



## Transcript from February 9, 2011 to February 9, 2011

All times are Pacific Time

### February 9, 2011

- 1:35 pm **KellyeCrane:** Great tips from @griner - How to Design for Social Media: An Up-to-Date Tutorial <http://ow.ly/3Sw14> #solopr
- 2:11 pm **KellyeCrane:** The week has flown by -- it's #solopr chat day! Send me your Qs, and I'll see you 1-2pm ET/10am PT.
- 2:25 pm **dconconi:** RT @KellyeCrane: The week has flown by -- it's #solopr chat day! Send me your Qs, and I'll see you 1-2pm ET/10am PT.
- 2:37 pm **IndigoSevenPR:** RT @KellyeCrane: The week has flown by -- it's #solopr chat day! Send me your Qs, and I'll see you 1-2pm ET/10am PT.
- 2:58 pm **karensxim:** Think I'll slip in a run before #solopr, hope to see you there 1pm EST
- 3:16 pm **r\_efrain\_ayala:** Turning your marketing into media - a fantastic real-life case: <http://bit.ly/eFtUg6> #pr #solopr #prbc
- 3:35 pm **KellyeCrane:** Cool infographic - Facebook and Twitter Dominate Small Biz Social Media Use <http://ow.ly/3SwrG> #solopr
- 3:42 pm **TPLDrew:** RT @KellyeCrane: Cool infographic - Facebook and Twitter Dominate Small Biz Social Media Use <http://ow.ly/3SwrG> #solopr
- 4:14 pm **SocialTIS:** RT @KellyeCrane: Cool infographic - Facebook and Twitter Dominate Small Biz Social Media Use <http://ow.ly/3SwrG> #solopr
- 4:17 pm **lisavielee:** Just talked freelance business with @kimberlyharms. Welcome to #solopr world!
- 4:36 pm **farida\_h:** How PR translates into sales for a pizza restaurant owner: <http://bit.ly/flztGI> #PublicRelations #PR #solopr
- 4:36 pm **prism\_media:** How PR translates into sales for a pizza restaurant owner: <http://bit.ly/flztGI> #PublicRelations #PR #solopr
- 4:57 pm **RegineNelson:** RT @prism\_media: How PR translates into sales for a pizza restaurant owner: <http://bit.ly/flztGI> #PublicRelations #PR #solopr
- 5:05 pm **rwcampbell:** RT @KellyeCrane: Cool infographic - Facebook and Twitter Dominate Small Biz Social Media Use <http://ow.ly/3SwrG> #solopr
- 5:07 pm **RegineNelson:** Loves the smell of chai tea in the morning. :) It's #solopr chat day. Join us at 10AM PST/1PM EST for tips, advice & networking w/ PR folks.
- 5:31 pm **MuslimNewMedia:** RT @twittelator: A man walks into dr's office, "Help me, Help me! I'm addicted to Twitter!" Doctor: "Sorry, I don't follow you." #soloPR
- 5:35 pm **RegineNelson:** LOL RT @muslimnewmedia A man walks into dr's office, "Help me, Help me! I'm addicted to Twitter!" Doc: "Sorry, I don't follow you." #soloPR
- 5:42 pm **KellyeCrane:** Gearing up for today's #solopr chat: snack & refilled water glass..check! If you're a PR consultant, follow the hashtag at top of the hour.
- 5:49 pm **PRjeff:** I come pre-hydrated RT @KellyeCrane: Gearing up for today's #solopr chat: snack&refilled water glass..check! If ur a PR consultant... #solopr
- 5:54 pm **SoloPR:** @PRjeff Like a boy scout- be prepared... #solopr
- 5:58 pm **karensxim:** 3 minute countdown to chat, you're welcome to join or lurk use tweetchat for easy follow & auto hashtag #solopr

- 6:00 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
- 6:00 pm **SoloPR:** If you have #solopr questions you'd like us to discuss, please @KellyeCrane (or DM), and we'll add them to the list!
- 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 **karensxim:** RT @SoloPR: time for this weeks #soloPR chat for indep pros in PR and related fields (and those who want to learn more about it). #solopr
- 6:01 pm **PRjeff:** RT @SoloPR: If you have #solopr questions youd like us to discuss, please @KellyeCrane (or DM), and well add them to the list! #solopr
- 6:01 pm **DougHovelson:** RT @SoloPR: If you have #solopr questions you'd like us to discuss, please @KellyeCrane (or DM), and we'll add them to the list!
- 6:01 pm **SoloPR:** If you're new, you can easily follow a Twitter chat in Tweetdeck.com or Tweetgrid.com. #solopr
- 6:02 pm **RegineNelson:** RT @solopr: It's time for this week's #soloPR chat for solo pros in PR & related fields (& those who want to learn more about it). #solopr
- 6:02 pm **karensxim:** RT @SoloPR: If youre new, you can easily follow a Twitter chat in Tweetdeck.com or Tweetgrid.com. #solopr
- 6:02 pm **SoloPR:** If you're joining, say hello! This is @KellyeCrane moderating, blogger at <http://soloprpro.com/> #solopr
- 6:03 pm **RegineNelson:** Regine from SF Bay area here. 7 yrs exp, 1 yr solo. Allure Marketing + Communications. Love PR and social media. #solopr
- 6:07 pm **krisTK:** It's that time again! Kristie here from south MS (APR, 20 years exp, 7 yrs indy). #solopr
- 6:07 pm **krisTK:** RT @SoloPR: Q1 is from @wolcottpr: how is crowd sourcing going to hurt #solopr types? Are you threatened by the "do your own PR" mindset?
- 6:07 pm **davispr:** Hello #solopr friends! Kelly Davis from @columbiasc. In PR for 16 years, independent for 6 1/2 years, just grew our team to 3 FT and 2 PT!
- 6:07 pm **karensxim:** RT @SoloPR: Q1 from @wolcottpr: how is crowd sourcing going 2 hurt #solopr types? Are u threatened by the "do your own PR" mindset? #solopr
- 6:08 pm **KellyeCrane:** A1: I don't think crowdsourcing impacts #solopr pros much. We want to work with companies that value a professional job.
- 6:08 pm **krisTK:** @davispr So excited for your growth and continued success! Congratulations! #solopr
- 6:08 pm **karensxim:** A1: Not threatened at all, there will always be those who need deeper level of spec & I welcome clients who respect what I do #solopr
- 6:09 pm **cidokogiPR:** RT @KellyeCrane: A1: I dont think crowdsourcing impacts #solopr pros much. We want to work with companies that value a prof job. #solopr
- 6:09 pm **REDMEDIAPR:** Greeting - today from Atlanta =) sometimes from Oregon 15+ yrs #solopr
- 6:09 pm **3hatscomm:** A1: Not threatened. Difference in doing something and doing it well, doing it effectively. #solopr
- 6:09 pm **karensxim:** @davispr Woot! Congratulations! #solopr
- 6:10 pm **KellyeCrane:** A1: Many orgs probably start life doing their own promotions. Often make them appreciate us more when they're ready for #solopr!
- 6:10 pm **davispr:** @KristK Thanks! Will be taking notes from you on effectively working with your spouse. ;-) #solopr
- 6:10 pm **MarketingMel:** A. 1 Completely agree w/ my #soloPR peeps. Crowdsourcing not an issue when you bring value and experience to the table.

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Transcript for #solopr - What the Hasht...

6:10 pm

**juphilpott:** CS is interesting b/c it ultimately can save companies a lot of time & \$. But some PR should always be done in-house: protection #solopr

6:10 pm

**cindykrenek:** @kellyecrane thanks :) #solopr

6:10 pm

**altiedt:** Anne aka @altiedt : from @momentumpr in Austin, TX. We took our solo practices and merged in 2008. Hello, everyone at #solopr

6:11 pm

**SoloPR:** RT @MarketingMel: A. 1 Completely agree w/ my #soloPR peeps. Crowdsourcing not an issue when you bring value and experience to the table

6:11 pm

**cidokogiPR:** Q1: I agree with most #solopr folks- not so much a threat. They dont provide the strategy & know all the pros have & ppl need that #solopr

6:11 pm

**MuslimNewMedia:** Mustafa here, PR and media consulting for Muslim issues. Followers, im on a twitter chat, u can use a hashtag block like @proxlet #SoloPR

6:12 pm

**juphilpott:** CS can also be GREAT for cust service - make consumers feel important. Also not threatened. #solopr

6:12 pm

**krisTK:** A1: Always been those who think PR is easy and anyone can do it. Have to set them straight and show real value. #solopr

6:12 pm

**KellyeCrane:** A1: Quality #PR is not a quick-hit phenom - it's a long-term process that builds momentum over time. #solopr

6:12 pm

**MarketingMel:** @cindykrenek Welcome. Agree with @PRjeff You probably don't want to announce that too loudly. Hope your boss isn't on twitter ;-) #soloPR

6:13 pm

**SoloPR:** RT @krisTK: A1: Always been those who think PR is easy and anyone can do it. Have to set them straight and show real value #solopr

6:13 pm

**MuslimNewMedia:** RT @cidokogiPR: Q1: I agree - not so much a threat. They dont provide the strategy & know all the pros have & ppl need that #SoloPR

6:13 pm

**cidokogiPR:** when non PR pros try it and see how much harder it is then they thought they are no longer a threat but a beneficial need. #solopr

6:13 pm

**altiedt:** I agree! RT @kellyecrane: A1: Quality #PR is not a quick-hit phenom - it's a long-term process that builds momentum over time. #solopr

6:13 pm

**tricitiesced:** RT @MarketingMel: A. 1 Completely agree w/ my #soloPR peeps. Crowdsourcing not an issue when you bring value and experience to the table.

6:13 pm

**karensxim:** A1: I actually teach some of those strategies to those without budget/readiness/need for full on PR engagement #solopr

6:13 pm

**MarketingMel:** @davispr Congratulations! Would love to hear about your growth journey. It's tough deciding how/when to grow/expand. #soloPR

6:14 pm

**farida\_h:** Late to the party. Hello everyone! This is Farida from Prism Media Services in NY. Catching up on the conversation. #solopr

6:14 pm

**RegineNelson:** RT @kellyecrane: A1: Quality #PR is not a quick-hit phenom - it's a long-term process that builds momentum over time. #solopr

6:14 pm

**andreaschulle:** RT @cidokogiPR: when non PR pros try it and see how much harder it is then they thought they are no longer a threat but a beneficial need. #solopr

6:14 pm

**karensxim:** RT @krisTK: A1: Always been those who think PR is easy and anyone can do it. Have to set them straight and show real value #solopr

6:14 pm

**KellyeCrane:** @MarketingMel @PRjeff Well, @cindykrenek said it was several years down the road, so hopefully her boss admires forethought! #soloPR

6:14 pm

**andreaschulle:** RT @KellyeCrane: A1: Quality #PR is not a quick-hit phenom - it's a long-term process that builds momentum over time. #solopr

6:14 pm

**juphilpott:** RT @kellyecrane: A1: Quality #PR is not a quick-hit phenom #solopr

6:14 pm

**karensxim:** @farida\_h Hi Farida! You're right on time! #solopr

6:14 pm

**krisTK:** A1: Lots of orgs struggle with knowing they need PR, turn to cloud for tools but still don't know what to actually do with them. #solopr

6:15 pm

**SoloPR:** Nice RT @karensxim: A1: I actually teach some of those strategies to those

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6:13 pm

## Transcript for #solopr - What the Hasht...

**SoloPR:** NICE RT @karenswwim. A1: I actually teach some of those strategies to those without budget/readiness/need for full on PR engagement #solopr

6:15 pm **WolcottPR:** RT @krisTK: A1: Lots of orgs struggle with knowing they need PR, turn to cloud for tools but still don't know what to actually do with them. #solopr

6:15 pm **3hatscomm:** This. RT @juphilpott: RT @kellyecrane: A1: Quality #PR is not a quick-hit phenom #solopr

6:15 pm **djenningspr:** RT @KellyCrane: A1: Quality #PR is not a quick-hit phenom - it's a long-term process that builds momentum over time. #solopr <-bless you!

6:15 pm **karenswwim:** True! RT @krisTK: Lots of orgs struggle w/ knowing they need PR, turn to cloud 4 tools but still dont know what to do with them. #solopr

6:15 pm **MarketingMel:** @KellyCrane Either that or @cindykrenek will be joining @PRJeff and me as a #soloPR before she thought!

6:15 pm **krisTK:** RT @KellyCrane: A1: Quality #PR is not a quick-hit phenom - it's a long-term process that builds momentum over time. #solopr

6:15 pm **andreaschulle:** Trying to follow #solopr chat for first time. Andrea here w/As Such Communications and @thePRChannel.

6:15 pm **SoloPR:** Q2 is up next... #solopr

6:16 pm **farida\_h:** @karenswwim :) Good to 'see' you (and all other #solopr friends) again! #solopr

6:16 pm **juphilpott:** Comfortable knowing that there will always be a need for in-house PR. Who knows the business better than employees? #solopr

6:16 pm **SoloPR:** Q2: What do you do when you've made a down payment to a vendor, but become dissatisfied w/their work? #solopr

6:16 pm **davispr:** RT @SoloPR: RT @krisTK: A1: Always been those who think PR is easy and anyone can do it. Have to set them straight and show real value #solopr

6:17 pm **karenswwim:** @farida\_h Good to 'see' you too! #solopr

6:17 pm **karenswwim:** RT @SoloPR: Q2: What do you do when youve made a down payment to a vendor, but become dissatisfied w/their work? #solopr

6:17 pm **MarketingMel:** @KristK @djenningspr @3HatsComm @RegineNelson @altiedt @cidokogiPR Agree #soloPR friends. Quality PR is strategic not a one hit wonder.

6:17 pm **altiedt:** Hi and welcome @andreaschulle @prchannel. This is my 2nd #solopr cha.

6:17 pm **Erindea:** Q2: What do you do when you've made a down payment to a vendor, but become dissatisfied w/their work? #solopr :@

6:17 pm **krisTK:** A1: One of my fave consults involves mtg w biz owner and developing a plan that makes most of their budget. Spend smarter! #solopr

6:18 pm **PRjeff:** Clients need to keep head out of the clouds RT @krisTK Lots of orgs struggle... turn to cloud 4 tools-dont know what to do w/them. #solopr

6:18 pm **karenswwim:** A2: Always, always spell out terms in writing before down payment so that you are not locked in if you are not happy #solopr

6:18 pm **krisTK:** RT @SoloPR: Q2: What do you do when youve made a down payment to a vendor, but become dissatisfied w/their work? #solopr

6:18 pm **jgombita:** Screeching in..... Sorry I missed the convos re: Q1. Will have to check out transcript. Comment that PR \*needs standards!\* #solopr

6:18 pm **SoloPR:** RT @juphilpott: Comfortable knowing that there will always be a need for in-house PR. Who knows the business better than employees? #solopr

6:18 pm **garrettkuk:** A1: good PR should know customer/audience segments are receptive to tap for crowdsourcing; drives content for others to respond to #soloPR

6:18 pm **altiedt:** @solopr A2. Happened last week. Called and talked to the owner of the company honestly and kindly. Print job to be redone gratis. #solopr

6:18 pm **SoloPR:** RT @karenswwim: A2: Always, always spell out terms in writing before down payment so that you are not locked in if you are not happy #solopr

- 6:18 pm **karensxim:** @PRjeff Lol! Not according to Microsoft, lol - to the cloud! #solopr
- 6:19 pm **3hatscomm:** @SoloPR A2: Hopefully that's negotiated upfront, revisions and early terminations if work doesn't meet expectations. #solopr
- 6:19 pm **juphilpott:** #Q2: Important to effectively but professionally communicate your dissatisfaction. Hope you accounted for that in contract. #solopr
- 6:19 pm **PRjeff:** A2: Yikes. Make sure expectations are clear from the start. Agrmt should have refund clause for non-performance #solopr
- 6:19 pm **jgombita:** RT @altiedt: A2. Happened last week. Called & talked to the owner of the company honestly and kindly. Print job to be redone gratis. #solopr
- 6:19 pm **MarketingMel:** @SoloPR Never had a vendor I didn't thoroughly vet first and have total confidence in. They are an extension of your personal brand! #soloPR
- 6:19 pm **SoloPR:** RT @altiedt: @solopr A2. Happened last week. Talked to the owner of the company honestly and kindly. Print job to be redone gratis. #solopr
- 6:19 pm **RegineNelson:** A2: Discuss the issue at hand and refer to contract. Hopefully those details are included. Everyone wants good service. #solopr
- 6:19 pm **SoloPR:** RT @3hatscomm: @SoloPR A2: Hopefully that's negotiated upfront, revisions and early terminations if work doesn't meet expectations #solopr
- 6:19 pm **karensxim:** RT @altiedt: @solopr A2. Happened last week. Called & talked to owner of company honestly and kindly. Print job to be redone gratis. #solopr
- 6:20 pm **andreaschulle:** @altiedt @prchannel i need tips for the follow, Anne. Glad we can chat here as well. Not that we don't live in the same city. :) #solopr
- 6:20 pm **krisTK:** A1: Vendors want happy clients. If this is one-time mistake with ongoing vendor, they want to know how to fix. #solopr
- 6:20 pm **jgombita:** @altiedt I think the quiet and respectful approach generally works better than the loud anger. Honey versus vinegar. :) Congrats. #solopr
- 6:20 pm **SoloPR:** RT @juphilpott: #Q2: Important to effectively but professionally communicate dissatisfaction. Hope you accounted for that in contract #solopr
- 6:20 pm **MarketingMel:** @jgombita Hello my good Canadian friend. Pull up a chair. There's plenty of room. Hot coffee? #soloPR
- 6:20 pm **davispr:** #SoloPR A2: Probably depends on what kind of contractual relationship you have w/vendor. Need to spell that out in writing ahead of time.
- 6:21 pm **juphilpott:** Q2: Usually vendors understand, blame it on unclear communication, change and move-on. Will prob result in future biz for vendor. #solopr
- 6:21 pm **karensxim:** @jgombita @altiedt I agree, my mom instilled that in me but when honey doesn't work a contract is a great backup #solopr
- 6:21 pm **krisTK:** A2: If new vendor and you think there's no future, know when to pull termination clause and move on. #solopr
- 6:21 pm **MuslimNewMedia:** A1 reminds me of this (I tweeted it earlier, but good for this group): how companies scramble for a socmed plan <http://ow.ly/3TfyF> #SoloPR
- 6:21 pm **KellyeCrane:** A2: If you've made a 1/2 deposit, withholding the second half of the payment until satisfied is usually enough to motivate. #solopr
- 6:21 pm **altiedt:** @jgombita Thanks. She was embarrassed and so glad I called so she could have a chance to make it right. #solopr
- 6:22 pm **krisTK:** RT @karensxim: mom instilled that in me but when honey doesn't work, a contract is a great backup #solopr
- 6:22 pm **juphilpott:** Exactly. RT @krisTK A1: Vendors want happy clients. If this is one-time mistake with ongoing vendor, they want to know how to fix. #solopr
- 6:22 pm **cidokogiPR:** A2: The right vendor means having a relationship where u can bring up dissatisfaction early on and them having no issue fixing it #solopr

- 6:22 pm **RegineNelson:** :) RT @kristk: RT @karensxim: mom instilled that in me but when honey doesn't work, a contract is a great backup #solopr
- 6:22 pm **karensxim:** RT @KellyeCrane: A2: If youve made a 1/2 deposit, withholding second half of payment until satisfied is usually enough to motivate. #solopr
- 6:22 pm **garrettkuk:** RT @KellyeCrane: A2: If you've made a 1/2 deposit, withholding the second half of the payment until satisfied is usually enough to motivate. #solopr
- 6:22 pm **cindykrenek:** Still getting the hang of the #solopr chat but think it's awesome!
- 6:23 pm **cidokogiPR:** RT @karensxim: A2: Always, always spell out terms in writing before down payment so that you are not locked in if you are not happy #solopr
- 6:23 pm **karensxim:** RT @cidokogiPR: right vendor means having relationship where u can bring up dissatisfaction early on & them having no issue fixing #solopr
- 6:23 pm **REDMEDIAPR:** A2: like anything in this biz a good relationship goes a long way. Continually talk w other pros/vendors you trust on who they recc #solopr
- 6:23 pm **MuslimNewMedia:** A@ in B2C world, customers often tweet their dissatisfaction, get results, but that may not be appropriate in vendor relationship #SoloPR
- 6:24 pm **dconconi:** Just joining - sorry to be late. #solopr
- 6:24 pm **MarketingMel:** @KellyeCrane @karensxim Ha! Now that's funny. Withholding 1/2 deposit to motivate. Green is \*always\* a motivating color #soloPR
- 6:24 pm **RegineNelson:** RT @cidokogiPR: right vendor means having relationship where u can bring up dissatisfaction early on & them having no issue fixing #solopr
- 6:24 pm **KellyeCrane:** A2: Obviously, withholding payment shouldn't be done lightly. Sometimes I just have to take resp. for picking someone w/o the skills #solopr
- 6:24 pm **farida\_h:** Tread cautiously with new vendors. Agree on advice to spell out terms. The same is true when starting work for a new client! #solopr
- 6:24 pm **karensxim:** Love @cidokogiPR point about relationship, that is essential & all vendors should take that seriously #solopr
- 6:24 pm **krisTK:** A2: Do you use standard purchase orders for vendors or develop new contract for each project? #solopr
- 6:24 pm **juphilpott:** Q2: Was kind to vendor who didn't do what we asked: vendor got angry and unprofessional. Hasn't heard from us since! Burned bridges.#solopr
- 6:24 pm **karensxim:** @MarketingMel @KellyeCrane Ha! Ain't that the truth! #solopr
- 6:24 pm **jgombita:** @altiedt things in the air...having online convo with @ambercleveland whether "generosity" should be part of your "brand strategy"! #solopr
- 6:25 pm **jgombita:** RT @karensxim: @jgombita @altiedt I agree, my mom instilled that in me but when honey doesn't work a contract is a great backup #solopr
- 6:25 pm **SoloPR:** Q2 follow-up: RT @KristK: A2: Do you use standard purchase orders for vendors or develop new contract for each project? #solopr
- 6:25 pm **karensxim:** Standard that I customize-RT @krisTK: A2: Do you use standard purchase orders for vendors or develop new contract for each project? #solopr
- 6:25 pm **SoloPR:** @juphilpott There are a lot of divas out there – sad, but true! #solopr
- 6:25 pm **MarketingMel:** @dconconi Welcome.! #soloPR
- 6:26 pm **jgombita:** @MarketingMel can I ask for green tea? Or will you ask me, "what's that all about?" ;-) Hello my lovely 'murican pal. #solopr
- 6:26 pm **SoloPR:** RT @KellyeCrane: A2: Sometimes I just have to take resp. for picking someone w/o the skills #solopr
- 6:26 pm **karensxim:** @jgombita Well @ambercleveland has generosity in her DNA, one of the kindest people on the planet #solopr
- 6:26 pm **juphilpott:** AbsoluTEly... And frankly, without reason! RT @SoloPR @juphilpott There are

- 6:26 pm **MarketingMel:** @jgombita Sure we're serving tea this afternoon as well. Sounds delightful here at #soloPR
- 6:26 pm **chadmahan:** This is my first #solopr chat. Loving it so far.
- 6:27 pm **KellyeCrane:** A2 followup: @KristK If it's a service vendor, then I have a standard agreement. Product vendors, I don't. #solopr
- 6:27 pm **dconconi:** Awesome!! RT @chadmahan: This is my first #solopr chat. Loving it so far. #solopr
- 6:27 pm **MarketingMel:** @chadmahan Welcome. Glad to have you with us. Pull up a chair and tell us about yourself. #soloPR
- 6:27 pm **farida\_h:** @chadmahan Welcome to the party! #solopr
- 6:27 pm **SoloPR:** Hello all the first-timers (incl @chadmahan @cindykrenek) - glad you're enjoying it! #solopr
- 6:28 pm **davispr:** @chadmahan Welcome! #solopr
- 6:28 pm **SoloPR:** Q3 up next... #solopr
- 6:28 pm **karensim:** Welcome @chadmahan so glad you could join! #solopr
- 6:28 pm **SoloPR:** Q3: If I'm considering going solo in a few years, what should I do now while I work at an agency to prepare? #solopr
- 6:29 pm **karensim:** Yes welcome! RT @SoloPR: Hello all the first-timers (incl @chadmahan @cindykrenek) - glad youre enjoying it! #solopr
- 6:29 pm **jgombita:** @chadmahan oh good. We like the men chatting, but some are intimidated by the mainly female component. #solopr
- 6:29 pm **RegineNelson:** @chadmahan Welcome! #solopr
- 6:29 pm **andreaschulle:** RT @jgombita: @altiedt I think the quiet and respectful approach generally works better than the loud anger. Honey versus vinegar. :-) Congrats. #solopr
- 6:29 pm **dconconi:** RT @SoloPR: Q3: If Im considering going solo in a few years, what should I do now while I work at an agency to prepare? #solopr
- 6:29 pm **andreaschulle:** RT @karensim: @jgombita @altiedt I agree, my mom instilled that in me but when honey doesn't work a contract is a great backup #solopr
- 6:29 pm **farida\_h:** Great qns! RT @SoloPR: Q3: If Im considering going solo in a few years, what should I do now while I work at an agency to prepare? #solopr
- 6:29 pm **karensim:** RT @SoloPR: Q3: If Im considering going solo in a few years, what should I do now while I work at an agency to prepare? #solopr
- 6:30 pm **cidokogiPR:** RT @SoloPR: Q3: If Im considering going solo in a few years, what should I do now while I work at an agency to prepare? #solopr
- 6:30 pm **MarketingMel:** @jgombita Thankfully @PRjeff always holds his own in here! No doubt @chadmahan can too! #soloPR
- 6:30 pm **karensim:** A3: Learn all that you can, develop a reputation for excellence, cultivate relationships #solopr
- 6:30 pm **cidokogiPR:** excited to see answers from Q3 #solopr
- 6:31 pm **andreaschulle:** RT @SoloPR: Q3: If I'm considering going solo in a few years, what should I do now while I work at an agency to prepare? #solopr
- 6:31 pm **ThePRCoach:** Smart #solopr #marketing too: 5 Ways Ad Agency Blogs Can Produce Significant Traffic for New Business #PR #blogging <http://bit.ly/ikwDZQ>
- 6:31 pm **KellyeCrane:** A3: First, knowing that you plan to go #solopr early puts you ahead of the game! @jennifer\_spivak posted on the blog: <http://bit.ly/g1uzFn>
- 6:31 pm **jgombita:** @MarketingMel @chadmahan I was actually waiting for @PRjeff to speak up and refute me.... ;-) #solopr

- 6:31 pm **SoloPR:** RT @karensxim: A3: Learn all that you can, develop a reputation for excellence, cultivate relationships #solopr
- 6:31 pm **dconconi:** A3: my path - agency, solo,agency, solo. Do as much as u can (from start to finish of a project) with as many people as you can. #solopr
- 6:31 pm **farida\_h:** A3: Focus on learning business side of things - pitching to new clients, managing client relationships & build network in advance. #solopr
- 6:32 pm **karensxim:** @jgombita @MarketingMel @chadmahan @PRjeff Don't forget @NewMuslimMedia is here too, he blends nicely #solopr
- 6:32 pm **juphilpott:** Q3: Gain solid understanding of finance, biz, budgets. #solopr
- 6:32 pm **andreaschulle:** @SoloPR AQ3: learn the business aspects as well. processes, bookkeeping, etc. that is a hard part for us creative types. #solopr
- 6:32 pm **cidokogiPR:** RT @SoloPR: RT @karensxim: A3: Learn all that you can, develop a reputation for excellence, cultivate relationships #solopr
- 6:32 pm **krisTK:** RT @SoloPR: Q3: If Im considering going solo in a few years, what should I do now while I work at an agency to prepare? #solopr
- 6:32 pm **jgombita:** A3. Keep an eye on the clients who don't seem overly happy (at present) with the agency's service.... #solopr
- 6:32 pm **KellyeCrane:** A3: Try to get as many different experiences as you can, e.g. from tradt'l media relations to managing social media. #solopr
- 6:33 pm **karensxim:** RT @dconconi: A3: my path - agency, solo,agency, solo. Do as much as u can (from start 2 finish of proj) w/ as many ppl as u can #solopr
- 6:33 pm **3hatscomm:** @andreaschulle A3. Contacts, contacts, contacts. Build the relationships now that may help you later when you go solo. #solopr
- 6:33 pm **MuslimNewMedia:** good one RT @jgombita: A3. Keep an eye on the clients who dont seem overly happy (at present) with the agencys service.... #SoloPR
- 6:33 pm **RegineNelson:** RT @kristk: RT @SoloPR: Q3: If Im considering going solo in a few years, what should I do now while I work at an agency to prepare? #solopr
- 6:33 pm **KellyeCrane:** A3: Think about what future potential clients may be looking for. If you can experience w/a big name co or 2, that also helps #solopr
- 6:33 pm **farida\_h:** RT KellyeCrane A3: Try to get as many different experiences as you can, e.g. from tradt'l media relations to managing social media. #solopr
- 6:33 pm **WolcottPR:** A3: Build a network, learn Quickbooks and tax-filing deadlines #solopr
- 6:34 pm **SoloPR:** RT @3hatscomm: @andreaschulle A3. Contacts, contacts, contacts. Build the relationships now that may help you later when you go solo #solopr
- 6:34 pm **SoloPR:** RT @juphilpott: Q3: Gain solid understanding of finance, biz, budgets #solopr
- 6:34 pm **chadmahan:** @jgombita @MarketingMel #solopr I'm fairly new in PR, not intimidated at all. Looking forward to learning from all of you!
- 6:34 pm **MuslimNewMedia:** @karensxim thanks! how ya doin 2day? #SoloPR
- 6:34 pm **SoloPR:** RT @farida\_h: A3: Focus on learning business side of things - pitching to new clients, managing client relationships & build network #solopr
- 6:34 pm **RegineNelson:** A3: Foster relationships & build networks of potential clients. Be helpful & provide advice when appropriate. Display your expertise. #solopr
- 6:34 pm **karensxim:** As @KellyeCrane noted, great laboratory for gaining wide range of experience, take advantage of it #solopr
- 6:35 pm **SoloPR:** RT @dconconi: A3: Do as much as u can (from start to finish of a project) with as many people as you can. #solopr
- 6:35 pm **karensxim:** @MuslimNewMedia Doing well, thank you! How are you? #solopr
- 6:35 pm **krisTK:** A3: Study agency mgmt, biz development techniques, client service and



operations. #solopr

- 6:35 pm **dconconi:** A3: agency is a great place to learn new skills and hone old ones in prep for solo - plus learning people skills. Priceless. #solopr
- 6:35 pm **karensxim:** Great points! RT @krisTK: A3: Study agency mgmt, biz development techniques, client service and operations. #solopr
- 6:35 pm **jgombita:** On LinkedIn! RT @3hatscomm: A3. Contacts, contacts, contacts. Build the relationships now that may help you later when you go solo. #solopr
- 6:35 pm **cidokogiPR:** All great answers.. I am definitely taking notes on this too! #solopr
- 6:36 pm **andreaschulle:** @SoloPR @3hatscomm A3: agree 100%. u have to wear \*all\* hats when solo. biz dev & finances are hardest. creative/strategy easiest. #solopr
- 6:36 pm **KateRobins:** A3 Also, don't underestimate the value of the current day job. Ppl calling you back because you company x, not just you. #solopr
- 6:36 pm **krisTK:** A3: Assess what you want to do when you're the boss: type of projects, industries, settings, services. #solopr
- 6:36 pm **farida\_h:** RT @RegineNelson: A3: Foster relationships, build networks of potential clients. Be helpful & provide advice when appropriate. #solopr
- 6:36 pm **CjShaffer1:** RT @andreaschulle: @SoloPR @3hatscomm A3: agree 100%. u have to wear \*all\* hats when solo. biz dev & finances are hardest. creative/strategy easiest. #solopr
- 6:36 pm **KellyeCrane:** A3: Get some exp working directly w/clients under your belt (managing a whole acct, if possible). Budgeting is another key skill #solopr
- 6:36 pm **dconconi:** A3: but get out before you get complacent - or worse!! ;- ) #solopr
- 6:36 pm **MuslimNewMedia:** RT @RegineNelson: A3: Foster relationships & build networks of potential clients. Be helpful & provide advice...Display expertise. #SoloPR
- 6:36 pm **MarketingMel:** Way to go! You have the makings of a PR Pro! RT @chadmahan: @jgombita #solopr I'm fairly new in PR, not intimidated at all.
- 6:36 pm **REDMEDIAPR:** @chadmahan welcome to the party =) #solopr snowing up there yet?
- 6:37 pm **juphilpott:** Q3: Networking, relationship-building 10000% most important if you're venturing on your own. #solopr
- 6:37 pm **SoloPR:** RT @dconconi: A3: agency is a great place to learn new skills and hone old ones in prep for solo - plus learning people skills #solopr
- 6:37 pm **KateRobins:** @KellyeCrane Yes. We should put time aside to talk budgeting in solopr #solopr
- 6:37 pm **CjShaffer1:** RT @andreaschulle: A3: agree 100%. u have to wear \*all\* hats when solo. biz dev & finances are hardest. creative/strategy easiest. #solopr
- 6:37 pm **krisTK:** A3: Explore your motivation for going solo and build the independent practice you want. #solopr
- 6:37 pm **farida\_h:** RT @KellyeCrane: A3: Get exp working directly w/clients (managing a whole acct, if possible). Budgeting another key skill #solopr
- 6:38 pm **karensxim:** A3: As many have said, learn the business skills bc figuring out how to get the work done is the easiest part of biz #solopr
- 6:38 pm **SoloPR:** RT @KellyeCrane: A3: Get some exp working directly w/clients (managing a whole acct, if possible). Budgeting is another key skill #solopr
- 6:38 pm **jgombita:** @RegineNelson contributing to @commaim's coming/free ebook for PR. One submission: PR primer for (social) networking -- your points! #solopr
- 6:38 pm **MarketingMel:** @SoloPR Weren't we going to talk mobile today or is that Q 4? #soloPR
- 6:38 pm **dconconi:** Absolutely! RT @krisTK: A3: Explore your motivation for going solo and build the independent practice you want. #solopr
- 6:38 pm **SoloPR:** RT @andreaschulle: A3: agree 100%. u have to wear \*all\* hats when solo. biz

dev & finances are hardest. creative/strategy easiest #solopr

- 6:38 pm **MuslimNewMedia:** a3: dont forget to apply all the strategy you offer to yourself. At the beginning you have to be your own client - hard 4 some to do #SoloPR
- 6:38 pm **krisTK:** RT @dconconi: A3: agency is great place to learn new skills and hone old ones in prep for solo - plus learning people skills #solopr
- 6:38 pm **KateRobins:** In CT CEDF has finance for small biz courses. Projections, accounting, etc. Very important to compete knowledgably. #solopr
- 6:39 pm **SoloPR:** Smart! RT @MuslimNewMedia: a3: dont forget to apply all the strategy you offer to yourself. At the beg you have to be your own client #solopr
- 6:39 pm **farida\_h:** RT @MuslimNewMedia: a3: dont forget to apply all the strategy u offer to urself. You have to be your own client - hard 4 some to do #solopr
- 6:39 pm **jgombita:** @krisTK @dconconi what do you think, ladies: can "people skills" be learned...or simply honed and/or practiced? #solopr
- 6:40 pm **cindykrenek:** Getting lots of great advice from the #solopr chat
- 6:40 pm **KellyeCrane:** A3: Also, keep good files re: what you've done and samples of your work. You'll be needin' those! #solopr
- 6:40 pm **andreaschulle:** RT @SoloPR: Smart! RT @MuslimNewMedia: a3: dont forget to apply all the strategy you offer to yourself. At the beg you have to be your own client #solopr
- 6:40 pm **KateRobins:** A3 Also, think about invisible stuff you get in a co that you'll need. Retirement, health, days off, holidays, life (ins.). #solopr
- 6:41 pm **jgombita:** RT @RegineNelson: A3: Foster relationships & build networks of potential clients. Be helpful & provide advice when appropriate. Display your expertise. #solopr
- 6:41 pm **SoloPR:** A lot of the Q3 advice applies to those already #solopr, I think - keep networking & seeking new experiences.
- 6:41 pm **KateRobins:** @jgombita @krisTK @dconconi If you don't have ppl skills, just don't talk AT ALL and ppl will think you're brilliant. #solopr
- 6:41 pm **3hatscomm:** @jgombita Social networking FTW. ;- ) Wished I'd have had LinkedIn years ago. #solopr
- 6:41 pm **PRjeff:** What? RT @jgombita: @krisTK @dconconi what do you think, ladies: can "people skills" be learned...or simply honed and/or practiced? #solopr
- 6:41 pm **krisTK:** A3: Take advantage of employer-match for retirement -- max it out if possible. #solopr
- 6:42 pm **PRjeff:** Yep. RT @SoloPR: A lot of the Q3 advice applies to those already #solopr, I think - keep networking & seeking new experiences. #solopr
- 6:42 pm **karensxim:** RT @KateRobins: A3 Also, think abt invisible stuff u get in a co that youll need. Retirement, health, days off, holidays, life ins. #solopr
- 6:42 pm **cindykrenek:** @jgombita Don't forget about non-compete clauses though! :) #solopr
- 6:42 pm **andreaschulle:** RT @KateRobins: A3 Also, think about invisible stuff you get in a co that you'll need. Retirement, health, days off, holidays, life (ins.). #solopr
- 6:42 pm **SoloPR:** Good idea! RT @krisTK: A3: Take advantage of employer-match for retirement - - max it out if possible. #solopr
- 6:42 pm **DougthePRguy:** evesdropping on #solopr.
- 6:42 pm **jgombita:** RT @KateRobins: @jgombita @krisTK @dconconi If you don't have ppl skills, just don't talk AT ALL and ppl will think you're brilliant. #solopr
- 6:42 pm **MuslimNewMedia:** gotta figure that in when u price for clients RT @KateRobins: A3 think about invisible stuff you get in a co that youll need... #SoloPR
- 6:42 pm **karensxim:** Yes plan your financials, key! RT @krisTK: A3: Take advantage of employer-match for retirement -- max it out if possible. #solopr

- 6:42 pm **KateRobins:** YES.RT@krisTK: A3: Take advantage of employer-match for retirement -- max it out if possible. Save MORE than you should. Spend less. #solopr
- 6:42 pm **cindykrenek:** Awesome advice/answers for Q3 #solopr
- 6:42 pm **MarketingMel:** @DougthePRguy Welcome! No need to eavesdrop. Join our convo #SoloPR
- 6:43 pm **dconconi:** w/o people skills, PR is an uphill battle RT @jgombita: @krisTK can "people skills" b learned...or simply honed and/or practiced? #solopr
- 6:43 pm **WolcottPR:** BTW, #harocall is trending among top 3 now, sorry #solopr
- 6:43 pm **KellyeCrane:** @3HatsComm @jgombita Me too. I envy those starting out today, so much easier to keep up with people/contacts. #solopr
- 6:43 pm **3hatscomm:** @SoloPR Agree, always network, keeping learning and growing as a professional, keep up and even stay ahead of the curve. #solopr
- 6:43 pm **SoloPR:** Q4 up next... #solopr
- 6:43 pm **jgombita:** @KateRobins what about the phrase: "If you can't dazzle them with brilliance, baffle them with bull s\_\_\_!" ;- ) #solopr
- 6:43 pm **REDMEDIAPR:** @KristK A3 - what plan do you use for that retirement match #solopr
- 6:43 pm **3hatscomm:** @KellyeCrane @jgombita If I knew then... sigh. #solopr
- 6:44 pm **jgombita:** @PRjeff what are you What?ing? My comment or the fact that I used "ladies?" #solopr
- 6:44 pm **juphilpott:** RT @dconconi w/o people skills, PR is uphill battle RT @jgombita: @krisTK can "people skills" b learned or honed and/or practiced? #solopr
- 6:44 pm **farida\_h:** Let's not forget the men! :) @PRjeff What? RT @jgombita: what do u think, ladies: can "people skills" be learned..or simply honed? #solopr
- 6:45 pm **SoloPR:** Q4: Yesterday posted on the #solopr blog about PR & mobile: <http://ow.ly/3RKyj> - have you tried any new tactics?
- 6:45 pm **KateRobins:** @jgombita NO. If you're not adding value, you're not adding but dumping. Dump and ppl dump right back. #solopr
- 6:45 pm **cindykrenek:** Me too! I have a Google doc started! :) RT @cidokogipr: All great answers.. I am definitely taking notes on this too! #solopr
- 6:45 pm **jgombita:** @cindykrenek yeah, did think of that. Was thinking more along the lines of the "clients already lost" that might be scooped up as a #solopr!
- 6:45 pm **MarketingMel:** RT @SoloPR: Q4: Yesterday posted on the #solopr blog about PR & mobile: <http://ow.ly/3RKyj> - have you tried any new tactics?
- 6:46 pm **3hatscomm:** Love. My new motto, thx! ;- ) RT @jgombita: @KateRobins "If you cant dazzle them with brilliance, baffle them with bull s\_\_\_!" #solopr
- 6:46 pm **jgombita:** @KateRobins OMG, you could have a second career as a comedian. Loved how you responded to my BS with "dumping." #solopr
- 6:46 pm **karenschwim:** RT @SoloPR: Q4: Yesterday posted on the #solopr blog about PR & mobile: <http://ow.ly/3RKyj> - have you tried any new tactics? #solopr
- 6:46 pm **juphilpott:** PR gets bad enough rep! @jgombita @KateRobins what about: "If you can't dazzle them with brilliance, baffle them with bull s\_\_\_!" #solopr
- 6:46 pm **krisTK:** @REDMEDIAPR Q focused on what to do b4 solo. Glad I contributed most I could b4 I resigned. Didnt do any retirement 1st yr #solopr
- 6:46 pm **KateRobins:** @jgombita @cindykrenek Someone here once said they retained a good lawyer and accountant. Wld keep a close eye on contracts. #solopr
- 6:47 pm **jgombita:** @KateRobins I love that (earlier) phrase but the one I actually/usually use: "We have two ears and only one mouth for a reason." #solopr
- 6:47 pm **MediaCoach:** #solopr Sorry, late to the party today. Just got home from seeing clients. Any questions left?

- 6:47 pm **cidokogiPR:** @cindykrenek @solopr normally puts up a PDF transcript within 24 hours so don't worry too much about getting it all down right away! #solopr
- 6:47 pm **krisTK:** @cindykrenek Transcript always posted as PDF to @solopr blog, FB page. #solopr
- 6:47 pm **REDMEDIAPR:** off topic but am looking for stellar media relations person in Minne if you know some one please DM #solopr #HAPPO
- 6:47 pm **farida\_h:** @judygombita About people skills -- some people r born naturals. But possible to make an effort/learn/practice to cultivate skills. #solopr
- 6:47 pm **MuslimNewMedia:** @andreaschulle @SoloPR @farida\_h thx for RT on A3. its my big challenge! often need outside perspective. who PR's for other PRs? #SoloPR
- 6:48 pm **KateRobins:** @jgombita @KateRobins Nice. Hadn't heard that. Probably wasn't listening. :) #solopr
- 6:48 pm **karenskim:** @MediaCoach Welcome! Q4 just launched, your timing is perfect #solopr
- 6:48 pm **KellyeCrane:** A4: The use of mobile QR codes is most interesting to me. Can create one easily many sites, like <http://bit.ly/9GARY8> #solopr
- 6:48 pm **PRjeff:** I can tweet in a higher voice... RT @farida\_h: Lets not forget the men! :) RT @jgombita: what do u think, ladies: can ... #solopr
- 6:48 pm **jgombita:** @KateRobins @cindykrenek "would keep a close eye on contracts" as in opportunities/possibilities...or on a "CYA" basis? #solopr
- 6:48 pm **karenskim:** @MediaCoach Q4: Yesterday posted on the #solopr blog about PR & mobile: <http://ow.ly/3RKYj> - have you tried any new tactics? #solopr
- 6:48 pm **andreaschulle:** RT @REDMEDIAPR: off topic but am looking for stellar media relations person in Minne if you know some one please DM #solopr #HAPPO
- 6:48 pm **KateRobins:** RT @REDMEDIAPR: off topic but am looking for stellar media relations person in Minne if you know some one please DM #solopr #HAPPO #solopr
- 6:48 pm **altiedt:** @kellyecrane @jgombita @karenskim @prjeff -- good stuff on Q3. I was on the phone w/ @momentumpr @laurabwilliams during q3 #soloPR...
- 6:48 pm **krisTK:** People skills can be interpreted as charisma, eloquence or simply refraining from violence. #solopr
- 6:49 pm **jgombita:** RT @PRjeff: I can tweet in a higher voice... RT @farida\_h: Lets not forget the men! :) RT @jgombita: what do u think, ladies: can ... #solopr
- 6:49 pm **MarketingMel:** Me too! RT @KellyeCrane: A4: Mobile QR codes is most interesting to me. Can create one easily many sites, like <http://bit.ly/9GARY8> #solopr
- 6:49 pm **karenskim:** A4: Will be incorporating QR codes into next campaign & have long worked with clients on making sites/e-news mobile friendly #solopr
- 6:49 pm **TShryerPR:** @KellyeCrane How are you using QR codes with PR? #solopr
- 6:49 pm **KateRobins:** @jgombita @KateRobins @cindykrenek CYA. #solopr
- 6:49 pm **KellyeCrane:** A4: Especially if you work w/clients in conjunction w/tradeshows, scan codes hold a lot of promise. #solopr
- 6:49 pm **Loudseed:** RT @KellyeCrane: A4: The use of mobile QR codes is most interesting to me. Can create one easily many sites, like <http://bit.ly/9GARY8> #solopr
- 6:50 pm **dconconi:** add diplomacy, respect and patience RT @krisTK: People skills can be charisma, eloquence or simply refraining from violence. #solopr
- 6:50 pm **3hatscomm:** Always a challenge. Wine helps. RT @krisTK: People skills .. simply refraining from violence. #solopr
- 6:50 pm **krisTK:** RT @SoloPR: Q4: Yesterday posted on the #solopr blog about PR & mobile: <http://ow.ly/3RKYj> - have you tried any new tactics?
- 6:50 pm **tressalynne:** Trying to follow #solopr #HAROCall and #STLMarketingChat all at the same

- 6:50 pm **MuslimNewMedia:** Love QR code potential. Can see it in a lot of ways RT @KellyeCrane: A4: The use of mobile QR codes is most interesting to me. #SoloPR
- 6:50 pm **TShryerPR:** @KellyeCrane So you're using for tracking? #solopr
- 6:50 pm **dconconi:** RT @TShryerPR: @KellyeCrane How are you using QR codes with PR? #solopr
- 6:50 pm **jgombita:** @3hatscomm I've been on @linkedin for more than 10 years (in the beta group!); online contact book proved a blessing when needed. #solopr
- 6:50 pm **karensxim:** @3hatscomm @krisTK Lol, agree, refraining from violence is the hardest ;-)  
#solopr
- 6:51 pm **krisTK:** A4: I'm intrigued by the intersection of offline with online communications. QR codes are next step in process. #solopr
- 6:51 pm **andreaschulle:** @KellyeCrane I am interested in QR codes as well. I see lots of possibilities there. #solopr
- 6:51 pm **dconconi:** wow! RT @tressalynne: Trying 2 follow #solopr #HAROCall and #STLMarketingChat all at the same time ... can u say multi-tasking? ;-) #solopr
- 6:51 pm **karensxim:** @TShryerPR Hi Tracy, didn't see you! #solopr
- 6:51 pm **TShryerPR:** Is anyone finding that the QR codes are causing more folks to visit your clients' sites? #solopr
- 6:51 pm **cidokogiPR:** ok have to run out early.. thanks to all ! #solopr
- 6:51 pm **WolcottPR:** Thinking of attaching bar code to L. Lohan to track her movements in/out of jail? #solopr
- 6:51 pm **cindykrenek:** @cidokogipr @kristk ohh good to know about the PDF...now I can relax and enjoy the chat more :) #solopr
- 6:51 pm **dconconi:** RT @krisTK: A4: Im intrigued by the intersection of offline with online communications. QR codes are next step in process. #solopr
- 6:51 pm **TShryerPR:** @karensxim @TShryerPR waving hello! #solopr
- 6:51 pm **KellyeCrane:** @TShryerPR You can include a QR code that links to product demos, etc. on your press kit or as the image on your news rls dist. #solopr
- 6:51 pm **MarketingMel:** @karensxim Can you share a little more about your use of QR codes in next campaign? #soloPR
- 6:52 pm **andreaschulle:** @karensxim would love to learn more about what you are doing. #solopr
- 6:52 pm **karensxim:** @cidokogiPR Have a great rest of the day! #solopr
- 6:52 pm **krisTK:** @dconconi listening to #HAROCall later. This chat won #solopr
- 6:52 pm **PRjeff:** She's probably steal it. RT @WolcottPR: Thinking of attaching bar code to L. Lohan to track her movements in/out of jail? #solopr
- 6:52 pm **karensxim:** @MarketingMel I'm using to direct to a campaign specific landing page with a free giveaway (personal campaign) #solopr
- 6:52 pm **MediaCoach:** #solopr QR codes not big in Europe yet, but lots of companies asking what they are
- 6:53 pm **cindykrenek:** Haha :) RT @wolcottpr: Thinking of attaching bar code to L. Lohan to track her movements in/out of jail? #solopr
- 6:53 pm **dconconi:** RT @TShryerPR u can include a QR code that links 2 product demos, etc. on ur press kit or as the image on ur news rls dist. #solopr
- 6:53 pm **3hatscomm:** @jgombita And me with my old Rolodex of biz cards. For a tech geek, I'm a slack, slow adopter. ;-) #solopr
- 6:53 pm **krisTK:** My smalltown dentist used QR code to offer discount to FB fans. Fascinating so many responded. @KellyeCrane: @TShryerPR #solopr

2/9/2011

Transcript for #solopr - What the Hasht...

- 6:53 pm **karensxim:** @andreaschulle @MarketingMel for clients we use in print collateral to tie back to specific offers #solopr
- 6:53 pm **dconconi:** Where's the best place to learn about QR codes? #solopr
- 6:53 pm **KellyeCrane:** A4: At events, you can have QR code at demo stations linking to the prod annoc. Or 1 on the booth to "about X at X event" landing pg #solopr
- 6:53 pm **MarketingMel:** Great idea! RT @karensxim: I'm using to direct to a campaign specific landing page with a free giveaway (personal campaign) #solopr
- 6:53 pm **garrettkuk:** A4: as perspective: RT @Speakeasy\_Media Smartphones Outsell PCs in 2010 <http://goo.gl/fb/nMw7r> #soloPR
- 6:53 pm **altiedt:** Smart! RT @karensxim: @MarketingMel I'm using to direct to a campaign specific landing page with a free giveaway (personal campaign) #solopr
- 6:54 pm **farida\_h:** RT @krisTK: My smalltown dentist used QR code to offer discount to FB fans. Fascinating so many responded. @KellyeCrane: @TShryerPR #solopr
- 6:54 pm **dconconi:** RT @garrettkuk: A4: as perspective: RT @Speakeasy\_Media Smartphones Outsell PCs in 2010 <http://goo.gl/fb/nMw7r> #solopr
- 6:54 pm **TShryerPR:** I love the idea of QR codes. There's so much info packed into that little graphic. Been thinking about how to integrate into pr . #solopr
- 6:54 pm **cindykrenek:** Have to go, but enjoyed my first #solopr chat and connecting with new people. Looking forward to reading transcript later!
- 6:54 pm **KellyeCrane:** @dconconi Me. :- ) No, I kid. But I should probably do a more fleshed out post on the #solopr blog.
- 6:54 pm **juphilpott:** Very interesting RT @KellyeCrane A4: At events, you can have QR code at demo stations linking to the prod annoc. #solopr
- 6:54 pm **JoeCascio:** @andreaschulle @KellyeCrane re: QR code project I'm working on with local realtor. <http://goo.gl/hrX2B> #solopr
- 6:54 pm **MuslimNewMedia:** did a blog on QR codes: <http://ow.ly/3TndA> Jourmos, influencers not using QR enough yet tho #SoloPR
- 6:55 pm **altiedt:** QR Codes were discussed at #SXSW last yr. @WomansDay and LHJ have used them a lot this year. #solopr
- 6:55 pm **armatoj:** RT @dconconi: RT @garrettkuk: A4: as perspective: RT @Speakeasy\_Media Smartphones Outsell PCs in 2010 <http://goo.gl/fb/nMw7r> #solopr
- 6:55 pm **dconconi:** Yes PLEASE!! RT @KellyeCrane: @dconconi Me. :- ) No, I kid. But I should probably do a more fleshed out post on the #solopr blog. #solopr
- 6:55 pm **krisTK:** A4: Dallas Morning News had Cue-Cat device that scanned bar codes inserted into articles that led to more info. 20 YEARS AGO! #solopr
- 6:55 pm **KellyeCrane:** You can have the code use a link that is trackable, so very good analytics RT @TShryerPR: @KellyeCrane you're using for tracking? #solopr
- 6:55 pm **andreaschulle:** @karensxim @MarketingMel saw great example recently for a fundraiser at ice cream shop. I see HUGE potential w/tradeshows & retail. #solopr
- 6:56 pm **KateRobins:** RT@dconconi:Yes PLEASE!! RT@KellyeCrane:@dconconi But I should probably do a more fleshed out post on the #solopr blog. #solopr
- 6:56 pm **farida\_h:** Learning abt some great QR code ideas here! RT @KellyeCrane A4: At events u can hv QR code at demo stations linking to prod annoc. #solopr
- 6:56 pm **jpgombita:** A4. Kind of related, registration confirmation forms for this year's @smwto all have unique QR codes. (I have 2 sessions tomorrow.) #solopr
- 6:56 pm **karensxim:** RT @krisTK Dallas AM News had Cue-Cat device that scanned bar codes inserted into articles that led to more info. 20 YEARS AGO! #solopr
- 6:56 pm **SoloPR:** Asia is way ahead of all of of us RT @MediaCoach: QR codes not big in Europe yet, but lots of companies asking what they are #solopr

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Transcript for #solopr - What the Hasht...

- 6:56 pm **krisTK:** A4: @PRnewswire used QR codes as a game at PRSA 2010 conference and drove a lot of traffic to their booth. #solopr
- 6:56 pm **karensxim:** @andreaschulle @karensxim @MarketingMel Agree, it's a smart use to really integrate off and online efforts #solopr
- 6:56 pm **andreaschulle:** @JoeCascio @KellyeCrane interesting joe. i know @rocknreality has tried them as well. #solopr
- 6:57 pm **juphilpott:** Will be planning/involved in a tradeshow this summer. Would love to know more about QR codes. Please blog! =) #solopr
- 6:57 pm **jgombita:** RT @MuslimNewMedia: did a blog on QR codes: <http://ow.ly/3TndA> Jourmos, influencers not using QR enough yet tho #solopr
- 6:57 pm **MediaCoach:** Just had a Skype call with the guys at Meet-meme who are using QR codes very effectively for events #solopr
- 6:57 pm **krisTK:** @karensxim What's old is new again. Guess the technology has changed but idea isn't new. #solopr
- 6:57 pm **andreaschulle:** @altiedt Best Buy used QR codes at the holidays. All OVER the store. #solopr
- 6:57 pm **Kilted\_Alex:** watching #solopr (mostly via @KellyeCrane ) and thought: do you think the "weightshift" page could make a great PR tool <http://bit.ly/e1LcGe>
- 6:58 pm **andreaschulle:** RT @SoloPR: Asia is way ahead of all of of us RT @MediaCoach: QR codes not big in Europe yet, but lots of companies asking what they are #solopr
- 6:58 pm **luannsaid:** LOL. Missed #solopr chat AGAIN this week, but so happy to see my friends @andreaschulle & @altiedt representin' Austin!
- 6:58 pm **MarketingMel:** @andreaschulle Yes and Sam's Club too #SoloPR
- 6:58 pm **KellyeCrane:** A4: The key with mobile integration is that you need to add value (not just link to your home page). Per request, longer post coming #solopr
- 6:58 pm **altiedt:** RT @andreaschulle: @altiedt Best Buy used QR codes at the holidays. All OVER the store. #solopr
- 6:58 pm **Kilted\_Alex:** its so easy to customize, and way more flexible than a template based page, seems to me there could be some great ways to use it for #solopr
- 6:59 pm **Kilted\_Alex:** anyway, sorry to buttin in -i like to pass on ideas when i have them and remember them - enjoy #solopr
- 6:59 pm **SoloPR:** Another fast-moving hour - thanks for joining in #solopr! Remember, we keep chatting on the hashtag all week.
- 6:59 pm **dconconi:** RT @KellyeCrane: A4: The key 2 mobile integration is that u need 2 add value (not just link 2 ur home page). longer post coming #solopr
- 6:59 pm **MuslimNewMedia:** i put 4 qr codes on business card: contact info, company video, FB and Twitter #SoloPR
- 7:00 pm **dconconi:** cool idea! RT @MuslimNewMedia: i put 4 qr codes on business card: contact info, company video, FB and Twitter #solopr
- 7:00 pm **juphilpott:** RT @dconconi RT @KellyeCrane: A4: The key 2 mobile integration is that u need 2 add value (not just link 2 ur home page). #solopr
- 7:00 pm **KellyeCrane:** A note: if any of you would like to write a guest post for the blog -<http://soloprpro.com/> - just let me know by DM. #solopr
- 7:00 pm **garrettkuk:** A4: ensure client websites are viewable on various mobile phone platforms (iPhone, Android, BB, etc) #soloPR
- 7:00 pm **KateRobins:** All good. Thanks soloprpl. #solopr
- 7:00 pm **krisTK:** RT @KellyeCrane: A4: The key with mobile integration is that you need to add value (not just link to your home page). #solopr
- 7:00 pm **KateRobins:** Oh Gosh yes! RT @garrettkuk: A4: ensure client websites are viewable on various mobile phone platforms (iPhone, Android, BB, etc) #solopr

- 7:01 pm **SoloPR:** And if you're new, be sure to join the Solo PR Pros LinkedIn group- [bit.ly/Nf4sw](http://bit.ly/Nf4sw) - and on FB - <http://bit.ly/aObcT3> #solopr
- 7:01 pm **MarketingMel:** RT @KellyeCrane: A4: The key with mobile integration is that u need to add value (not just link to your home page). More coming #solopr
- 7:01 pm **MuslimNewMedia:** RT @juphilpott: RT @dconconi RT @KellyeCrane: A4: key 2 mobile integration is that u need 2 add value (not just link 2 home page). #SoloPR
- 7:01 pm **andreaschulle:** @MarketingMel and there is one other big box that i am not remembering. I see QR codes replacing UPC...or something similar. #solopr
- 7:01 pm **karensxim:** I swear that time moves faster during this weekly chat, that was way too fast! Great chat @SoloPR and fab solo community! #solopr
- 7:01 pm **jgombita:** @KellyeCrane I'm seeing more & more posters/contests (on Toronto subway) with QR codes. But see few peeps holding up their phones! #solopr
- 7:01 pm **MediaCoach:** Apologies for unheralded tardiness. Felicitations to all for immaculate erudition. Toodle=Pip! #solopr
- 7:01 pm **andreaschulle:** @luannsaid miss ya! good luck today at St. Ed's. cc: @altiedt #solopr
- 7:01 pm **farida\_h:** RT @KellyeCrane: A note: if any of you would like to write a guest post for the solo pr blog, just let me know by DM. #solopr
- 7:02 pm **KateRobins:** @karensxim @SoloPR It does. Need roots done when its over. #solopr
- 7:02 pm **SoloPR:** Important! RT @garrettkuk: A4: ensure client websites are viewable on various mobile phone platforms (iPhone, Android, BB, etc) #solopr
- 7:02 pm **TShryerPR:** @dconconi @MuslimNewMedia how does contact info on qr code get used? #solopr
- 7:02 pm **MarketingMel:** Fantastic convo today on #solopr. Great chatting with you my solo peeps! Have a great rest of the week.
- 7:02 pm **karensxim:** @KateRobins @SoloPR ROFL! #solopr
- 7:02 pm **andreaschulle:** @MuslimNewMedia i am going to do the same thing on my next print run. @chrisbrogan had a great post on how to do this. #solopr
- 7:02 pm **dconconi:** Always something new 2 learn at #solopr. I'll be researching QR codes now - & watching 4 blog from @KellyeCrane. Thanks solopeeps #solopr
- 7:03 pm **SoloPR:** Toodles RT @MediaCoach: Apologies for unheralded tardiness. Felicitations to all for immaculate erudition. Toodle=Pip! #solopr
- 7:04 pm **andreaschulle:** Great joining in my first #solopr chat. Look forward to the next!!!
- 7:04 pm **altiedt:** @katerobins@garrettkuk: A4: everyone should ck out THEIR site and Client's sites via iPadPeek 2 ensure website reads well on iPad #solopr
- 7:04 pm **MuslimNewMedia:** also check 4 favorite mobile platforms globally RT @garrettkuk: A4: ensure client websites viewable on various mobile platforms #SoloPR
- 7:05 pm **dconconi:** RT@garrettkuk: A4: everyone should ck out THEIR site and Clients sites via iPadPeek 2 ensure website reads well on iPad #solopr
- 7:05 pm **MarketingMel:** @mediacoach Wow! Thank you for calling me erudite. Honored and humbled, bow, bow. #solopr
- 7:05 pm **MuslimNewMedia:** @andreaschulle cool! theres a scan of the card on the blog post #SoloPR
- 7:05 pm **bonnieupright:** I won an iPad in the contest! RT @KristK: A4: @PRnewswire used QR codes as game at #PRSA10 & drove a lot of traffic to its booth. #solopr
- 7:06 pm **jgombita:** RT @KellyeCrane: A note: if any of you would like to write a guest post for the blog -<http://soloprpro.com/> - just let me know by DM. #solopr
- 7:06 pm **MarketingMel:** @karensxim @altiedt @andreaschulle There's so much potential there. Eager to learn more #solopr
- 7:06 pm **altiedt:** Missed ya too, @luannsaid cc: @andreaschulle #solopr



- 7:06 pm **farida\_h:** @mokshjuneja Thanks for sharing that. RT @mokshjuneja A lot of car companies are using QR codes in India #solopr #solopr
- 7:07 pm **RegineNelson:** Thanks for another great session of #solopr. Learned a lot!
- 7:07 pm **MuslimNewMedia:** @TShryerPR @dconconi most QR code generators can take info as V card format. Scan code, autopops your phone contact list #SoloPR
- 7:07 pm **davispr:** Sorry that I had to cut out on #solopr chat a little early. Look forward to reading the transcript and catching up with you all next week!
- 7:07 pm **andreaschulle:** RT @altied: @katerobins@garrettkuk: A4: everyone should ck out THEIR site and Client's sites via iPadPeek 2 ensure website reads well on iPad #solopr
- 7:09 pm **MediaCoach:** @MarketingMel Nothing but a pleasure. The PR erudition in #solopr is incomparably invaluable right-pondside. Thank you kindly.
- 7:09 pm **marocmama:** @MuslimNewMedia you should join in on #qrchat sunday at 9 EST #SoloPR
- 7:10 pm **MarketingMel:** Clever! RT @MuslimNewMedia: did a blog on QR codes: <http://ow.ly/3TndA> Journos, influencers not using QR enough yet tho #SoloPR
- 7:13 pm **MuslimNewMedia:** @MarketingMel thanks! @marocmama thanks as well! theres a chat for everything now, lol! ill check it out #SoloPR
- 7:16 pm **andreaschulle:** Lots of new followers from #solopr chat. Look forward to continued convo!
- 7:17 pm **MarketingMel:** @mediacoach So glad to be able to help our #soloPR brother on the right side of the pond. It was a great convo today!
- 7:18 pm **jacobsloan:** RT @KellyeCrane: Cool infographic - Facebook and Twitter Dominate Small Biz Social Media Use <http://ow.ly/3SwrG> #solopr
- 7:19 pm **MarketingMel:** @MuslimNewMedia Your article is excellent. Thank you for sharing it. I am eager to learn more and I see lots of potential for we #soloPR
- 7:22 pm **MarketingMel:** RT @KellyeCrane: Cool infographic - Facebook and Twitter Dominate Small Biz Social Media Use <http://ow.ly/3SwrG> #soloPR
- 7:25 pm **DougthePRguy:** Hey, #solopr folks...got on then got called off. Someone mentioned a transcript? How do I find it and learn more about this group?
- 7:31 pm **KellyeCrane:** This week's #solopr transcript will be posted on the blog - <http://soloprpro.com> - tomorrow cc: @DougthePRguy
- 7:39 pm **clayduda:** #solopr - looks like there's more journos heading your way <http://bit.ly/fmbbtN> #pr #journalism
- 7:57 pm **dconconi:** @MarketingMel #solopr moved so fast today I just now am seeing your greeting. Thanks for the warm welcome! Hope all is well with you.
- 7:58 pm **dconconi:** RT @KellyeCrane: This week's #solopr transcript will be posted on the blog - <http://soloprpro.com> - tomorrow cc: @DougthePRguy
- 8:47 pm **editag:** Doubts, motivation, advice: PR pros dish on starting biz (part 1): <http://t.co/z6pmugw> #solopr
- 8:56 pm **andreaschulle:** @AaronMSB QR Code generator... @thetimhayden can probably help with that. We had a great QR Code discussion on #solopr chat today.
- 9:00 pm **Robert\_Hale:** I just did a QR code non-profit campaign let me know if I can help @AaronMSB @andreaschulle #solopr
- 9:16 pm **farida\_h:** How QR codes can build up your business via@GuKawasaki <http://bit.ly/eYUW14> #solopr
- 9:16 pm **prism\_media:** How QR codes can build up your business via@GuKawasaki <http://bit.ly/eYUW14> #solopr
- 9:35 pm **KellyeCrane:** Tips for a Productive Day in PR from @kottavio <http://ow.ly/3SDnl> #solopr
- 9:36 pm **toryk:** RT @KellyeCrane: Tips for a Productive Day in PR from @kottavio <http://ow.ly/3SDnl> #solopr

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9:39 pm

**jbyounger:** RT @KellyeCrane: Tips for a Productive Day in PR from @kottavio <http://ow.ly/3SDnI> #solopr

9:44 pm

**Loudseed:** RT @KellyeCrane: Tips for a Productive Day in PR from @kottavio <http://ow.ly/3SDnI> #solopr

9:45 pm

**jgombita:** Thank YOU @dconconi & @KristK @KateRobins @PRjeff @juphilpott @KellyeCrane @armatoj @MuslimNewMedia @TShryerPR, et al #solopr is SO MUCH FUN

9:51 pm

**cweingartner:** RT @KellyeCrane: Tips for a Productive Day in PR from @kottavio <http://ow.ly/3SDnI> #solopr

10:08 pm

**AmazingPRMaven:** Tips for a Productive Day in PR from @kottavio RT @KellyeCrane <http://ow.ly/3SDnI> #solopr

10:11 pm

**MarketingMel:** Interesting read #journchat #soloPR Huffington Post: A journalistic race to the bottom - latimes.com <http://ow.ly/3TvoU>

10:16 pm

**chadmahan:** I missed the second half of #solopr chat. :( Looking forward to reading the transcript and joining future chats. :)

10:24 pm

**ByronG:** RT @MarketingMel: Interesting read #journchat #soloPR Huffington Post: A journalistic race to the bottom - latimes.com <http://ow.ly/3TvoU>

10:59 pm

**BuchananPR:** RT @KellyeCrane: Tips for a Productive Day in PR from @kottavio <http://ow.ly/3SDnI> #solopr

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