdbarber:** @karensxim PRSA so valuable to me I can't imagine not being part of it. Information and networking more than pays for the membership #solopr
- 6:35 pm **jgombita:** @krisTK even enewsletters that once linked to (all free) content, but have moved to partially "subscriber's only." I unsubscribe. #solopr
- 6:35 pm **cidokogiPR:** RT @SoloPR: BTW, Ive been thinking of doing a blog post about @marketingprofs, so it looks like that might be useful to you all #solopr
- 6:35 pm **MuslimNewMedia:** @SoloPR @marketingprofs: blog pst re mkt profs might be good, thx!--maybe quickly include others,too? e.g.,havenrt heard of Ragan #SoloPR
- 6:35 pm **cloudspark:** q3: i usually budget for 3 confs to attend (where i'm not speaking); the budget is under prof development #solopr
- 6:35 pm **deegospel:** a3: My niche industry related and also because my book releases next June: #DBW, BookExpo, RWA. SXSW for sure and BlogHer #solopr
- 6:36 pm **krisTK:** Q3: Conferences: PR Assn of MS in Biloxi March 17-18 (I'm 2011 prez); Southern PR Federation (sprf.org) Oct in Point Clear AL. #solopr
- 6:36 pm **RobinMarie:** Q3: Anyone been to New Comm Forum in Northern Ca? #solopr
- 6:36 pm **karensxim:** @KellyeCrane @mdbarber Agree, MP is great, have been more involved in past but I'm in recovery from info overload #solopr
- 6:36 pm **cloudspark:** @mdbarber resource for numbers, stats, case studies. you? #solopr
- 6:36 pm **arikhanson:** Q3: Looking to break out of same ol same ol. Maybe a TED package? #solopr
- 6:36 pm **LScribner:** @rockstarjen SXSW would be great, a nice mix of tech, creative, etc. #solopr
- 6:36 pm **deegospel:** @arikhanson I've been intrigued by TED #solopr
- 6:37 pm **arikhanson:** Also may think about Counselors Academy although price tag is a bit steep. Anyone else considering or been? #solopr
- 6:37 pm **deegospel:** Me2 RT @karensxim: @KellyeCrane @mdbarber Agree, MP is great, have been more involved in past but I'm in recovery from info overload #solopr
- 6:37 pm **karensxim:** A3: Have not decided on 2011 conferences yet, can't wrap my head around the fact 2010 is ending! #solopr
- 6:37 pm **mdbarber:** @KellyeCrane @karensxim Interesting re: MP. Trying to justify cost of more memberships & information. #solopr
- 6:37 pm **rockstarjen:** A3 also researching smaller shows where content is more valuable than the networking. usually it's the other way around. #solopr
- 6:37 pm **SoloPR:** RT @RobinMarie: Q3: Anyone been to New Comm Forum in Northern Ca? #solopr
- 6:37 pm **MuslimNewMedia:** setting aside a little for PRSA membership myself #SoloPR
- 6:37 pm **jgombita:** A3. I am really liking the Canadian Women in Communications events I am attending, in terms of years of experience, calibre & level. #solopr
- 6:37 pm **cidokogiPR:** Speaking of conferences, I just attended PR DAY in Houston! Here is my write up about it <http://bit.ly/h0QILm> @PRSAHouston #solopr
- 6:37 pm **deegospel:** @karensxim sometimes I feel like I'm still in 2009 #solopr
- 6:37 pm **mdbarber:** @arikhanson Been in Counselor's Academy. Now just do IPA. Counselor's great group of people; more agency driven. #solopr

- 6:37 pm **LScribner:** @RobinMarie Never heard of it, do you have a link to New Comm Forum? #solopr
- 6:37 pm **arikhanson:** @jgombita The Women in Comm group here in MSP is pretty active, too. Heard good things. #solopr
- 6:37 pm **krisTK:** Hope to see you there. RT @mdbarber: A3 -- I always attend PRSA. Orlando 2011. Best place to network & learn from other comm people #solopr
- 6:37 pm **SoloPR:** RT @arikhanson: Also may think about Counselors Academy although price tag is a bit steep. Anyone else considering or been? #solopr
- 6:38 pm **RobinMarie:** @arikhanson Any thoughts on Content conference here in Mpls in May? #solopr
- 6:38 pm **LeydaHernandezV:** @cidokogiPR That's awesome!! Thanks for sharing! #solopr
- 6:38 pm **karensim:** @deegospel You are not alone! #solopr
- 6:38 pm **SoloPR:** RT @rockstarjen: A3 researching smaller shows where content is more valuable than the networking. usually it's the other way around. #solopr
- 6:38 pm **arikhanson:** @mdbarber Kinda what I thought. But @ginidietrich and @abbief are such big advocates. Just thinking about it. #solopr
- 6:38 pm **mdbarber:** @krisTK Think Orlando's going to be a great conference. Putting together my proposal for presentation now. You can guess the topic. #solopr
- 6:38 pm **krisTK:** @arikhanson I hear really great things about #caprsa but it doesnt seem good fit for me and my goals. #solopr
- 6:38 pm **arikhanson:** @RobinMarie Hmm...not sure. Check with @halvorson. Sure she has something up her sleeve in 2011... #solopr
- 6:39 pm **rockstarjen:** @LScribner i see SXSW being much like BWE. content isn't exactly what i need, but great networking and energizing #solopr
- 6:39 pm **krisTK:** RT @cidokogiPR: Speaking of conferences, I just attended PR DAY in Houston! Here is my writeup <http://bit.ly/h0QILm> @PRSAHouston #solopr
- 6:39 pm **mdbarber:** @arikhanson yes they are. But their "agency" is different too. #solopr
- 6:39 pm **tomlinsonclean:** RT @SoloPR: Good point! RT @jgombita: A2. I avoid signing up for anything (free or not) that results in lots of marketing spam. #solopr
- 6:39 pm **arikhanson:** @KristK I'm not trying to become an agency and it seems more geared toward that audience, right? #caprsa #solopr
- 6:39 pm **PRjeff:** Wait. 2010 is ending? RT @karensim: A3: Haven't decided on 2011 conferences yet, can't wrap my head around the fact 2010 is ending! #solopr
- 6:39 pm **cloudspark:** q3: challenge is that if i participated in every webinar/seminar/conf offered, i'd never be at work and be bankrupt. #solopr
- 6:39 pm **jgombita:** @arikhanson last night's event featured the OCAD university president, who spoke about building science into art/design careers! #solopr
- 6:39 pm **mdbarber:** That was me too: RT @krisTK: @arikhanson I hear really great things about #caprsa but it doesnt seem good fit for me and my goals. #solopr
- 6:39 pm **LeydaHernandezV:** There is no formal #FPRA chapter here in the Miami area. =( #solopr
- 6:39 pm **LeydaHernandezV:** RT @cloudspark: q3: challenge is that if i participated in every webinar/seminar/conf offered, i'd never be at work and be bankrupt. #solopr
- 6:39 pm **SoloPR:** RT: @mdbarber @arikhanson Been in Counselor's Academy. Now just do IPA. Counselor's great group of people; more agency driven. #solopr
- 6:40 pm **cidokogiPR:** RT @LeydaHernandezV: @cidokogiPR Thats awesome!! Thanks for sharing! << THANKS!!! :) #solopr
- 6:40 pm **RobinMarie:** @LScribner From the 2010 event. Nothing up yet for 2011 <http://www.newcommforum.com/> #solopr
- 6:40 pm **mdbarber:** @LeydaHernandezV The Miami PRSA chapter is very active. Hope you're involved there. #solopr
- 6:40 pm **karensim:** @PRjeff Ha! You missed the memo too! Rumor has it that the year is ending in 3 weeks. #solopr

- 6:40 pm **cloudspark:** also think it's vital that PR people not only go to PR confs/webinars. go to marketing or other business events. round out. #solopr
- 6:40 pm **SoloPR:** RT @cloudspark: q3: challenge is that if i participated in every webinar/seminar/conf offered, i'd never be at work and be bankrupt #solopr
- 6:41 pm **cidokogiPR:** @krisTK Thank you for the RT! You rock! #solopr
- 6:41 pm **krisTK:** @arikhanson I think so. Some PRSA members belong to both IPA and CA. I want to be my own boss, not someone else's. #solopr
- 6:41 pm **mdbarber:** Good point: RT @cloudspark: PR people should not only go to PR confs/webinars. go to marketing or other business events. round out. #solopr
- 6:41 pm **MuslimNewMedia:** A3 at this stage, i'm planning for Muslim conferences, as that's where my prospective clients will be #SoloPR
- 6:41 pm **karenskim:** RT @cloudspark: its vital that PR people not only go to PR confs/webinars. go to marketing or other business events. round out. #solopr
- 6:41 pm **cidokogiPR:** RT @cloudspark: q3: challenge is that if i participated in every webinar/seminar/conf offered, id never be at work and be bankrupt #solopr
- 6:41 pm **SoloPR:** Smart RT @MuslimNewMedia: A3 at this stage, i'm planning for Muslim conferences, as that's where my prospective clients will be #solopr
- 6:41 pm **RobinMarie:** @cloudspark and Twitter chat. :-) #solopr
- 6:41 pm **LeydaHernandezV:** Are in this area as well?RT @mdbarber: @LeydaHernandezV The Miami PRSA chapter is very active. Hope you're involved there. #solopr
- 6:41 pm **rockstarjen:** Great point. RT @cloudspark: PR people should not only go to PR confs/webinars. go to marketing or other business events. round out. #solopr
- 6:42 pm **kgombita:** @cloudspark do you (personally) still think it's worthwhile/relevant to attend conferences with a purely "social media" focus? #solopr
- 6:42 pm **krisTK:** @cidokogiPR Always wanted to go to PR Day @houstonprsa but never got there. #solopr
- 6:42 pm **SoloPR:** Great answers, all! Q4 is up next... #solopr
- 6:42 pm **michaelcalienes:** Unsilo'd engagement RT @cloudspark: Vital that PR ppl not only go to PR confs/webinars. go to mktg/other business events. round out. #solopr
- 6:42 pm **mdbarber:** @LeydaHernandezV What part of Florida? #solopr
- 6:42 pm **Romie:** Exactly! RT @cloudspark: q3: challenge is that if participated in every webinar/seminar/conf, id never be at work & be bankrupt #solopr
- 6:43 pm **cidokogiPR:** There r so many that finding quality ones is like finding a needle in a haystack.. We did talk abt managing our funds last week? lol #solopr
- 6:43 pm **mdbarber:** Conferences you attend/memberships you have really depend on your own goals and vision. Don't sway from that focus. #solopr
- 6:43 pm **SoloPR:** Q4: What are your plans for the holidays? Taking off work? Blogging? How are you handling? #solopr
- 6:43 pm **rockstarjen:** RT @SoloPR: Q4: What are your plans for the holidays? Taking off work? Blogging? How are you handling? #solopr
- 6:43 pm **kgombita:** After listening to Ira Basen's @cbcradio doc about Engineering Search, I think #seo writing is going to be vital for PR people. #solopr
- 6:43 pm **SoloPR:** RT @mdbarber: Conferences you attend/memberships you have really depend on your own goals and vision. Don't sway from that focus. #solopr
- 6:43 pm **karenskim:** RT @SoloPR: Q4: What are your plans for the holidays? Taking off work? Blogging? How are you handling? #solopr
- 6:43 pm **LeydaHernandezV:** Miami/Ft. Lauderdale RT @mdbarber: @LeydaHernandezV What part of Florida? #solopr
- 6:43 pm **krisTK:** @kgombita If the sessions focus on areas where I need to learn more, I think SM conferences are worth it. #solopr
- 6:43 pm **deegospel:** RT @SoloPR: Q4: What are your plans for the holidays? Taking off work? Blogging? How are you handling? #solopr

- 6:44 pm **rockstarjen:** Q4 I just resigned from a client, so looking forward to some down time this holiday! #solopr
- 6:44 pm **SoloPR:** RT @krisTK: @jgombita If the sessions focus on areas where I need to learn more, I think SM conferences are worth it. #solopr
- 6:44 pm **krisTK:** RT @jgombita: After listening to Ira Basen's @cbcradio doc on Engineering Search, I think #seo writing is going to be vital for PR #solopr
- 6:44 pm **cloudspark:** q4: no client work, biz planning and catching up on blogging. all from a laptop in front of a fireplace of course. #solopr
- 6:44 pm **mdbarber:** @rockstarjen Hope that resignation was a good thing. Sometimes they are. #solopr
- 6:44 pm **rockstarjen:** A4 Also planning on spending more time with the Dog Beach blog. I've been neglecting it a bi. #solopr
- 6:44 pm **SoloPR:** Hooray! RT @rockstarjen: Q4 I just resigned from a client, so looking forward to some down time this holiday! #solopr
- 6:44 pm **LeydaHernandezV:** Q4: Traveling and Disconnecting. Going to Spain, Italy, UK and Greece. @SoloPR #solopr
- 6:44 pm **mdbarber:** Holidays offer more time for family; plan for 2011. #solopr
- 6:44 pm **MuslimNewMedia:** Q4 will be trying to drum up work! even tho its a slow time of year. ... #SoloPR
- 6:45 pm **MarketingMel:** @SoloPR IA. 4 I am using this bit of \*spare\* time to work on my own #marketing #PR #soloPR
- 6:45 pm **jgombita:** @KristK are you prepared to say publicly what areas of social media you still feel a need to get up-to-speed on? #solopr
- 6:45 pm **SoloPR:** q4: no client work, biz planning and catching up on blogging. all from a laptop in front of a fireplace of course. #solopr
- 6:45 pm **karensxim:** @LeydaHernandezV Now that is truly my idea of a holiday! #solopr
- 6:45 pm **akenn:** I'm in survival mode...too much going on this month! Keep thinking of things I'd like to do "when things settle down" i.e. Jan/Feb #solopr
- 6:45 pm **krisTK:** RT @mdbarber: Conferences you attend/memberships you have really depend on your own goals and vision. Don't sway from that focus #solopr
- 6:45 pm **deegospel:** a4: i took myself off Dec. 1st to write Book 2, which is due to my editor in April & finalize marketin campaign for Book 1 (06/11) #solopr
- 6:45 pm **rockstarjen:** @mdbarber absolutely. positive on all fronts. i was the right thing to do for all involved. #solopr
- 6:45 pm **janetfalk:** Work slowed to a crawl, so organize for 2011. clean up contact database, visit in-laws, etc. #solopr
- 6:45 pm **cloudspark:** @jgombita not so much anymore. i think we need to see social confs that focus on integrating it with existing marketing or biz ops #solopr
- 6:45 pm **MarketingProfs:** @KellyeCrane Thanks for all your kind words, Kellye! #soloPR
- 6:45 pm **jgombita:** Nice! Can I come?! RT @LeydaHernandezV: Traveling and Disconnecting. Going to Spain, Italy, UK and Greece. #solopr
- 6:45 pm **sacevero:** Dropping in on #solopr ...
- 6:45 pm **deegospel:** @LeydaHernandezV can you send me a postcard (i can't fly overseas...sigh...) #solopr
- 6:45 pm **krisTK:** RT @SoloPR: Q4: What are your plans for the holidays? Taking off work? Blogging? How are you handling? #solopr
- 6:46 pm **karensxim:** A4: Working with some down time #solopr
- 6:46 pm **mdbarber:** @rockstarjen That's good...and so is the free time. #solopr
- 6:46 pm **janetfalk:** No party; make donation to nonprofit in clients' names and send hallmark card #solopr
- 6:46 pm **rockstarjen:** Nice! RT @LeydaHernandezV: Q4: Traveling and Disconnecting. Going to Spain, Italy, UK and Greece. @SoloPR #solopr

- 6:46 pm **cloudspark:** @jgombita only time those social-only seem relevant is if you're still not sure about the channels, how to build, execute, etc #soloPR
- 6:46 pm **SoloPR:** Wow! Post some pics on the #solopr FB page :- ) RT @LeydaHernandezV: Q4: Traveling and Disconnecting. Going to Spain, Italy, UK and Greece
- 6:46 pm **deegospel:** must leave chat early, need to get home in time for girlee's hop off the bus. had fun,y'all #solopr
- 6:46 pm **mdbarber:** Fun! RT @LeydaHernandezV: Q4: Traveling and Disconnecting. Going to Spain, Italy, UK and Greece. @SoloPR #solopr
- 6:46 pm **LeydaHernandezV:** Why not!?! RT @jgombita: Nice! Can I come?! RT @LeydaHernandezV: Traveling and Disconnecting. Going to Spain, Italy, UK and Greece. #solopr
- 6:46 pm **krisTK:** I want to spend my holidays with @LeydaHernandezV #solopr
- 6:46 pm **rockstarjen:** @mdbarber yes, it was a crazy year, so need the break. with kid coming next year some time, preemptive strike, too. :) #solopr
- 6:47 pm **karenskim:** @deegospel Bye Dee! :- ) #solopr
- 6:47 pm **LeydaHernandezV:** Sadface. Why? RT @deegospel: @LeydaHernandezV can you send me a postcard (i can't fly overseas...sigh...) #solopr
- 6:47 pm **karenskim:** ha! Me too! RT @krisTK: I want to spend my holidays with @LeydaHernandezV #solopr
- 6:47 pm **cloudspark:** @RobinMarie ahem, i'm guilty there. i get a lot fr twitter chats so i participate when i can. #soloPR
- 6:47 pm **mdbarber:** @rockstarjen Good point. That will completely change your perspective I'm sure. Well...I know. #solopr
- 6:47 pm **sacevero:** Q4A Continue to blog and monitor social media to avoid falling behind. If I took vacay, would still be tempted to check comp 24/7 #solopr
- 6:47 pm **deegospel:** @LeydaHernandezV i have a heart condition that prevents long air flight #solopr
- 6:47 pm **KellyeCrane:** A4: If you're conflicted about what days to take off, check with clients for when they're closed. Can help you decide. #solopr
- 6:47 pm **jgombita:** @cloudspark or "horror" (pretend) case studies, about how your "brand" (always brand) can take a beating if not on social media! :- ) #solopr
- 6:47 pm **deegospel:** @karenskim bye #solopr
- 6:47 pm **cidokogiPR:** Definitely taking some time off and traveling!! I can't wait! I really can't wait until I make that St. Barts money though! lol #solopr
- 6:47 pm **strategicstudio:** A4 Multiple end of the yr projects to finish for clients, then family time and cross country skiing over New Years. #solopr
- 6:47 pm **LeydaHernandezV:** LOL! Join me on my voyage! RT @karenskim: ha! Me too! RT @krisTK: I want to spend my holidays with @LeydaHernandezV #solopr
- 6:47 pm **RobinMarie:** @LeydaHernandezV I'm traveling, too. But only from home office to living room #solopr
- 6:48 pm **michaelelgo:** Q4 defining goals (not resolutions), more blogging, meeting more of my tweeps incl @rockstarjen & @Iscribner! My 2¢. #solopr
- 6:48 pm **LeydaHernandezV:** Will do. RT @SoloPR: Wow! Post some pics on the #solopr FB page :- )
- 6:48 pm **krisTK:** Q4: Business trip Dec. 15-16, then family visit, preparing for 2011. My client work isn't taking a break but hope I'm able to. #solopr
- 6:48 pm **deegospel:** a4: i will continue to blog & do some admin work, get current clients booked for next year events #solopr
- 6:48 pm **Romie:** A4: Holiday plans - catch up backlogs and catch up sleep :) #solopr
- 6:48 pm **cidokogiPR:** RT @LeydaHernandezV: Q4: Traveling and Disconnecting. Going to Spain, Italy, UK and Greece. @SoloPR << drops jaw! lucky you! #solopr
- 6:48 pm **MuslimNewMedia:** lol! RT @RobinMarie: @LeydaHernandezV Im traveling, too. But only from home office to living room #SoloPR
- 6:48 pm **mdbarber:** @RobinMarie Funny but sometimes that's a really long journey too. :- ) #solopr

- 6:48 pm **LeydaHernandezV:** HAHAAAAHA RT @RobinMarie: @LeydaHernandezV I'm traveling, too. But only from home office to living room #solopr
- 6:48 pm **rmpapag:** A4. Contracts always have standard holidays built in, since I don't do a good job of taking time off otherwise ;) #solopr
- 6:49 pm **karensxim:** @LeydaHernandezV you are the perfect model of the Solo life! #solopr
- 6:49 pm **rmpapag:** A4. Working through, but taking Christmas Eve/Day off. End of year rush to deal with. Will plan 2011 better. #solopr
- 6:49 pm **SoloPR:** @sacevero Try to have some downtime - it helps rejuvenate! #solopr
- 6:49 pm **LeydaHernandezV:** =( RT @deegospel: @LeydaHernandezV i have a heart condition that prevents long air flight #solopr
- 6:49 pm **cloudspark:** @rockstarjen so proud of you. lots of solos wait to get 'let go' i/o resigning an account and saving their reputation/brand #soloPR
- 6:49 pm **jenzings:** RT @rmpapag: A4. Contracts have stnd holidays built in, since I don't do a good job of taking time off otherwise ;) #solopr | That's smart
- 6:50 pm **cidokogiPR:** @LeydaHernandezV u r going 2 some of my bucket list destinations.. when u get back u will have to share ur vacay tips & stories! #solopr
- 6:50 pm **krisTK:** Office to Kitchen is much shorter commute, unfortunately (vs Living Room to Office) @mdbarber: @RobinMarie #solopr
- 6:50 pm **KellyeCrane:** A4: I just got a new client that needs stuff done asap (natch), so I'm still considering this question. #solopr
- 6:50 pm **cloudspark:** @KellyeCrane and it's okay to close your own doors for the week (or more). you run your own biz for a reason. #soloPR
- 6:50 pm **rockstarjen:** @cloudspark not to mention their client's reputation/brand ;) #soloPR
- 6:50 pm **KellyeCrane:** Yes! RT @cloudspark: @KellyeCrane and it's okay to close your own doors for the week (or more). you run your own biz for a reason. #soloPR
- 6:51 pm **MuslimNewMedia:** LOL IRT @krisTK: Office to Kitchen is much shorter commute, unfortunately (vs Living Room to Office) @mdbarber: @RobinMarie #SoloPR
- 6:51 pm **jenzings:** @KellyeCrane Well, congrats on the new client! (and I hope you get \*some\* downtime) #solopr
- 6:51 pm **mdbarber:** RT @cloudspark: @KellyeCrane and its okay to close your own doors for the week (or more). you run your own biz for a reason. #solopr
- 6:51 pm **janetfalk:** Jumping off to prep for call w/ prospect. Wish me luck. #solopr
- 6:51 pm **LScribner:** Q4. Working through the holidays, using downtime to get some blog posts written! I've been a slacker. #solopr
- 6:51 pm **krisTK:** RT @cloudspark: It's okay to close your own doors for the week (or more). you run your own biz for a reason. #soloPR #solopr
- 6:51 pm **KellyeCrane:** @jenzings Ha- thanks! #solopr
- 6:51 pm **mdbarber:** True! RT @krisTK: Office to Kitchen is much shorter commute, unfortunately (vs Living Room to Office) @mdbarber: @RobinMarie #solopr
- 6:52 pm **cloudspark:** @jgombita that's SOS - shiny object syndrome. my counter? chase customers, not technology. #soloPR
- 6:52 pm **jgombita:** @KristK thanks for RT, Kris! FYI, I interviewed Ira Basen about it prior to the broadcast: <http://ow.ly/3if7e> (Hope you listen!) #solopr
- 6:52 pm **rmpapag:** RT @cloudspark: @KellyeCrane and it's okay to close your own doors for the week (or more). you run your own biz for a reason. #soloPR
- 6:52 pm **MuslimNewMedia:** good luck Janet! #SoloPR
- 6:52 pm **SoloPR:** Related to Q4, should we cancel the 12/22 #solopr chat? How about 12/29?
- 6:53 pm **janetfalk:** @MuslimNewMedia Thanks! Will let you know. #solopr
- 6:53 pm **LScribner:** @SoloPR We could make the 12/29 chat one on PR New Year's resolutions! #solopr

- 6:53 pm **RobinMarie:** @cloudspark @KellyeCrane Rcnt pr2.0 chat talked abt being available 24/7 for client needs. Hard yt import to balance work & fmly. #solopr
- 6:53 pm **michaelelgo:** RT @LScribner: @SoloPR We could make the 12/29 chat one on PR New Year's resolutions! #solopr
- 6:53 pm **LeydaHernandezV:** @cidokogiPR I L<3VEEE to travel, and am constantly adding places to my Bucket List. I just wrote a whole new list last wk! #solopr
- 6:53 pm **SoloPR:** Yes, I'm crowdsourcing our #solopr chat schedule. :-)
- 6:53 pm **MuslimNewMedia:** So true. SM is about user behavior, not tool du jour RT @cloudspark: @jgombita . chase customers, not technology. #SoloPR
- 6:54 pm **cloudspark:** @SoloPR cancel, and solos can donate that time to their families, plans, businesses, the skate park. whatever they choose. #soloPR
- 6:54 pm **mdbarber:** I suggest canceling both chats to give us more time with family. Would make it more likely we all actually take the downtime. #solopr
- 6:54 pm **sacevero:** @SoloPR Ended up scheduling #prwebchat Dec 16 then break until Jan 6 so evry1 has time 4 their vacay and won't worry about missing. #solopr
- 6:54 pm **LeydaHernandezV:** RT @cloudspark: and it's okay to close your own doors for the week (or more). you run your own biz for a reason. #soloPR
- 6:54 pm **mdbarber:** RT @cloudspark: @SoloPR cancel so solos can donate time to their families, plans, businesses, the skate park. whatever they choose. #solopr
- 6:54 pm **rmpapag:** A4. I say cancel 12/22 (distracted holiday preparations) , but keep 12/29 (glee that a day of beverages approaches) for sure. #solopr my .02
- 6:55 pm **cloudspark:** @RobinMarie @kellyecrane - i agree to 24/7 to a point. but i have boundaries and i'm not afraid to make them clear to my clients. #soloPR
- 6:55 pm **KellyeCrane:** @RobinMarie @cloudspark I've said recently, I'm a firm believer in training clients to have realistic expectations on your time. #solopr
- 6:55 pm **karensxim:** I'm up for both but will bow to those with families and plans #solopr
- 6:55 pm **krisTK:** @SoloPR 12/22 is bad for me w family commitments, but 12/29 would work. Hate to go 2 weeks w/out this group. #solopr
- 6:55 pm **jgombita:** @KristK but it doesn't only apply to blogs. Do you write for client websites or anything on the interwebs? How & what you write imp. #solopr
- 6:55 pm **cloudspark:** RT @KellyeCrane: @RobinMarie @cloudspark I've said recently, I'm a firm believer in training clients to have realistic expectations on your time. #solopr
- 6:56 pm **MuslimNewMedia:** @karensxim same here #SoloPR
- 6:56 pm **SoloPR:** Ha! RT @rmpapag: A4. I say cancel 12/22 (distracted holiday preparations) , but keep 12/29 (glee that a day of beverages approaches) #solopr
- 6:56 pm **jgombita:** RT @MuslimNewMedia So true. SM is about user behavior, not tool du jour RT @cloudspark: @jgombita . chase customers, not technology #solopr
- 6:56 pm **rockstarjen:** RT @KellyeCrane: @RobinMarie @cloudspark Im a firm believer in training clients to have realistic expectations on your time. #solopr
- 6:56 pm **karensxim:** Me too! RT @krisTK Hate to go 2 weeks w/out this group. #solopr
- 6:56 pm **krisTK:** @jgombita Getting up to speed on mobile marketing, SEO, etc. #solopr
- 6:56 pm **rockstarjen:** I can do both weeks. No traveling for me this season until January. #solopr
- 6:57 pm **LScribner:** @rockstarjen You going to CES in Jan? #solopr
- 6:57 pm **SoloPR:** Based on the response, perhaps we cancel both, but have an "open comment" blog post to share New Years Reolutions? #solopr
- 6:57 pm **Pareja7:** RT @deegospel: a3: My niche industry related and also because my book releases next June: #DBW, BookExpo, RWA. SXSW for sure and BlogHer #solopr
- 6:57 pm **krisTK:** After Xmas visits, I may need dose of #solopr to recupe from family time.
- 6:57 pm **mdbarber:** Agree RT @SoloPR: Based on the response, perhaps we cancel both, but have an "open comment" blog post 2 share New Years Redolutions? #solopr

- 6:58 pm **cloudspark:** @SoloPR - quick, write a case-study on holiday scheduling through social focus groups ;-) #solopr
- 6:58 pm **SoloPR:** Oops, "resolutions" - and I love the idea of sharing these that week #solopr
- 6:58 pm **rockstarjen:** @LScribner egad, no. not this year. am thankful for not having to visit that circus this time around. #solopr
- 6:58 pm **rmpapag:** With 2 weeks of family for Thanksgiving, I can relate! RT @kristk: After Xmas visits, I may need dose of #solopr to recupe from family time.
- 6:59 pm **SoloPR:** Yikes! RT @cloudspark: @SoloPR - quick, write a case-study on holiday scheduling through social focus groups ;-) #solopr
- 6:59 pm **mdbarber:** Must go folks. Great chatting today. Have a good week! Thanks @kellyecrane. #solopr
- 6:59 pm **rockstarjen:** Love this. RT @SoloPR: Based on response, perhaps we cancel both, but have "open comment" blog post 2 share New Years Resolutions? #solopr
- 6:59 pm **cloudspark:** @KristK remember, holiday time is not family therapy time. #solopr
- 6:59 pm **SoloPR:** Thanks for weighing in everyone, and thanks as always for another excellent discussion today! #solopr
- 6:59 pm **jgombita:** @SoloPR who responded yes to cancelling the 29th chat? (I only saw the crowd comment on the 22nd.) #solopr
- 7:00 pm **davispr:** @KellyeCrane I'd say do what works best to allow YOU time with your family and friends. :) #solopr
- 7:00 pm **danperezfilms:** Are You Pursuing Your Passion? <http://bit.ly/hlzHRx> #motivation #solopr
- 7:00 pm **krisTK:** @cloudspark No, that comes after. #solopr
- 7:00 pm **SoloPR:** Our time is up, but remember that we keep chatting (and sharing resources) on the hashtag all week. See you next wk! #solopr
- 7:00 pm **PRjeff:** Let's have a solo PR gathering. I may be there. RT @LScribner: @rockstarjen You going to CES in Jan? #solopr
- 7:01 pm **RobinMarie:** Thanks to @kellyecrane for a great chat. #solopr
- 7:01 pm **jgombita:** @KristK thanks. Do you yawn about needing to get up-to-speed on "mobile marketing" or is it just me? ;-) #solopr
- 7:01 pm **LeydaHernandezV:** Thanks to everyone today on #solopr Great chat!
- 7:01 pm **krisTK:** To clarify -- absolutely love my family (even in-laws) and can't wait to see them. The time will pass way too quickly. #solopr
- 7:01 pm **cidokogiPR:** RT @LeydaHernandezV: RT @cloudspark: and its okay to close your own doors for the week (or more). you run your own biz for a reason. #solopr
- 7:03 pm **cidokogiPR:** RT @SoloPR: Related to Q4, should we cancel the 12/22 #solopr chat? How about 12/29? < i say keep em both!! ;p #solopr
- 7:03 pm **krisTK:** @jgombita I'm intrigued by the intersection of offline w online, usually via mobile devices. #solopr
- 7:03 pm **SoloPR:** @jgombita Voting to cancel were @mdbarber @sacevero @cloudspark - perhaps not the majority, but they were convincing ;-) #solopr
- 7:04 pm **MuslimNewMedia:** Thanks all for a great chat ! @karensim @krisTK @jgombita @LeydaHernandezV @KellyeCrane @cloudspark: @SoloPR #SoloPR
- 7:04 pm **LeydaHernandezV:** Good chit chats 2day! @cidokogiPR @karensim @MuslimNewMedia @RobinMarie @deegospel @KristK @mdbarber @SoloPR @rockstarjen @jgombita #solopr
- 7:04 pm **SoloPR:** @krisTK Nice CYA on that one, my friend #solopr
- 7:04 pm **karensim:** Thanks everyone! This hour is one of my favorites! #solopr
- 7:04 pm **cloudspark:** @SoloPR and perhaps the moderator needs a break as well. #solopr #justsayin
- 7:05 pm **jgombita:** @SoloPR I think it would be better to conduct a poll about cancelling both. How can I persuade you? #solopr

- 7:05 pm **jgombita:** @krisTK but as an end-user (always my approach), do you WANT to be marketed to via your mobile device(s)? #solopr
- 7:05 pm **cidokogiPR:** AWESOME Chat!! esp for question 1.. needed all the input I could get #solopr
- 7:06 pm **mdbarber:** Noticed that tool ;-) RT @SoloPR: @krisTK Nice CYA on that one, my friend #solopr
- 7:06 pm **ThePRCoach:** Very smart #PR agency #solopr tips: An old dog can indeed learn new tricks #PRtips #publicrelations <http://bit.ly/dXM0G4>
- 7:07 pm **mdbarber:** @kellyecrane Ultimately the decision is yours. I think folks have lots to do during the holidays but want a break from things too. #solopr
- 7:07 pm **jgombita:** @MuslimNewMedia ditto--always great to hear yr #solopr input. And I'm trying not to be consumed with holiday travel-envy re @LeydaHernandezV
- 7:07 pm **strategicstudio:** Thanks everyone! Great chat. #solopr
- 7:07 pm **cdbond:** RT @ThePRCoach: Very smart #PR agency #solopr tips: An old dog can indeed learn new tricks #PRtips #publicrelations <http://bit.ly/dXM0G4>
- 7:08 pm **LeydaHernandezV:** LOL RT @jgombita: @MuslimNewMedia ditto--always great to hear yr #solopr input. And I'm trying not to be consumed with holiday travel-envy
- 7:08 pm **karensxim:** @jgombita @krisTK Mob Mktng encompasses apps, QR codes, mobile friendly sites #solopr
- 7:08 pm **karensxim:** @jbombita @krisTK remember that for those w/smartphones mobile may be primary computer #solopr
- 7:10 pm **MuslimNewMedia:** Indeed, & trend will increase RT @karensxim: @jbombita @krisTK remember that for those w/smartphones mobile may be primary computer #SoloPR
- 7:10 pm **jgombita:** @karensxim (@krisTK) very true re: "Mob Mktng encompasses apps, QR codes, mobile friendly sites." [Newspapers, mags, etc] #solopr
- 7:11 pm **jgombita:** @MuslimNewMedia @karensxim @krisTK <shudder> thinking about the days of FREQUENT pop-up ads on my computer.... ;-) #solopr
- 7:11 pm **cgryp:** RT @KellyeCrane: A4: If you're conflicted about what days to take off, check with clients for when they're closed. Can help you decide. #solopr
- 7:18 pm **rockstarjen:** @PRjeff @LScribner oh, if i was going, i'd love to meet up, but not attending CES this year. #solopr
- 7:25 pm **krisTK:** Today rocked! Thx @mdbarber @rockstarjen @karensxim @leydahernandezv @cidokogiPR @MuslimNewMedia @RobinMarie @deegospel @jgombita #solopr
- 7:35 pm **JackieB3:** Thanks @SydenhamPR for the follow #PRSA #solopr
- 7:36 pm **rajejan:** Holiday hello to my #solopr friends.Thought you could relate. Bigger office = mega holiday tins in break room. Something I miss :- ) munchies
- 7:38 pm **jgombita:** Twitter #hashtag chats emerge as future of author-driven book marketing <http://t.co/GnoWD6j> #commschat #solopr #smmeasure #kaizenblog et al.
- 7:39 pm **SydenhamPR:** Thanks for adding us to your Utah PR list! RT @JackieB3 Thanks @SydenhamPR for the follow #PRSA #solopr
- 8:07 pm **arikhanson:** @ginidietrich For Counselors Academy. Side topic came up in #solopr chat today...
- 8:10 pm **mikecassidyAZ:** RT @danperezfilms: Are You Pursuing Your Passion? <http://bit.ly/hlzHRx> #motivation #solopr
- 8:28 pm **solete:** @jgombita @pprothe Nice "meeting" you! Really enjoyed #kaizenblog chat:) Can you tell me more about #solopr ?
- 8:34 pm **MarketingMel:** I have just created a new list titled 'PR Pros' using TweetDeck #soloPR
- 10:55 pm **Marketing\_Magik:** RT @MarketingProfs: @KellyeCrane Thanks for all your kind words, Kellye! #soloPR