



## Transcript from February 2, 2011 to February 2, 2011

All times are Pacific Time

### February 2, 2011

- 1:22 am **davispr:** RT @KellyeCrane: I think all of these can apply to #solopr pros in some way - 5 Ways Getting an MBA Can Help PR Pros <http://ow.ly/3OdQO>
- 1:30 am **KellyeCrane:** Definitely some nuggets here from @ArikHanson- 16 Social Media Statistics that Might Surprise You <http://ow.ly/3Oi1n> #solopr
- 1:46 am **prweb:** A beginners guide - 9 Easy Steps to Add Twitter to Your #PR Mix <http://ow.ly/3MWQJ> #solopr via @kellyecrane
- 1:48 am **zdmann:** RT @prweb: A beginners guide - 9 Easy Steps to Add Twitter to Your #PR Mix <http://ow.ly/3MWQJ> #solopr via @kellyecrane
- 3:46 am **MartyFoltny:** RT @KellyeCrane @ArikHanson- 16 Social Media Statistics that Might Surprise You <http://ow.ly/3Oi1n> #solopr - some mindboggling numbers!
- 5:41 am **JackieB3:** Like it!! RT @SouthsideAdguy: It's the Super Bowl ? More advertisers prep ads w/Twitter & Fb campaigns <http://ow.ly/1s0wVC> #prsa #solopr
- 1:30 pm **KellyeCrane:** Interesting stats, especially fan pages by category - What Makes Facebook Fan Pages Successful? <http://ow.ly/3OIXI> #solopr
- 1:36 pm **lindsayosocial:** RT @kellyecrane: Interesting stats, especially fan pages by category - What Makes Facebook Fan Pages Successful? <http://ow.ly/3OIXI> #solopr
- 2:26 pm **luannsaid:** Best read of the morning: Is #PR propaganda? <http://bit.ly/ff95NE> cc @thePRChannel #solopr (via @LisaPettrilli & @dorothycrenshaw)
- 2:40 pm **PRtini:** Are PR people pack rats? How long do you keep stuff? Interesting info from @cloudspark on the #solopr blog: <http://ow.ly/3OQdl>
- 2:44 pm **judikum:** RT @PRtini: Are PR people pack rats? How long do you keep stuff? Interesting info from @cloudspark on the #solopr blog: <http://ow.ly/3OQdl>
- 2:49 pm **AmandaKleinhenz:** guilty RT @prtini: Are PR people pack rats? How long do you keep stuff? Interesting info from @cloudspark on #solopr blog <http://ow.ly/3OQdl>
- 3:00 pm **KellyeCrane:** It's Wed! That means the #solopr chat for #freelance pros in #PR & rel fields is today- 1pm ET/10am PT. Send me your Qs!
- 3:00 pm **KellyeCrane:** This one from @Shonali last week is funny/scary! 15 Reasons Your PR Pitches Suck <http://ow.ly/3Om2B> #solopr
- 3:11 pm **adamdooley:** RT @kellyecrane: This one from @shonali last week is funny/scary! 15 Reasons Your PR Pitches Suck <http://ow.ly/3Om2B> #solopr
- 3:23 pm **mollyborchers:** I am! RT @prtini: Are PR people pack rats? How long do u keep stuff? Interesting info from @cloudspark on #solopr blog: <http://ow.ly/3OQdl>
- 3:42 pm **WRMedia:** @KellyeCrane Will miss today's #solopr chat. Having lunch with clients. Will look for transcript! Hope to see you at #SoCon11.
- 4:26 pm **amynolanapr:** RT @KellyeCrane: It's Wed! That means the #solopr chat for #freelance pros in #PR & rel fields is today- 1pm ET/10am PT. Send me your Qs!
- 4:31 pm **KellyeCrane:** Best Choice: Facebook Like or Qualified Email Address? <http://ow.ly/3Ohk> Which would you choose? #solopr
- 4:59 pm **RegineNelson:** RT @KellyeCrane: It's Wed! That means the #solopr chat for #freelance pros in #PR & rel fields is today- 1pm ET/10am PT. Send me your Qs!

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Transcript for #solopr - What the Hasht...

- 5:30 pm **KellyeCrane:** Where is the day going? ~30 min. 'til #solopr chat - still time to get your questions in!
- 5:37 pm **AmazingPRMaven:** RT @KellyeCrane: It's Wed! That means the #solopr chat for #freelance pros in #PR & rel fields is today- 1pm ET/10am PT
- 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).
- 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 **SoloPR:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #soloPR.
- 6:02 pm **SoloPR:** This is @KellyeCrane moderating. Blog at <http://soloprpro.com/> #solopr
- 6:02 pm **RegineNelson:** RT @solopr: It's time for this week's #soloPR chat for independent pros in PR + related fields (and those who want to learn more about it).
- 6:02 pm **SoloPR:** Thanks to those of you who RT'd notices of today's chat -- appreciate it! #solopr
- 6:03 pm **paulardoin:** Paul Ardoin, mktg consultant for several start-ups which also means I do PR. Blog at [sus4th.wordpress.com](http://sus4th.wordpress.com). #solopr
- 6:03 pm **RegineNelson:** Hi everyone. Regine here from SF Bay Area. 7 yrs pro, 1yr indie. Looking forward to today's chat. :) #solopr
- 6:03 pm **SoloPR:** Hope all of our snowbound #solopr pros are staying safe and warm!
- 6:03 pm **PRjeff:** RT @SoloPR: Thanks to those of you who RT'd notices of today's chat -- appreciate it! #solopr
- 6:03 pm **paulardoin:** RT @SoloPR: Its time for this weeks #soloPR chat for independent pros in PR and related fields (and those who want to learn more). #solopr
- 6:03 pm **erica\_holloway:** Switching to TweetChat for #solopr #solopr
- 6:04 pm **janetfalk:** Hello from NYC. 10+ yrs, 2 as solo. Law Firm, Wall Street, nonprofit, small biz. Subcontract #solopr
- 6:04 pm **karensxim:** Hi Everyone! Screeching in on my sled a little late but no less excited! #solopr
- 6:04 pm **fransteps:** Fran from San Antonio. Solo PR < 1 yr; pro for 20 yrs. Rolling brownouts due wx issues, hope I can stay tuned in #solopr.
- 6:05 pm **cidokogiPR:** Christine Idokogi here, currently thawing and hopping in on my favorite chat #solopr
- 6:05 pm **farida\_h:** It's #solopr time already! Hi everyone. This is Farida, Communications Specialist from Prism Media Services in NY. #solopr
- 6:05 pm **erica\_holloway:** Hi All: Erica here in San Diego, 13 years, -1 as solo. Public & Gov. affairs, politics, media relations #solopr
- 6:05 pm **SoloPR:** @fransteps Does wx = weather? #solopr
- 6:05 pm **AmazingPRMaven:** Hi everyone, this is Ami near DC. 7 years indy. Many years pro. Looking forward to today's chat. My blog <http://ow.ly/3P1CK> #solopr
- 6:05 pm **karensxim:** Will be chatty for next hour so pls mute, filter, lurk or join, great peeps, great convo! #solopr
- 6:05 pm **BevPayton:** Hi from ice encased Richboro, PA, so glad to be #soloPR and not having to commute anywhere in this weather.
- 6:05 pm **DeblnATX:** Deb from Austin saying hello to #solopr #solopr
- 6:06 pm **SoloPR:** Welcome all - great crowd gathering for this week's #solopr
- 6:06 pm **fransteps:** @SoloPR Yes. Throwback to my aviation days: wx= weather; px=passenger. NOT sure why! #solopr.
- 6:06 pm **RobinMarie:** Robin from Mpls. 12 years solo, 20+ years in PR #solopr

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- 6:06 pm **SoloPR:** Yes! RT @BevPayton: Hi from ice encased Richboro, PA, so glad to be #soloPR and not having to commute anywhere in this weather #solopr
- 6:06 pm **KellyeCrane:** RT @SoloPR: Welcome all - great crowd gathering for this week's #solopr chat
- 6:07 pm **SoloPR:** Q1 coming up... #solopr
- 6:07 pm **PRjeff:** Hi - Jeff, 23 years (not age), 16 solo, still in Phoenix (for now) - cold but no snow. #solopr
- 6:08 pm **SoloPR:** Q1: Have you ever worked on a pay by performance basis? e.g., a bonus if you hit X objective, or only get paid when objective met? #solopr
- 6:08 pm **jgombita:** Greetings from cold and moderately snowy Toronto. We did not get the HUGE snow dump expected, thank goodness. #solopr
- 6:08 pm **MarketingMel:** Hello #soloPR friends! Mel in beautiful East TN here. Career in communications. Solo for almost 2 years!
- 6:08 pm **dconconi:** Hi - Diana here from not-so-snowy Toronto (despite the hype). Still very glad to be #solopr #solopr
- 6:08 pm **krisTK:** Hi from chilly south MS. Kristie here (20 years exp, 7 indy, APR, Tulane prof). Loving life as a #solopr
- 6:08 pm **karensxim:** RT @SoloPR: Q1: Have you ever worked on a pay by performance basis? e.g. bonus if u hit X objective, or only get paid when obj met? #solopr
- 6:09 pm **REDMEDIAPR:** Greetings from the SLC airport where for whatever reason wifi is off and on today #solopr chat
- 6:09 pm **fransteps:** RT @SoloPR: Q1: Have you ever worked on a pay 4 performance ? e.g., bonus if hit X objective, or only get paid when objective met? #solopr
- 6:09 pm **AmazingPRMaven:** Nope. Been offered it though. Q1: Have you ever worked on a pay by performance basis? #solopr
- 6:09 pm **RegineNelson:** RT Q1: Have you ever worked on a pay by performance basis? e.g., a bonus if you hit X objective, or only get paid when objective met? #solopr
- 6:09 pm **rockstarjen:** @mdbarber that's about says it. working, too, which makes it challenging, but still wonderful. missing #solopr. :( boo!
- 6:09 pm **farida\_h:** RT @SoloPR: Q1: Have you ever worked on a pay by performance basis? e.g., a bonus if you hit X objective? #solopr
- 6:09 pm **BevPayton:** Q1, I would be reluctant to do so, bc too many factors, not related to PR , could impact success. #solopr
- 6:09 pm **PRjeff:** A1: Have a client where there's a retainer plus bonus for nat'l placements. #solopr
- 6:10 pm **dconconi:** RT @SoloPR: Q1: Have u evr worked on pay by performance basis? e.g., a bonus if u hit X objective; only get paid when objective met? #solopr
- 6:10 pm **krisTK:** 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) #solopr
- 6:10 pm **SoloPR:** RT @BevPayton: Q1, I would be reluctant to do so, bc too many factors, not related to PR , could impact success #solopr
- 6:10 pm **fransteps:** @BevPayton Agree on Q1. Objectives are often too soft to wager pay. #solopr.
- 6:10 pm **dconconi:** I agree. RT @BevPayton: Q1, I would be reluctant to do so, bc too many factors, not related to PR , could impact success. #solopr
- 6:10 pm **paulardoin:** A1. As a freelancer, working as pay-for-perform has burned me; some customers move the goalposts. #solopr
- 6:10 pm **MuslimNewMedia:** Hi -- busy with events in Egypt but I'll keep on eye on this chat as well #solopr
- 6:11 pm **CjShaffer1:** Q1: I agree with @bevpayton there are too many factors involved #solopr
- 6:11 pm **karensxim:** A1: Not in PR but yes when I worked purely in Marketing, have been offered but too many variables out of my control #solopr

- 6:11 pm **MomonMars:** @BevPayton Q1, Never. In fact, I think it's against the PRSA ethics policy, isn't it? #solopr
- 6:11 pm **erica\_holloway:** @SoloPR @BevPayton I agree! #solopr
- 6:11 pm **mdbarber:** @rockstarjen I can imagine. I have to skip #solopr too...for work.
- 6:11 pm **SoloPR:** How should those considering structure? RT @PRjeff: A1: Have a client where there's a retainer plus bonus for nat'l placements. #solopr
- 6:11 pm **amandamogul:** RT @krisTK: 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) #solopr
- 6:11 pm **RegineNelson:** A1: I have. Restricted it to small business that need seasonal coverage. i.e. Christmas, mothers day, etc. #solopr. Any best practices?
- 6:11 pm **dconconi:** Good luck - such a tuff situation. RT @MuslimNewMedia: Hi -- busy with events in Egypt but Ill keep on eye on this chat as well #solopr
- 6:11 pm **BevPayton:** Yep! RT @paulardoin: A1. As a freelancer, working as pay-for-perform has burned me; some customers move the goalposts. #solopr
- 6:11 pm **MomonMars:** @fransteps @BevPayton Not just objectives, but measurement issues. And mostly out of your control. #solopr
- 6:11 pm **SoloPR:** Boo! RT @paulardoin: A1. As a freelancer, working as pay-for-perform has burned me; some customers move the goalposts #solopr
- 6:11 pm **DeblnATX:** RT @SoloPR: Q1: Have you ever worked on pay by performance basis? e.g., bonus for X objective, or only get paid when objective met? #solopr
- 6:12 pm **Hoojobs:** Check out Hoojobs, a job board for PR, communications, & social media: <http://hoojobs.com>. Follow us for jobs & career advice. #solopr
- 6:12 pm **krisTK:** RT @SoloPR: Q1: Have you ever worked on a pay 4 performance ? e.g., bonus if hit X objective, or only get paid when objective met? #solopr
- 6:12 pm **janetfalk:** A small biz client wants me to do this. I refuse. #SoloPR
- 6:12 pm **MomonMars:** Amen RT @paulardoin: A1. As a freelancer, working as pay-for-perform has burned me; some customers move the goalposts. #solopr
- 6:12 pm **PRmandy:** Hi from warm but not sunny Orlando! I work for Orange Co.Parks but do some PR on the side. #solopr
- 6:12 pm **fransteps:** @MomonMars Hello friend! Staying warm today? We have power, for now....#solopr.
- 6:12 pm **farida\_h:** RT @RegineNelson: A1: I have. Restricted it to small business that need seasonal coverage. i.e. Christmas, etc. Any best practices? #solopr
- 6:12 pm **PRjeff:** A1: Met w/prospective client yesterday. Said they paid an agency \$6k/mo for 3 mo. & got ZERO media hits. Agency refunded some \$ #solopr
- 6:12 pm **karensxim:** A1: In a corporate environment it makes more sense but not as an indie biz owner #solopr
- 6:12 pm **AmazingPRMaven:** A1: Usually when those deals are offered, they don't include a retainer, typically the offerer is ignorant of #pr workings #solopr
- 6:12 pm **CampanaroCA:** RT @Hoojobs: Check out Hoojobs, a job board for PR, communications, & social media: <http://hoojobs.com>. Follow us for jobs & career advice. #solopr
- 6:13 pm **MomonMars:** @fransteps We have power right now, too. But I have two little companions at home with me! #solopr
- 6:13 pm **dconconi:** its a slippery slope 4 sure RT @BevPayton: RT @paulardoin: A1working pay-for-perform has burned me;customers move the goalposts. #solopr
- 6:13 pm **jgombita:** A1. Wasn't there some industry buzz a few years ago about an agency that "guaranteed" X number of media stories? Sounded dodgy. #solopr
- 6:13 pm **MarketingMel:** @PRjeff That's why people need to check out our \*stellar\* references! #solopr

- 6:13 pm **BevPayton:** @MomonMars Yes, promising placement IS a violation of PRSA ethics policy. The only way to promise placement is to place an ad. #solopr
- 6:13 pm **KellyeCrane:** A1: Many clients who want to pay only when X is met are cheapskates who don't really value the time things take. Not all, but many. #solopr
- 6:14 pm **REDMEDIAPR:** A1 DON'T work for free - too many factors like a press event that no one comes to bc of nat disaster news or Today seg gets bumped #solopr
- 6:14 pm **dconconi:** I dont know any agency that wld do itRT @karensxim: A1: In a corporate environment it makes more sense but not as an indie biz owner #solopr
- 6:14 pm **gnosisarts:** Hi Solopr folks. Hi @KellyeCrane. Eric from NYC. Lurking for a bit ;) #solopr
- 6:14 pm **erica\_holloway:** @KellyeCrane Right, like expecting to lose 20 pounds after two months in the gym. Not reasonable. #solopr
- 6:14 pm **dconconi:** RT @KellyeCrane: A1: Many clients who want to pay only when X is met are cheapskates who don't really value the time things take. Not all, but many. #solopr
- 6:14 pm **PRjeff:** A1: We should be results based. I say if you have a base, find a client w/great story to tell & commish is high enuf, y not? #solopr
- 6:14 pm **karensxim:** RT @KellyeCrane: Many clients who want to pay only when X is met are cheapskates who dont value time things take. Not all, but many #solopr
- 6:15 pm **gnosisarts:** RT @KellyeCrane: A1: Many clients who want to pay only when X is met are cheapskates who dont really value ... <-- HALLELUJAH! #solopr
- 6:15 pm **cidokogiPR:** If someone wants to pay you a commission only for this type of job, they dont value this type of job... #solopr
- 6:15 pm **fransteps:** A1: Placements are NOT measure of blding relationships & trust? Pay for play people don't get that long term investment strategy. #solopr
- 6:15 pm **Drwright1:** RT @karensxim: RT @KellyeCrane: Many clients who want to pay only when X is met are cheapskates who dont value time things take. Not all, but many #solopr
- 6:15 pm **farida\_h:** A1: Was asked for a social media project once - if i could get guarantee x followers - told them engagement more imp than numbers #solopr
- 6:15 pm **krisTK:** A1: Too many factors not in my control to consider "pay for performance." #solopr
- 6:15 pm **RegineNelson:** RT @prjeff: A1: We should be results based. Have a base, find a client w/great story to tell & commish is high enuf, y not? #solopr
- 6:15 pm **KellyeCrane:** @PRjeff It's sad how many previously burned companies are out there. I've found it's hard to get their full trust. #solopr
- 6:15 pm **MomonMars:** @PRjeff I think that's a very short view of PR, which is more a long-term process. #soloPR
- 6:16 pm **BevPayton:** @PRmandy Need some ice ? I can ship you TONS of it. #solopr
- 6:16 pm **paulardoin:** RT @KellyeCrane: A1: Many clients who want to pay only when X is met are cheapskates who dont really value the time things take... #solopr
- 6:16 pm **karensxim:** @dconconi I don't either, I build agreed upon objectives into contract that are measurable & hold myself accountable for hitting #solopr
- 6:16 pm **krisTK:** RT @farida\_h: A1: social media client asked if i could get guarantee x followers - told them engagement more imp than numbers #solopr
- 6:16 pm **DeblnATX:** @KellyeCrane I think clients who only want to pay when X goal is met don't understand the long term relationships necessary for PR. #solopr
- 6:16 pm **dconconi:** A1: pay for performance is also only related to media relations. We do so much more. How do they pay 4 strategy and counsel then? #solopr
- 6:17 pm **SoloPR:** RT @REDMEDIAPR: A1 DON'T work for free- too many factors like a press event that no one comes to bc of disaster or seg gets bumped #solopr

- 6:17 pm **3hatscomm:** time IS money. RT @gnosisarts: RT @KellyeCrane: A1: Many clients who want to pay only when X is met are cheapskates who dont value #solopr
- 6:17 pm **MomonMars:** Good for you! RT @farida\_h: A1: Asked for a SocMed project - if i could get guarantee x followers - told them engagement more imp #soloPR
- 6:17 pm **jgombita:** @farida\_h now you can point clients to the Edelman Trust Barometer 2011, which had "social media" at the bottom of the trust list. #solopr
- 6:18 pm **MomonMars:** RT @DeblnATX: I think clients who only want to pay when X goal is met dont understand the long term relationships necessary for PR. #soloPR
- 6:18 pm **kristK:** A1: Would NASA build rocket only to go to moon? PR has better ways to evaluate results than clips, fans #solopr
- 6:18 pm **PRjeff:** @MomonMars That's ALL the PR agency was doing, local media relations. No hits in 3 mo. after \$18k is inexcusable. #solopr
- 6:18 pm **BevPayton:** RT @AmazingPRMaven: A1: Usually wn thse dls R offered, they dnt include a retainer, typically t offerer is ignorant of #pr workings #solopr
- 6:18 pm **juphilpott:** RT @3hatscomm: time IS money. RT @gnosisarts: RT @KellyeCrane: A1: Many clients who want to pay only when X is met are cheapskates who dont value #solopr
- 6:18 pm **AmazingPRMaven:** A1 Paying 4 implementing an agreed upon comm plan on behalf of client, is different than paying only if media placements r achieved #solopr
- 6:18 pm **MomonMars:** RT @jgombita: Edelman Trust Barometer 2011 has "social media" at the bottom of the trust list. #soloPR
- 6:18 pm **farida\_h:** @jgombita @farida\_h Yes, thanks for mentioning that! Social media should clearly be just one of the tools in the mix. #solopr
- 6:18 pm **erica\_holloway:** A1: I prefer following the Barcelona Principles to focus my efforts with full buy-in and measurable results. #solopr
- 6:19 pm **RegineNelson:** Q1 is stirring up quite a debate. Good advice and suggestions everyoen #solopr
- 6:19 pm **juphilpott:** @3HatsComm @gnosisarts @KellyeCrane Could NOT agree more! Time = \$ #solopr
- 6:19 pm **SoloPR:** RT @BevPayton: Promising placement IS a violation of PRSA ethics policy. The only way to promise placement is to place an ad. #solopr
- 6:19 pm **MomonMars:** @PRjeff Wow, I'd have to agree with you on that. That was a bad hire. #soloPR
- 6:19 pm **RegineNelson:** Clearly I'm typing to fast. Sorry for the typo. :) #solopr
- 6:19 pm **SoloPR:** RT @karensxim: A1: In a corporate environment it makes more sense but not as an indie biz owner #solopr
- 6:19 pm **RobinMarie:** Saw this yesterday RT @MomonMars @jgombita: Edelman Trust Barometer 2011 has "social media" at the bottom of the trust list. #soloPR
- 6:19 pm **MomonMars:** @erica\_holloway Sorry...what's Barcelona Principles? #soloPR
- 6:19 pm **BevPayton:** RT @jgombita: A1. Wsn't sum industry buzz a few years ago abt an agency that "guaranteed" X number of media stories? Sounded dodgy. #solopr
- 6:20 pm **juphilpott:** Love this! RT @KristK: A1: Would NASA build rocket only to go to moon? PR has better ways to evaluate results than clips, fans #solopr
- 6:20 pm **SoloPR:** RT @RegineNelson: Q1 is stirring up quite a debate. Good advice and suggestions everyone #solopr
- 6:20 pm **SoloPR:** Q2 up next... #solopr
- 6:20 pm **fransteps:** @erica\_holloway Are your clients fully on board w/ Barcelona? Mine must have "learners' permits" - not all get it. #solopr.
- 6:20 pm **karensxim:** A1: It can also backfire by providing incentive around a tactic while diminishing long term strategy #solopr

- 6:21 pm **PRjeff:** Always stress! RT @BevPayton: Promising placement IS a violation of PRSA ethics policy. Only way to promise placement is place an ad #solopr
- 6:21 pm **MomonMars:** @fransteps Fran...what is Barcelona? #soloPR
- 6:21 pm **BevPayton:** RT @REDMEDIAPR: A1 dont work 4 free - 2 many factors lk a press event that no 1 comes 2 bc of nat dstr news or 2day seg gets bumped #solopr
- 6:21 pm **PRjeff:** A1: Re: structure. It just needs to be worth it and VERY clearly spelled out. #solopr
- 6:21 pm **SoloPR:** Q2: When responding to an RFP, how do you keep from coming in too high (or too low) on budget? #solopr
- 6:22 pm **juphilpott:** @karensxim Absolutely - why waste the effort planning a successful long-term strategy if client is only interested in end tactics. #solopr
- 6:22 pm **karensxim:** RT @SoloPR: Q2: When responding to an RFP, how do you keep from coming in too high (or too low) on budget? #solopr
- 6:22 pm **SoloPR:** RT @PRjeff: A1: Re: structure. It just needs to be worth it and VERY clearly spelled out. #solopr
- 6:22 pm **erica\_holloway:** @fransteps @erica\_holloway I start with research through SurveyMonkey to get an aggregate of tangible objectives then build a plan. #solopr
- 6:22 pm **cidokogiPR:** RT @KellyeCrane: Many clients who want to pay only when X is met are cheapskates who dont value time things take. Not all, but many #solopr
- 6:22 pm **fransteps:** RT @SoloPR: Q2: When responding to an RFP, how do you keep from coming in too high (or too low) on budget? #solopr
- 6:22 pm **DeblnATX:** RT @SoloPR: Q2: When responding to an RFP, how do you keep from coming in too high (or too low) on budget? #solopr
- 6:22 pm **gnosisarts:** @BevPayton: Promising placement IS a violation of PRSA ethics policy. Only way to promise placement is place an ad #solopr
- 6:23 pm **BevPayton:** Too many people don't get that PR does NOT stand for Press Release #solopr
- 6:23 pm **karensxim:** @juphilpott Agreed! #solopr
- 6:23 pm **dconconi:** RT @SoloPR: Q2: When responding to an RFP, how do you keep from coming in too high (or too low) on budget? #solopr
- 6:23 pm **REDMEDIAPR:** A2 I try to have another PR pro look over to see what I might not be accting for in terms of time - I do the same for others #solopr
- 6:23 pm **MomonMars:** LOL! RT @BevPayton: Too many people don't get that PR does NOT stand for Press Release #soloPR
- 6:23 pm **juphilpott:** A1: Plus, it's an absolute insult to your PR talent and capabilities. #solopr
- 6:23 pm **RobinMarie:** @MomonMars Principles created for PR measurement <http://bit.ly/blHT9e> #solopr
- 6:23 pm **fransteps:** Love this!RT @BevPayton: Too many people don't get that PR does NOT stand for Press Release #solopr
- 6:23 pm **MomonMars:** A2 Some of that comes from just being in the market long enough to know where you are fitting. #soloPR
- 6:24 pm **AmazingPRMaven:** A2. Try to get a sense of the spread they can tolerate, often easier 2 get prospective client to id a range than a hard figure #solopr
- 6:24 pm **dconconi:** A2: tough one. I will often build a scalable plan with a base program and add on enhancements - then the client can choose #solopr
- 6:24 pm **fransteps:** @REDMEDIAPR A2: like that idea....assume they are trusted and non-competing for the biz? #solopr
- 6:24 pm **karensxim:** Amen! RT @BevPayton: Too many people dont get that PR does NOT stand for Press Release #solopr

2/2/2011

Transcript for #solopr - What the Hasht...

- 6:24 pm **erica\_holloway:** @RobinMarie @MomonMars Thanks Robin! I was looking for my Barcelona tab. #solopr
- 6:24 pm **farida\_h:** RT @fransteps: Love this!RT @BevPayton: Too many people dont get that PR does NOT stand for Press Release #solopr
- 6:24 pm **jgombita:** @MomonMars @erica\_holloway @caanz's post on Barcelona Principles on @prconversations: Barcelona 1 ? Evaluation 0? <http://j.mp/f1QiYD> #solopr
- 6:24 pm **gnosisarts:** Another good pt: @BevPayton: Too many people dont get that PR does NOT stand for Press Release #solopr
- 6:24 pm **MomonMars:** @RobinMarie Thanks...guess I've been doing this for too long! #soloPR
- 6:24 pm **PRjeff:** this drives me nuts: "let's put out a PR!" urg RT @BevPayton: Too many people dont get that PR does NOT stand for Press Release #solopr
- 6:25 pm **BevPayton:** Attagirl! RT @karensxim: @dconconi I build agreed upon objectives in2 contract that R measurable & hold myself accountable #solopr
- 6:25 pm **MomonMars:** @jgombita Thanks! #soloPR
- 6:25 pm **karensxim:** A2: I try to get as much info as possible about need and then offer options with clear explanations of choices, hours & fees #solopr
- 6:25 pm **SoloPR:** RT @dconconi: A2: tough one. I will often build a scalable plan with a base program and add on enhancements- they can choos #solopr
- 6:25 pm **AmazingPRMaven:** A2 Good idea - make sure someone you trust @REDMEDIAPR I try to have another PR pro look over #solopr
- 6:25 pm **3hatscomm:** Or just publicity. RT @BevPayton: Too many people dont get that PR does NOT stand for Press Release #solopr
- 6:25 pm **karensxim:** @BevPayton Lol, thanks Bev! #solopr
- 6:25 pm **juphilpott:** Good tip! RT @dconconi:A2: tough one. I will often build scalable plan with a base program and add enhancements, client can choose #solopr
- 6:25 pm **PRjeff:** Clients that think PR stands for "press release" should be fined. #solopr
- 6:25 pm **SoloPR:** RT @AmazingPRMaven: A2. Try to get a sense of the spread they can tolerate, often easier 2 get prospective client to id a range #solopr
- 6:25 pm **fransteps:** RT @dconconi: A2: tough one. I will often build scalable plan w/ a base program & add on enhancements - client can choose #solopr. Gr8!
- 6:26 pm **dconconi:** RT @BevPayton: Too many people don't get that PR does NOT stand for Press Release #solopr
- 6:26 pm **kristK:** RT @SoloPR: Q2: When responding to an RFP, how do you keep from coming in too high (or too low) on budget? #solopr
- 6:26 pm **HVKBPTevents:** RT @PRjeff: Clients that think PR stands for "press release" should be fined. #solopr
- 6:26 pm **MomonMars:** @dconconi I do that, too. Create a "menu" of choices. Prob comes when client starts dismantling key prts b/c of price. #soloPR
- 6:26 pm **karensxim:** Yes! RT @dconconi: tough one. I will often build scalable plan w/ base program & add on enhancements - client can choose #solopr. #solopr
- 6:26 pm **KellyeCrane:** A2: Silver-gold-platinum options can help, but it gets time consuming. #solopr
- 6:27 pm **jgombita:** @3hatscomm @BevPayton interesting how the more senior/experienced a PR you are, the less time you spend on press releases/publicity! #solopr
- 6:27 pm **dconconi:** Yes. An ignorance premium! RT @PRjeff: Clients that think PR stands for "press release" should be fined. #solopr
- 6:27 pm **PRjeff:** A2: Does RFP stand for "request for publicity?" [jk] #solopr
- 6:27 pm **karensxim:** Lol! RT @PRjeff: A2: Does RFP stand for "request for publicity?" [jk] #solopr
- 6:28 pm **MuslimNewMedia:** @dconconi thanks! #solopr



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Transcript for #solopr - What the Hasht...

- 6:28 pm **MarketingMel:** RT @jgombita: @3hatscomm @BevPayton The more senior/experienced at PR you are, the less time you spend on press releases/publicity! #solopr
- 6:28 pm **krisTK:** A2: I rarely respond to RFPs. My clients come from referrals, personal networking, not formal competition. #solopr
- 6:28 pm **jgombita:** @KellyeCrane curious, do you have "silver-gold-platinum options" on your website or any other information (i.e., brochures, etc)? #solopr
- 6:28 pm **AmazingPRMaven:** A2. Offer a menu w options - base plan, and add-ons with costs associated, make easy to see how more service means more \$\$ #solopr
- 6:28 pm **MomonMars:** Tee hee. RT @PRjeff: A2: Does RFP stand for "request for publicity?" [jk] #soloPR
- 6:28 pm **karensxim:** Lol, oh there's my new source of passive income! RT @dconconi: Yes. An ignorance premium! #solopr
- 6:28 pm **KellyeCrane:** A2: Ask, "what kind of budget are you looking at?" Then silence until they answer. They may say "we don't know," but usually not! #solopr
- 6:28 pm **RobinMarie:** And want to drop all but tactics. RT @MomonMars: Prob comes when client starts dismantling key prts b/c of price. #soloPR
- 6:28 pm **jgombita:** Favoured! RT @PRjeff: A2: Does RFP stand for "request for publicity?" [jk] #solopr
- 6:28 pm **WolcottPR:** RT @BevPayton: @MomonMars Yes, promising placement IS a violation of PRSA ethics policy. The only way to promise placement is to place an ad. #solopr
- 6:29 pm **SoloPR:** @MuslimNewMedia We are all rooting for the people of Egypt! #solopr
- 6:29 pm **clairecelsi:** Q2: when responding to RFP, U have to cover your costs & make a profit. Submit based on that & don't worry about "bidding" #solopr
- 6:29 pm **MomonMars:** RT @BevPayton: promising placement IS a violation of PRSA ethics policy. The only way to promise placement is to place an ad. #soloPR
- 6:29 pm **krisTK:** A2: The few RFPs I've responded to included a budget. I built plan to address their challenges, offered options. (didnt get it) #solopr
- 6:29 pm **DeblnATX:** @KellyeCrane A2: I always try to get a sense of budget too, then go from there. #solopr
- 6:30 pm **KellyeCrane:** @jgombita Use those options only in certain proposals - mainly those I think could grow, so they can see all our capabilities. #solopr
- 6:30 pm **farida\_h:** @KellyeCrane I'm sometimes wary of asking for budget upfront - since that means i will have to restrict my quote within that. #solopr
- 6:30 pm **karensxim:** RT @clairecelsi: when responding to RFP, U have 2 cover ur costs & make a profit. Submit based on that & dont worry about "bidding" #solopr
- 6:30 pm **jgombita:** @PRjeff went on a bit of a rant the other day about how I am bored, bored, bored, bored re: blog posts about crappy press releases. #solopr
- 6:30 pm **MomonMars:** A2: newest challenge for me in bidding is adding in the new pay-for-play factor that some pubs/news media are doing now. Boundaries? #soloPR
- 6:30 pm **RegineNelson:** RT @farida\_h: @KellyeCrane I'm wary of asking for budget upfront - since that means i will have to restrict my quote w/in that. #solopr
- 6:31 pm **AmazingPRMaven:** A2. I have gotten signif business from responding to RFPs, but they were typically situations where I was invited to apply #solopr
- 6:31 pm **janetfalk:** @clairecelsi Agreed. Someone else may be willing to take a loss on the client for their own agenda. #solopr
- 6:31 pm **jgombita:** @KellyeCrane I imagine type-of-service options don't change that much from client to client, so they could be formalized/printed-no? #solopr
- 6:31 pm **KellyeCrane:** @farida\_h True- but to me nothing's worse than wasting time on a proposal for a job you wouldn't want anyway (ugh!). #solopr

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Transcript for #solopr - What the Hasht...

- 6:32 pm **dconconi:** @MomonMars Yes, promising placement IS a violation of PRSA ethics policy. The only way to promise placement is to place an ad. #solopr
- 6:32 pm **cidokogiPR:** RT @KellyeCrane: @farida\_h True- but to me nothings worse than wasting time on a proposal for a job you wouldnt want anyway (ugh!). #solopr
- 6:32 pm **RobinMarie:** Q2: Frustration happens when response to budget Q is "we don't know" so you provide best ideas then are told they don't have the \$. #solopr
- 6:32 pm **paulardoin:** Best way to accurately respond to RFP is to be authentic. Don't do the job for less than it's worth. #solopr
- 6:32 pm **PRjeff:** @MomonMars I won't even deal w/pay-for-play "news" outlets. Plenty of bona fide pure editorial outlets to go after #solopr
- 6:32 pm **karensxim:** @KellyeCrane @farida\_h Agree, I'd rather not waste time if they don't have the budget to hire me #solopr
- 6:32 pm **erica\_holloway:** A2: Anyone notice that RFPs that include social media don't budget for time-consumption? They think "free" sm should cost nothing. #solopr
- 6:32 pm **WolcottPR:** A2: 1-never discount my services. 2-ask what they have spent 3-don't discount my services #solopr
- 6:32 pm **karensxim:** RT @paulardoin: Best way to accurately respond to RFP is to be authentic. Dont do the job for less than its worth. #solopr
- 6:32 pm **cidokogiPR:** RT @clairecelsi: Q2: when responding to RFP, U hv to cover ur costs & make a profit. Submit based on tht & dont worry abt "bidding" #solopr
- 6:33 pm **farida\_h:** That's a good pt. @KellyeCrane True- but to me nothings worse than wasting time on a proposal for a job you wouldnt want anyway. #solopr
- 6:33 pm **laurateIIsjokes:** RT @PRjeff: Clients that think PR stands for "press release" should be fined. #solopr
- 6:33 pm **MomonMars:** @RobinMarie And then they come back and tell you you were way of their budget. LOL. #soloPR
- 6:33 pm **gnosisarts:** @RobinMarie Yes that is the worst. Sometimes, though, we have to be salesmen, businessmen, not just PR pros re: "I don't know" #solopr
- 6:33 pm **KellyeCrane:** Good point from @KristK - I rarely respond to true RFPs where I don't have an "in." #solopr
- 6:34 pm **gnosisarts:** @RobinMarie Q2: A tip I've learned: "That's np. Why don't u talk it over with ur ppl & when u have a budget, feel free to contact us #solopr
- 6:34 pm **AmazingPRMaven:** A2. I have #solopr friends who have had their proposal ideas stolen by bigger agencies that won the business
- 6:34 pm **jgombita:** @RobinMarie ever concerned that the potential client is actually on fishing expedition for ideas that will be implemented in-house? #solopr
- 6:34 pm **juphilpott:** @RobinMarie Only if we could 'veto' the 'we don't know' answer. There is always at least a \$ range they can give. #solopr
- 6:34 pm **Marc\_Meyer:** @KellyeCrane I'm not sure I completely agree with that #solopr
- 6:34 pm **SoloPR:** RT @paulardoin: Best way to accurately respond to RFP is to be authentic. Don't do the job for less than it's worth. #solopr
- 6:34 pm **MomonMars:** Sorry..gotta run. Speaking of clients...one on the phone...Thanks all. #soloPR
- 6:35 pm **janetfalk:** RT @jgombita: @RobinMarie ever concerned that the potential client is actually on fishing expedition for ideas that will be implemented in-house? #solopr
- 6:35 pm **krisTK:** So true. RT @erica\_holloway: A2: RFPs that include SM don't budget for time; they think "free" sm should cost nothing. #solopr
- 6:35 pm **gnosisarts:** @MomonMars @RobinMarie Trust me. They know. If they don't, they have an idea. We have 2 st seeing BS as BS as biz owners re: budget #solopr

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Transcript for #solopr - What the Hasht...

- 6:35 pm **cidokogiPR:** A2: I dont mind knowing budget and explaining to them what they can afford is what they will get... nothing more #solopr
- 6:36 pm **RobinMarie:** Yes - or by someone who will do it cheaper. @jgombita #solopr
- 6:36 pm **janetfalk:** @jgombita @RobinMarie You make a proposal and they take the ideas w/o you. Happens all the time. #solopr
- 6:36 pm **gnosisarst:** @janetfalk @jgombita @RobinMarie That happens all the time re: prospect on a fishing expedition. Again, "there's the door .." #solopr
- 6:36 pm **KellyeCrane:** @Marc\_Meyer In many industries, a PR RFP is often a formality (preferred agency already selected). But you're right- not always #solopr
- 6:36 pm **kristTK:** RT @AmazingPRMaven: A2. I have #solopr friends who have had their proposal ideas stolen by bigger agencies that won the business
- 6:36 pm **SoloDovePR:** Ha RT @lauratellsjokes: RT @PRjeff: Clients that think PR stands for "press release" should be fined. #solopr
- 6:36 pm **farida\_h:** Yes, quite often! RT @jgombita @RobinMarie ever concerned that potential client is actually on fishing expedition for ideas? #solopr #solopr
- 6:37 pm **jgombita:** @janetfalk @RobinMarie I know that's a concern of a lot of medium- to large-sized PR and advertising agencies. Stolen pitch ideas. #solopr
- 6:37 pm **fransteps:** I have seen this happen! Shocking! RT @AmazingPRMaven: A2. I have #solopr friends who had proposal ideas stolen by bigger agencies .
- 6:37 pm **paulardoin:** @janetfalk @jgombita @RobinMarie Fishing expeditions happened to me, in-house failed, client returns 6mos later & I charge 20% more #solopr
- 6:38 pm **BevPayton:** Q2 Happened 2 me. Nonprofit underbid a huge national PR project for fed gov. Now we all have to eat significantly reduced fees. #solopr
- 6:38 pm **gnosisarst:** @RobinMarie some1 cheaper isn't really a danger the in long run if u've priced the svc approp. They will put themselves out of biz. #solopr
- 6:38 pm **jgombita:** Yea happy ending! RT @paulardoin: Fishing expeditions happened to me, in-house failed, client returns 6mos later & I charge 20% more #solopr
- 6:38 pm **KellyeCrane:** A2: Seems a good time to mention that proposals shouldn't give away the farm. Say what you'll do, but not all the details of how. #solopr
- 6:38 pm **AmazingPRMaven:** A2 You can limit likelihood by knowing them - but not foolproof - if concerned that the potential client is on fishing exped only #solopr
- 6:39 pm **dconconi:** At the end of the day - the fair price is commensurate w your time. If the client doesn't agree, then the fit wasn't right. #solopr
- 6:39 pm **KellyeCrane:** @Marc\_Meyer What kinds of success have you had responding to RFPs? #solopr
- 6:39 pm **fransteps:** Good Point! RT @KellyeCrane: A2: proposals shouldn't give away the farm. Say what you'll do, but not all the details of how. #solopr
- 6:39 pm **davispr:** Late joining in, but glad to be here for my favorite chat. Hello #solopr from #famouslyhot @columbiasc.
- 6:39 pm **farida\_h:** RT @KellyeCrane: A2: Proposals shouldnt give away the farm. Say what youll do, but not all details of how. #solopr
- 6:39 pm **jgombita:** RT @KellyeCrane: A2: Seems a good time to mention that proposals shouldn't give away the farm. Say what you'll do, but not all the details of how. #solopr
- 6:39 pm **karensxim:** RT @dconconi: At end of the day - the fair price is commensurate w your time. If client doesnt agree, then the fit wasnt right. #solopr
- 6:39 pm **kristTK:** A2: Looked at a RFP that requested media lists. So I ran, I ran so far away. #solopr
- 6:39 pm **MarketingMel:** Just got off phone w/ prospect same subject! RT @JanetLFalk: @jgombita @RobinMarie U make a proposal and they take the ideas w/o u. #solopr

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Transcript for #solopr - What the Hasht...

- 6:39 pm **SoloPR:** Q3 is also asking for proposal wisdom... #solopr
- 6:39 pm **gnosisarts:** A2 & as we're small biz pr pros here, if ur undercharging ur hurting all of us, not just you #solopr
- 6:40 pm **3hatscomm:** And talent, skill. RT @dconconi: fair price is commensurate w your time. If the client doesnt agree, then the fit wasnt right. #solopr
- 6:40 pm **paulardoin:** @KellyeCrane Re:give away farm--Know the difference between a proposal and a Statement of Work. SOW only after contract is signed. #solopr
- 6:40 pm **SoloDovePR:** RT @clairecelsi: when responding to RFP, U have 2 cover ur costs & make a profit. Submit based on that & dont worry about "bidding" #solopr
- 6:40 pm **BevPayton:** Gr8 idea! RT @dconconi: A2: i'll oft build a scalable plan w/ a base prgm & add on enhancements - then the client cn choose #solopr
- 6:40 pm **RobinMarie:** @GnosisArts True . Could be an interesting topic for future #solopr chat: Is there a ceiling for solo PR fees?
- 6:40 pm **gnosisarts:** RT @krisTK: A2: Looked at a RFP that requested media lists. So I ran, I ran so far away. <--- lol! Totally get you #solopr
- 6:40 pm **SoloPR:** Screaming, arms flailing...RT @krisTK: A2: Looked at a RFP that requested media lists. So I ran, I ran so far away. #solopr
- 6:40 pm **SoloDovePR:** RT @BevPayton: promising placement IS a violation of PRSA ethics policy. The only way to promise placement is to place an ad. #solopr
- 6:41 pm **REDMEDIAPR:** I speak frm exper it happens :(RT @AmazingPRMaven: A2. I have #solopr friends who had their ideas stolen by bigger agencies that won the biz
- 6:41 pm **dconconi:** RT @SoloPR: Screaming, arms flailing...RT @krisTK: A2: Looked at a RFP that requested media lists. So I ran, I ran so far away. #solopr
- 6:41 pm **SoloPR:** Yes- it's not a plan RT @paulardoin: @KellyeCrane Re:give away farm--Know the difference between a proposal and a Statement of Work #solopr
- 6:41 pm **AmazingPRMaven:** A2. Scary - my #solopr friend actually found out that the client told the winning agency to take ideas from the other proposals
- 6:42 pm **SoloPR:** Q3: In proposals, what percentage of a project do you allocate for planning and eval/measurement? #solopr
- 6:42 pm **PRjeff:** Flock of Seagulls! New Wave rules! RT @krisTK: A2: Looked at a RFP that requested media lists. So I ran, I ran so far away. #solopr
- 6:42 pm **Marc\_Meyer:** @KellyeCrane I'd say out of 10 lets say we got 5, 2-3 might have been won w/o knowing anyone #solopr
- 6:42 pm **krisTK:** @AmazingPRMaven Client must've shared all the other proposals with selected agency. #solopr
- 6:42 pm **karensnim:** RT @SoloPR: Q3: In proposals, what percentage of a project do you allocate for planning and eval/measurement? #solopr
- 6:42 pm **SoloPR:** Yes! RT @gnosisarts: A2 & as we're small biz pr pros here, if ur undercharging ur hurting all of us, not just you #solopr
- 6:42 pm **dconconi:** Back in the 80s there was talk of copyrighting ideas so clients couldn't give them to other agencies - never got any traction... #solopr
- 6:42 pm **gnosisarts:** @RobinMarie Don't know if there's a ceiling but we've found that charging "what it's worth" actually engenders more rspect fm client #solopr
- 6:43 pm **dconconi:** RT @SoloPR: Q3: In proposals, what percentage of a project do you allocate for planning and eval/measurement? #solopr
- 6:43 pm **amynolanapr:** Oh man, I got so busy working on a PR plan for work, that I forgot to join in the #solopr chat. Better late than never!
- 6:43 pm **farida\_h:** RT @SoloPR: Q3: In proposals, what percentage of a project do you allocate for planning and eval/measurement? #solopr

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Transcript for #solopr - What the Hasht...

- 6:43 pm **PRjeff:** A3: I typically dedicate the first month to research & putting together the PR plan. #solopr
- 6:43 pm **SoloPR:** Q3 is from a community member, who learned a proposal wasn't selected because too much was allocated to planning/measurement #solopr
- 6:43 pm **karensxim:** RT@RobinMarie Dont know if theres ceiling but weve found that charging "what its worth" actually engenders more rspect fm client #solopr
- 6:43 pm **DeblnATX:** RT @SoloPR: Q3: In proposals, what percentage of a project do you allocate for planning and eval/measurement? #solopr
- 6:43 pm **cidokogiPR:** RT @BevPayton: promising placement IS a violation of PRSA ethics policy. The only way to promise placement is to place an ad. #solopr
- 6:44 pm **paulardoin:** A3: Totally depends on the project & client desires. Sometimes all they want is to hit the window. #solopr
- 6:44 pm **karensxim:** So do I. RT @PRjeff: A3: I typically dedicate the first month to research & putting together the PR plan. #solopr
- 6:44 pm **BevPayton:** RT @KellyeCrane: A2: Silver-gold-platinum options can help, but it gets time consuming. #solopr
- 6:44 pm **krisTK:** RT @SoloPR: Q3: In proposals, what percentage of a project do you allocate for planning and eval/measurement? #solopr
- 6:44 pm **3hatscomm:** @amynolanapr You can always check the transcript. (And hello!) #solopr
- 6:45 pm **jgombita:** Otherwise known as "doing an Edvard Munch!" RT @KristK A2: Looked at a RFP that requested media lists. So I ran, I ran so far away. #solopr
- 6:45 pm **AmazingPRMaven:** Yup - they sure did, shows what kind of client they would have been, ick @KrisTK Client must've shared the props #solopr
- 6:45 pm **dconconi:** and monthly measurements/tracking RT @PRjeff: A3: I typically dedicate the first month to research & putting together the PR plan. #solopr
- 6:45 pm **paulardoin:** A3: Also, clients tend to view planning & eval as having no value. My proposals are often "find the hat" with plan/eval. #solopr
- 6:45 pm **BevPayton:** @jgombita UR so right. 4 some clients, traditional media is not best 4 reaching their target audience . #solopr
- 6:46 pm **SoloPR:** Great job! RT @Marc\_Meyer: @KellyeCrane I'd say out of 10 lets say we got 5, 2-3 might have been won w/o knowing anyone #solopr
- 6:46 pm **krisTK:** A3: Both should be ongoing. Research heavier at front-end, but average 10-15 percent of project. #solopr
- 6:46 pm **SoloPR:** RT @paulardoin: A3: Totally depends on the project & client desires. Sometimes all they want is to hit the window. #solopr
- 6:46 pm **AmazingPRMaven:** A3. My experience is that education orgs and groups with signif grants want more eval/planning bec. part of their culture #solopr
- 6:46 pm **RobinMarie:** @paulardoin A3: So would you be willing to implement tactics w/o research & planning? (Assume none exist) #solopr
- 6:46 pm **BevPayton:** Ha, what a HOOT! RT @PRjeff: A2: Does RFP stand for "request for publicity?" [jk] #solopr
- 6:46 pm **SoloPR:** @paulardoin What is "find the hat" (sounds fun) :- ) #solopr
- 6:47 pm **BevPayton:** RT @krisTK: A2: I rarely respond to RFPs. My clients come from referrals, personal networking, not formal competition. #solopr
- 6:48 pm **KellyeCrane:** A3: True confession: I do planning/meas, but don't always call them out separately in budget proposals. #solopr
- 6:48 pm **jgombita:** RT @AmazingPRMaven: A3. My experience is that education orgs & groups with signif grants want more eval/planning b/c part of culture #solopr
- 6:48 pm **paulardoin:** "Find the hat": an old joke about hiding expenses your client won't cover: <http://bit.ly/eoQExY> #solopr

- 6:49 pm **dconconi:** I avoid them 2 if I can RT @krisTK: A2:I rarely respond 2 RFPs. Clients come from referrals, pers. netwrking, not frm competition. #solopr
- 6:49 pm **SoloPR:** Interesting RT @AmazingPRMaven: A3. ...education orgs & groups with signif grants want more eval/planning bec. of their culture #solopr
- 6:49 pm **dconconi:** same here RT @KellyeCrane: A3: True confession: I do planning/meas, but dont always call them out separately in budget proposals. #solopr
- 6:50 pm **paulardoin:** @KellyeCrane Re: True confession: Wait, I have to confess when I do that? I'll be saying Hail Marys till I die. #solopr
- 6:50 pm **3hatscomm:** @KellyeCrane Same confession: I consolidate some steps, to work within some budget constraints. Sometimes done is better. #solopr
- 6:50 pm **SoloDovePR:** RT @PRjeff: A3: I typically dedicate the first month to research & putting together the PR plan. #solopr
- 6:50 pm **BevPayton:** RT @KellyeCrane: @farida\_h tru- but 2 me nothing's worse than wasting time on a proposal 4 a job U wouldn't wnt anyway (ugh!). #solopr
- 6:51 pm **RegineNelson:** I'm working on a proposal now...Sorry for the absence/silence. Catching on up responses for Q2 and now Q3. #solopr #multitasking
- 6:51 pm **KellyeCrane:** A3: Many clients aren't as by-the-book as some PR pros- good to keep the audience in mind when doing proposals. #solopr
- 6:51 pm **BevPayton:** RT @karensxim: @KellyeCrane @farida\_h Agree, I'd rather not waste time if they don't have the budget to hire me #solopr
- 6:52 pm **WolcottPR:** A3: Best to ask upfront - what research do they have now? Also, frame it as getting to know "you" the client. They like that #solopr
- 6:52 pm **KellyeCrane:** A3: As a rule of thumb, I don't think any client would want to see more than 20% of budget going to planning/eval #solopr
- 6:52 pm **chandlee:** Solopreneur helping start-up hire pr firm. Get giving away farm danger, should I expect potential agency or #solopr to know my mkt needs?
- 6:52 pm **farida\_h:** Good to be busy! @RegineNelson I'm working on a proposal now...Sorry for the absence/silence. Catching on up #solopr #multitasking #solopr
- 6:52 pm **SoloPR:** RT @WolcottPR: A3: Best to ask upfront - what research do they have now? Also, frame it as getting to know "you" the client. #solopr
- 6:52 pm **SoloDovePR:** @dconconi I think there is a variation, esp if you make the client sign a contract about intellectual properties #solopr
- 6:52 pm **PRjeff:** Yep! RT @KellyeCrane: A3: Many clients arent as by-the-book as some PR pros- good to keep the audience in mind when doing proposals #solopr
- 6:52 pm **MarketingMel:** @RegineNelson I'm working on a proposal also. Due tomorrow. Quiet as well. But #soloPR chat very helpful today! Thanks @KellyeCrane
- 6:53 pm **SoloPR:** Exciting to hear that so many in our #solopr community have irons in the fire! Best of luck to you all.
- 6:53 pm **paulardoin:** @RobinMarie Not 4 a full PR or mktg plan, but 4 single project? Sure, I'll consider only tactics if client is clear what they want. #solopr
- 6:53 pm **PRjeff:** yes! RT @WolcottPR: A3: Best to ask upfront-what research do they have now? Also, frame it as getting to know "you" the client. #solopr
- 6:53 pm **BevPayton:** Unethical! RT @AmazingPRMaven: A2. I have #solopr friends who have had their proposal ideas stolen by bigger agencies that won the business
- 6:54 pm **Iuannsaid:** Hi #solopr -sters! Bummed I didn't get to chat today. But I don't even have last month's invoices done. #timeoutforme
- 6:54 pm **SoloPR:** Seems the proposal-related topics are top-of-mind for many. Any additional proposal tips to add to the discussion? #solopr
- 6:54 pm **farida\_h:** V true. RT @KellyeCrane: A3: Many clients arent as by-the-book as some PR pros- good to keep audience in mind when doing proposals #solopr

- 6:54 pm **karensxim:** Indeed! RT @SoloPR: Exciting to hear that so many in our #solopr community have irons in the fire! Best of luck to you all. #solopr
- 6:54 pm **chandlee:** Are #solopr firms uniquely qualified to help early stage-start-ups w/pr initiatives b/c they get environment? #solopr
- 6:54 pm **clairecelsi:** RT @KellyeCrane: A3: As a rule of thumb, I don't think any client would want to see more than 20% of budget going to planning/eval #solopr
- 6:54 pm **RegineNelson:** @farida\_h @marketingmel :) Proposal are fun! #solopr And it is good to be busy. Lots going on!
- 6:54 pm **janetfalk:** @chandlee Hi Chandlee. We've met. Need to discuss together to confirm on same page re reading market #soloPR
- 6:54 pm **karensxim:** @luannsaid We miss you! #solopr
- 6:55 pm **dconconi:** does anyone do this? RT @SoloDovePR: @dconconi theres a variation, esp if u make client sign a contract @ intellectual properties #solopr
- 6:55 pm **PRjeff:** @farida\_h @KellyeCrane Try to do one proposal/week. Important to always keep potential clients in pipeline. #solopr
- 6:55 pm **SoloPR:** @chandlee The more info you can provide on the front-end of what you're looking for, the better proposal responses will be #solopr
- 6:55 pm **AmazingPRMaven:** A2 Smtimes cold RFPs surprise, wrote cold RFP resp 3 yrs ago wn I came back to work after tragedy just 2 gt myself writing, won biz #solopr
- 6:56 pm **3hatscomm:** Adapt. RT @PRjeff: Yep! RT @KellyeCrane: A3: Many clients arent as by-the-book as some PR pros- good to keep the audience in mind #solopr
- 6:56 pm **karensxim:** @AmazingPRMaven That is an inspiring story! #solopr
- 6:57 pm **cidokogiPR:** It seems like @KellyeCrane should give a lesson on proposals. She has all the good tips! thanks for sharing :) #solopr
- 6:57 pm **bethanylandis:** RT @Hoojobs: Check out Hoojobs, a job board for PR, communications, & social media: <http://hoojobs.com>. Follow us for jobs & career advice. #solopr
- 6:57 pm **SoloPR:** RT @AmazingPRMaven: A2 Smtimes cold RFPs surprise, wrote 1 3 yrs ago wn I came back to work after tragedy just 2 gt writing, won biz #solopr
- 6:57 pm **PRjeff:** OK, so what if you have a farmer client who is actually giving away his farm? How in the world do you do THAT proposal? #solopr
- 6:57 pm **paulardoin:** Thanks for the insight today, everyone! Off to client meeting. #solopr
- 6:58 pm **altiedt:** @urbanreporter @kellyeCrane - Agree. A proposal should include your time and budget to write and deliver a PLAN once hired #solopr
- 6:58 pm **SoloPR:** @cidokogiPR Not all the good tips! Lots of others here, too. Longer you do this stuff, the more tough lessons you learn :) #solopr
- 6:58 pm **dconconi:** @KellyeCrane: A2: a good time 2 mention that proposals shouldnt give away the farm. Say what youll do, but not all the details how. #solopr
- 6:58 pm **BevPayton:** LOL RT @SoloPR: Screaming, arms flailing...RT @krisTK: A2: Looked at a RFP that requested media lists. So I ran, I ran so far away. #solopr
- 6:59 pm **DeblnATX:** RT @altiedt: @urbanreporter @kellyeCrane - Agree. A proposal should include your time and budget 2 write and deliver PLAN once hired #solopr
- 6:59 pm **SoloPR:** Thanks everyone for an excellent discussion today. Remember, we keep chatting on the hashtag all week! #solopr
- 6:59 pm **SoloPR:** @PRjeff You so crazy. :-)) #solopr
- 6:59 pm **PRjeff:** Good day all! #solopr
- 7:00 pm **fransteps:** @SoloPR Thx again for insightful stuff. Really helps me grow new muscles in my biz. #solopr.
- 7:00 pm **RobinMarie:** @KellyeCrane Thank you! #solopr

- 7:00 pm **farida\_h:** Plug: Doing a FREE book giveaway (Real-time mktg & PR/Unmarketing) on my blog. Leave a comment to participate: <http://bit.ly/g0IEYR> #solopr
- 7:00 pm **janetfalk:** #solopr Always a pleasure to catch up with friends and cohort. Pitching prospect. CU Later.
- 7:00 pm **3hatscomm:** @dconconi I say talent and skill b/c that expertise impacts efficiency; one pro may be able do more quality work in less time. #solopr
- 7:00 pm **karensxim:** Another great hour! Thanks @KellyeCrane for hosting and thanks all for the great insight & info! #solopr
- 7:00 pm **DeblnATX:** Thanks everyone! And thanks to @KellyeCrane for hosting. :) #solopr
- 7:01 pm **PRjeff:** RT @DeblnATX: Thanks everyone! And thanks to @KellyeCrane for hosting. :) #solopr
- 7:01 pm **fransteps:** Stay warm or indoors, everyone. #solopr
- 7:01 pm **jgombita:** Thinking Hoojobs could use a good solo PR to explain Twitter chat etiquette about NOT SPAMMING hashtag, esp. during the 1-hour chat. #solopr
- 7:01 pm **davispr:** HA! RT @PRjeff OK, so what if u have a farmer client who is actually giving away his farm? How in the world do u do THAT proposal? #solopr
- 7:01 pm **farida\_h:** Thanks all! I hope to catch up next Wednesday. Have a good week! #solopr
- 7:01 pm **BevPayton:** & they agreed? RT @AmazingPRMaven: A2. my #solopr friend found out the client told t winning agency 2 take ideas from other proposals
- 7:01 pm **SoloPR:** RT @altiedt: @urbanreporter @kellyeCrane Agree. A proposal should include your time and budget to write and deliver a PLAN once hire #solopr
- 7:01 pm **RegineNelson:** Thanks everyone. RT @debinatx: Thanks everyone! And thanks to @KellyeCrane for hosting. :) #solopr
- 7:01 pm **dconconi:** Thanks 2 @kellyeCrane for hosting another great #solopr - and props to all the PR folks who make it interesting and informative!! #solopr
- 7:01 pm **AmazingPRMaven:** Thanks for a great discussion everyone, time to get more coffee and work on branding and web copy - woo hoo #solopr
- 7:02 pm **MarketingMel:** @RegineNelson Best of luck to you and my other proposal writing #soloPR peeps!
- 7:02 pm **SoloPR:** RT @dconconi: Thanks 2 @kellyeCrane for hosting another great #solopr- & props to all the PR folks who make it interesting and informative!
- 7:02 pm **dconconi:** RT @jgombita: Thinking Hoojobs could use a good solo PR to explain Twitter chat etiquette about NOT SPAMMING hashtag, esp. during the 1-hour chat. #solopr
- 7:03 pm **BevPayton:** Amen! RT @SoloPR: Yes! RT @gnosisarts: A2 & as we're small biz pr pros here, if ur undercharging ur hurting all of us, not just you #solopr
- 7:03 pm **karensxim:** @dconconi @jgombita Was thinking the same thing #solopr
- 7:04 pm **altiedt:** @solopr Thanks for the RT. Great discussion and I look forward to next week. #solopr
- 7:05 pm **WolcottPR:** Amen RT @GnosisArts: A2 & as we're small biz pr pros here, if ur undercharging ur hurting all of us, not just you #solopr
- 7:05 pm **BevPayton:** They R better off. RT @SoloPR: Q3 from a community mbr, whose proposal wzn't selected b/c 2 much wz allocated 2 planning/measurement #solopr
- 7:14 pm **BevPayton:** Nice tweeting u 2day #solopr peeps.
- 7:20 pm **JamieLaceyPR:** Crucial pt. @KellyeCrane: A2: ...proposals shouldn't give away farm. Say what u'll do, but not all details of how. #solopr
- 7:20 pm **RegineNelson:** Thanks! You too! RT @MarketingMel: @RegineNelson Best of luck to you and my other proposal writing #soloPR peeps!



2/2/2011

Transcript for #solopr - What the Hasht...

- 7:27 pm **WolcottPR:** @SoloPR Next week Q: How is crowd sourcing going to hurt #solopr types?
- 7:38 pm **jgombita:** To give it a #solopr focus (of "don't do") @karensxim @dconconi, it reminds me of a "spray & pray" news release. Untargeted, usually! :-)
- 8:07 pm **LScribner:** Deadline for Mediapost's Appy Awards is this Friday, get your entry in! <http://bit.ly/hKQmq> #apps #iphone #solopr #pr
- 8:20 pm **ambercleveland:** RT @KellyeCrane: proposals shouldn't give away the farm. Say what you'll do, but not all the details of how #solopr
- 8:30 pm **KellyeCrane:** Great info on considerations when running contests from @eprize, presented to @SMCatl (disclaimer: I'm Chair) <http://ow.ly/3Osee> #solopr
- 9:59 pm **shonali:** Did you see this excellent #measurepr recap (and more) by @JonClements on yesterday's chat? <http://bit.ly/g9dNz4> #pr #solopr
- 10:13 pm **MarketingMel:** Woo-hoo! Using my MBA at the moment. Thinking market research as I write PR proposal. Stat's prof would be proud! Great chat 2-day #soloPR
- 10:25 pm **paulardoin:** Thanks for the #solopr RTs and/or interaction today @RobinMarie @jgombita @karensxim and as always @KellyeCrane!
- 10:30 pm **KellyeCrane:** Amazing wisdom/tips! - Ten Useful Hacks to Make Things Happen <http://ow.ly/3OP3Z> #solopr
- 10:41 pm **Loudseed:** RT @shonali: Did you see this excellent #measurepr recap (and more) by @JonClements on yesterday's chat? <http://bit.ly/g9dNz4> #pr #solopr
- 10:41 pm **MarketingMel:** Entrepreneur (a.k.a. @MarketingMel today writing a proposal! #soloPR) - Wikipedia, the free encyclopedia <http://ow.ly/3Pd1w>
- 10:47 pm **Loudseed:** RT @KellyeCrane: Amazing wisdom/tips! - Ten Useful Hacks to Make Things Happen <http://ow.ly/3OP3Z> #solopr

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