Transcript from February 16, 2011 to February 16, 2011

All times are Pacific Time

February 16, 2011

1:35 pm	**KellyeCrane:**	Another great post from @ducttape - Making Local Reviews Part of the Content Strategy http://ow.ly/3WY8I #solopr
1:56 pm	**KellyeCrane:**	Seriously, I had no idea it was Wednesday until a second ago. #solopr chat day! See you 1-2pm ET/10-11am PT
2:00 pm	**CjShaffer1:**	I have to agree with @kellyecrane Wednesday snuck up on me again. Excited for #solopr chat at 1pm EST!
2:45 pm	**shonali:**	New post: In PR, the customer IS your media http://t.co/M2D8YHD feat. @dangordon @eidialush @eatyourserial. What do you think? #pr #solopr
2:53 pm	**jgombita:**	Before today's chat, check out new post by @commaim, #solopr tweeps! "Sole operator PR pros are best of PR breed" http://bit.ly/ejl5M6
3:15 pm	**KellyeCrane:**	Do you have any questions you'd like us to cover during today's #solopr Twitter chat (1-2pm ET)? Just let me know.
3:32 pm	**AmyCloutier:**	RT @shonali: New post: In PR, the customer IS your media http://t.co/M2D8YHD feat. @dangordon @eidialush @eatyourserial. What do you think? #pr #solopr
3:35 pm	**KellyeCrane:**	Love this from @DannyBrown - The Commitment of Success http://ow.ly/3WYkU #solopr
4:25 pm	**akenn:**	prepping for a week's vacation...do I bring the laptop or not? #soloPR
4:33 pm	**KellyeCrane:**	@akenn I'll add this quick Q to today's #soloPR chat. :-)
4:45 pm	**AmazingPRMaven:**	#solopr chat is today at 1pm EST - great #pr group, send questions to @KellyeCrane
4:53 pm	**REDMEDIAPR:**	if you have a smartphone then there is no need RT @akenn: prepping for a week's vacation...do I bring the laptop or not? #soloPR #vacation
4:56 pm	**LScribner:**	RT @shonali: New post: In PR, the customer IS your media http://bit.ly/fxXTuD. @dangordon @eidialush @eatyourserial. #pr #solopr
5:09 pm	**BernadetteDavis:**	RT @KellyeCrane: Do you have any questions you'd like us to cover during today's #solopr Twitter chat (1-2pm ET)? Just let me know.
5:19 pm	**ThePRCoach:**	#Solopr take a bow; then get back to work, #marketing : Sole operator #PR pros are best of PR breed http://bit.ly/ejl5M6
5:52 pm	**karenswim:**	9 minute warning bell for #solopr chat you can join in using tweetchat or tweetgrid, sign in w/Twitter id, hashtag auto added to tweets
5:55 pm	**fransteps:**	@KellyeCrane Grabbing a sandwich B4 I join this week's #solopr chat. Best Prof Dev in the world!
5:55 pm	**KellyeCrane:**	RT @karenswim: 9 minute warning for #solopr – join in using tweetchat or tweetgrid, sign in w/Twitter id, hashtag auto added to tweets
6:00 pm	**PRjeff:**	RT @ThePRCoach: #Solopr take a bow; then get back to work, Sole operator #PR pros are best of PR breed http://bit.ly/ejl5M6 #solopr
6:01 pm	**KellyeCrane:**	@margaretritsch Hi! Lots of people send their requests for db shares on the #solopr LI group: http://bit.ly/2SRr5q - you may have luck there
6:01 pm	**karenswim:**	RT @fransteps: @KellyeCrane Grabbing a sandwich B4 I join this weeks #solopr chat. Best Prof Dev in the world! (Me too & agree) #solopr
6:01 pm	**SoloPR:**	It's time for this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it). #solopr
6:02 pm	**SoloPR:**	If you have #solopr questions you'd like us to discuss, please @me without the hashtag (or DM), and we'll add them to the list
6:02 pm	**karenswim:**	RT @SoloPR: Its time for this weeks #soloPR chat for indep. pros in PR and related fields (& those who want 2 learn more about it). #solopr
6:02 pm	**MuslimNewMedia:**	good morning everyone! #solopr
6:02 pm	**jgombita:**	@PRjeff @ThePRCoach that post was written by my Aussie pal @commaim: http://bit.ly/ejl5M6 (I contributed to his upcoming free ebook) #solopr
6:02 pm	**SoloPR:**	This is @KellyeCrane moderating, by the way. I blog at http://soloprpro.com/ #solopr
6:03 pm	**karenswim:**	@MuslimNewMedia Good Afternoon! #solopr
6:03 pm	**SoloPR:**	If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr

6:04 pm **H_SMarketing:** Going to join in on the #solopr chat for a little bit! Good afternoon!

6:04 pm **karenswim:** @MuslimNewMedia Will be emailing you later :-) #solopr

6:04 pm **PRjeff:** Greetings all! #solopr

6:04 pm **SoloPR:** While we gather, nice post by @commaim "Sole operator PR pros are best of PR breed" http://bit.ly/ejl5M6 (h/t @hgombita) #solopr

6:05 pm **janetlfalk:** NYC Pro gets business-building media and results for Law Firm, Wall Street, Nonprofit, Small Biz. Subcontract 15+ years 2 solo #solopr

6:05 pm **SoloPR:** Welcome all! Nice crowd gathering as we gear up for Q1... #solopr

6:05 pm **TShryerPR:** Hello from Chicago! Special shout out to Karen. :) #solopr #solopr

6:05 pm **MuslimNewMedia:** @karenswim good afternoon to you too! hope all's well !.... re email– many thx in advance!! :) #solopr

6:06 pm **mdbarber:** Greetings all. Love hearing you're grabbing sandwiches when I'm just finishing my first coffee. Good news: it's 1 above; not below #solopr

6:06 pm **SoloPR:** Q1: When working with a biz partner, what's the expected turnaround time on responding to email? by EOD? 24 hours? #solopr

6:06 pm **fransteps:** Hi all! I have been #solopr for -1 yr, comms for 20+. Gamut of clients + teach at college. Joining from San Antonio, TX @78 deg today!

6:06 pm **karenswim:** Hello @TShryerPR so glad you are here! :-) #solopr

6:06 pm **margaretritsch:** #solopr I'm new to the group, just started Perception in FW, TX. Anyone out there willing to share a Cision account?

6:07 pm **TShryerPR:** Note my pic. Did it after last week's chat. #solopr #solopr

6:07 pm **karenswim:** RT @SoloPR: Q1: When working with a biz partner, whats the expected turnaround time on responding to email? by EOD? 24 hours? #solopr

6:07 pm **MuslimNewMedia:** Mustafa here ,solo PR at Ummah Relations –PR and media advising for Muslim issues/groups #solopr

6:07 pm **LoisMarketing:** RT @SoloPR: Welcome all! Nice crowd gathering as we gear up for Q1... #solopr

6:07 pm **mdbarber:** RT @SoloPR: Q1: When working with a biz partner, whats the expected turnaround time on responding to email? by EOD? 24 hours? #solopr

6:07 pm **KellyeCrane:** @kkellerpr I'm reading you loud and clear. :-) #solopr

6:07 pm **karenswim:** @TShryerPR I noticed the QR on your LinkedIn profile, I gotta get a smartphone! #solopr

6:08 pm **mdbarber:** A1 – Depends...sooner is always better but hopefully you've set up a mutual understanding before starting partnership. #solopr

6:08 pm **fransteps:** RT @SoloPR: Q1: When working w/ biz partner, what's expected turnaround time on responding to email? by EOD? 24 hours? #solopr

6:08 pm **karenswim:** A1: I like to set communication guidelines up front but generally within business day unless truly urgent #solopr

6:09 pm **karenswim:** RT @mdbarber: A1 - Depends...sooner is always better but hopefully youve set up a mutual understanding before starting partnership. #solopr

6:09 pm **SoloPR:** RT @mdbarber: A1 – Depends...sooner is always better but hopefully you've set up a mutual understanding before starting partnership #solopr

6:09 pm **fransteps:** A1: AGree on w/in one day for response; if need sooner, I pick up phone! #solopr.

6:09 pm **janetlfalk:** @SoloPR 24 hours; at least acknowledge if will be later.#soloPR

6:09 pm **MuslimNewMedia:** RT @karenswim: A1: I like to set communication guidelines up front but generally within business day unless truly urgent #solopr

6:09 pm **TShryerPR:** A1 - a confirmation should be before end of day. If a response takes longer, let the partner know when to expect a full response. #solopr

6:10 pm **KellyeCrane:** A1: More than 48 hours (unless I know you're out of the office) is almost always unacceptable if we're actively working on something #solopr

6:10 pm **cidokogiPR:** Q1: If request is urgent put that or when you need it back by.. Don't assume they have they are twirling their thumbs doing nothing #solopr

6:10 pm **SoloPR:** RT @karenswim: A1: I like to set communication guidelines up front but generally within business day unless truly urgent #solopr

6:10 pm **smrus:** A1. Each Client= different. One can expect turnaround yesterday; other willing 2 wait. Depends on hr commits & project urgency. #solopr

6:11 pm **SoloPR:** Good pt RT @TShryerPR: A1 confirmation before end of day.If response takes longer, let the partner know when to expect full response #solopr

6:11 pm **karenswim:** @cidokogiPR Amen to that, lol! #solopr

6:11 pm **cidokogiPR:** Apologies for not checking in prior ... Christine from Houston here.. PR pro.. quite busy today so I will be jumping in and out! #solopr

6:11 pm **SoloPR:** Hey look, everybody -- it's @smrus! Welcome back. :-) #solopr

6:11 pm **LScribner:** Jumping in a bit late, Lori from San Diego area here, consumer/b2b tech #solopr

6:11 pm **margaretritsch:** #solopr anyone out there willing to share a Cision or Vocus account, please email me: margaret@prperception.com. Thanks!

6:12 pm **juphilpott:** A1: I think it really depends on the content/ request of the email... but a quick "I'll get back to you on ____" is a must! #solopr

6:12 pm **MuslimNewMedia:** anybody ever have to chase down biz partners on FB or Twitter? :) #solopr

6:12 pm **mdbarber:** A1 -- if you expect a more immediate response, maybe a phone call would be a better way to start the request. #solopr

6:12 pm **karenswim:** Yes! RT @mdbarber: A1 -- if you expect a more immediate response, maybe a phone call would be a better way to start the request. #solopr

6:12 pm **NSyzdek:** RT @margaretritsch: #solopr anyone out there willing to share a Cision or Vocus account, please email me: margaret@prperception.com. Thanks!

6:12 pm **SoloPR:** True! RT @cidokogiPR: Q1: If request is urgent put that or when you need it back by.Don't assume they are twirling their thumbs #solopr

6:13 pm **SoloPR:** Yes- I'm like, "I can see you!" :-) RT @MuslimNewMedia: anybody ever have to chase down biz partners on FB or Twitter? :) #solopr

6:13 pm **MuslimNewMedia:** @margaretritsch i think there are some people who've pooled accounts on PR groups on Linked In, i'd check there #solopr

6:13 pm **SoloPR:** Q2 is somewhat related, up next... #solopr

6:13 pm **LScribner:** A1 We are comm specialists, I expect some sort of response within hours unless I say "not urgent." #solopr

6:14 pm **cidokogiPR:** @MuslimNewMedia Then they may not kno the meaning of "Time is Money"...wasting time looking for them is wasting your money. Big NoNo #solopr

6:14 pm **MarketingMel:** Hello to all of my #soloPR friends. Just signing in. Back from helping a client :)

6:14 pm **MuslimNewMedia:** SM: you can run but you cant hide!! @SoloPR #solopr

6:15 pm **jgombita:** @MuslimNewMedia see blog post by @mitchjoel about being stood up for coffee meeting b/c person was too busy. Too busy on Twitter! #solopr

6:15 pm **karenswim:** @MarketingMel *waving* Hi! #solopr

6:15 pm **TShryerPR:** When you say business partner, are you thinking client paying you or someone hired? #solopr

6:15 pm **rockstarjen:** joining late (and distracted ;) from san diego. hoping to join in a bit today. #solopr

6:15 pm **karenswim:** @jgombita @MuslimNewMedia @mitchjoel Oh my, can't wait to read that one! Busted by 140 characters! #solopr

6:16 pm **LScribner:** Darn right! RT @MuslimNewMedia: SM: you can run but you cant hide!! @SoloPR #solopr

6:16 pm **SoloPR:** Q2: If you work w/ subcontractors, what behaviors are deal-breakers for you (that will make you stop using them)? #solopr

6:16 pm **REDMEDIAPR:** sorry to be late, the weather is so nice in Fla had to do #solopr chat by the hotel pool

6:16 pm **krisTK:** Running late for today's #solopr chat. Kristie here from south MS (20 years exp, 7 as indy, APR)

6:16 pm **rockstarjen:** @karenswim Hi Karen. It feels like it's been forever. #solopr

6:16 pm **SoloPR:** @rockstarjen 'sup mama? :-) #solopr

6:16 pm **cidokogiPR:** RT @SoloPR: Q2: If you work w/ subcontractors, what behaviors are deal-breakers for you (that will make you stop using them)? #solopr

6:16 pm **MuslimNewMedia:** thats true RT @cidokogiPR: Then they may not kno the meaning of "Time is Money" wasting time looking for them is wasting your money #solopr

6:16 pm **mdbarber:** RT @SoloPR: Q2: If you work w/ subcontractors, what behaviors are deal-breakers for you (that will make you stop using them)? #solopr

6:16 pm **fransteps:** @REDMEDIAPR So wrong on so many levels, but so wonderful! #solopr chatting by the pool = portable!

6:17 pm **janetIfalk:** @TShryerPR what's the diff? All are waiting for your reply. Prioritize your time #soloPR

6:17 pm **mdbarber:** A2 -- Missing deadlines; incomplete work. #solopr

6:17 pm **krisTK:** RT @SoloPR: Q2: If you work w/ subcontractors, what behaviors are deal-breakers for you (that will make you stop using them)? #solopr

6:17 pm **rockstarjen:** @SoloPR everything's up! :) #solopr

6:17 pm **KellyeCrane:** A2: Missed deadlines. Even if they're minor, three strikes and you're out for good. #solopr

6:17 pm **jgombita:** @karenswim @MuslimNewMedia worst thing was the person approached @mitchjoel for a favour to meet and talk industry. Then a no-show. #solopr

6:17 pm **fransteps**: A2: Dealbreakers = lying, cheating, stealing, for starters! #solopr

6:17 pm **rockstarjen**: A2 missing deadlines often, poor writing. if i have to rewrite each time, i'm done. #solopr

6:18 pm **LScribner**: A2 Over promising, under delivery, not keeping critical deadlines are deal breakers for me #solopr

6:18 pm **juphilpott**: A2: Bad time-management, missing deadlines, sloppy work/ quality control. #solopr

6:18 pm **jgombita**: A2. Not being honest. Making excuses. #solopr

6:18 pm **SoloPR**: Oh yes! RT @fransteps: A2: Dealbreakers = lying, cheating, stealing, for starters! #solopr

6:18 pm **PRjeff**: A2: If they affect my image, value or service to the client in any manner #solopr

6:18 pm **smrus**: A2. Sub killers are missed deadlines, horrid time management, and poor quality. #solopr

6:18 pm **SoloPR**: Agree 100% RT @LScribner: A2 Over promising, under delivery, not keeping critical deadlines are deal breakers for me #solopr

6:18 pm **fransteps**: A2: Also, need to follow same ethics codes I do....PRSA ethics code, that is. #solopr

6:19 pm **krisTK**: Amen, brother. RT @PRjeff: A2: If they affect my image, value or service to the client in any manner #solopr

6:19 pm **TShryerPR**: @janetlfalk big diff I think. I give client more time to respond to an email. My top priority may not be their top priority. #solopr

6:19 pm **margaretritsch**: @SoloPR #solopr Deal=breaker for me is not meeting a deadline. One strike and they're out!

6:19 pm **karenswim**: @jgombita @karenswim @MuslimNewMedia @mitchjoel Ugh, not cool at all! #solopr

6:19 pm **LoisMarketing**: #solopr A2 Not fulfilling commitments is a definite #FAIL. Also posting inappropriate comments via personal SM accounts!

6:19 pm **SoloPR**: That's all of it in a nutshell. RT @PRjeff: A2: If they affect my image, value or service to the client in any manner #solopr

6:19 pm **PRjeff**: A2: Or if they tell me I have an ugly dog. #solopr

6:19 pm **karenswim**: Double amen! RT @krisTK: Amen, brother. RT @PRjeff: A2: If they affect my image, value or service to the client in any manner #solopr

6:20 pm **fransteps**: @PRjeff No insults to canines should EVER be tolerated. #solopr.

6:20 pm **MarketingMel**: @PRjeff Love what you say here. Subs cannot negatively impact our image and #personal brand as #soloPR. It's taken us too long to build!

6:20 pm **karenswim**: RT @LoisMarketing: Not fulfilling commitments is a definite #FAIL. Also posting inappropriate comments via personal SM accounts! #solopr

6:20 pm **SoloPR**: Interesting point. RT @LoisMarketing: A2 ....Also posting inappropriate comments via personal SM accounts! #solopr

6:20 pm **juphilpott**: @TShryerPR @janetlfalk As long as you each respect the other's priorities. #solopr

6:20 pm **LoisMarketing**: #solopr A2 Thankfully that has not happened among my clients -- but it's definitely happened elsewhere! Watch what you post!

6:20 pm **MarketingMel**: @fransteps @PRjeff Hey, absolutely *no* bringing my dog into this #soloPR :)

6:20 pm **jgombita**: @PRjeff does your dog look like you? (You know that old joke.) #solopr

6:21 pm **krisTK**: A2: I hire subs so I can serve clients better and sleep at night. I don't need subs who give me headaches or extra work. #solopr

6:21 pm **3hatscomm**: ITA perspective. RT @TShryerPR: @janetlfalk My top priority may not be their top priority. #solopr

6:21 pm **SoloPR**: Heard it here 1st RT @JanetLFalk: @SoloPR A2 As a subcontractor, have an IMMACULATE record and plenty of downtime at the moment. #solopr

6:21 pm **karenswim**: RT @krisTK: A2: I hire subs so I can serve clients better and sleep at night. I dont need subs who give me headaches or extra work. #solopr

6:22 pm **KellyeCrane**: A2: Along these lines, I usually try out subcontractors on non-client-facing biz first. They prove themselves to me 1st #solopr

6:22 pm **smrus**: @krisTK: Amen. I hire them so I can see my family for a few minutes a week. #solopr

6:22 pm **karenswim**: I also do a lot of subbing and ALWAYS see myself as an extension of the agency, would never do anything that did not rep them well #solopr

6:23 pm **SoloPR**: RT @KellyeCrane: A2: Along these lines, I usually try out subcontractors on non-client-facing biz first. #solopr

6:23 pm **TShryerPR**: @3hatscomm @TShryerPR Help! what does ITA stand for? #solopr

6:23 pm **REDMEDIAPR**: absolutely RT @KristK: A2: I hire subs so I can serve clients better /sleep at night. I don't need subs who give me headaches #solopr

6:23 pm **PRjeff**: @KellyeCrane What, test them first by washing your dishes and taking out your garbage? #solopr

6:23 pm **LoisMarketing**: #solopr A2 Have impeccable record and be able to MAKE endless available time! Great point

6:24 pm **TShryerPR**: Ditto RT @karenswim: I also do a lot of subbing and ALWAYS see myself as an extension of the

agency... #solopr

6:24 pm **krisTK:** A2: Agree with @KellyeCrane. First assignments are for behind-scenes support -- research, writing, media calls. #solopr

6:24 pm **fransteps:** @SoloPR Can u give examples of what non-client facing biz would be? #solopr.

6:24 pm **jgombita:** @PRjeff or washing and walking your dog? #solopr

6:24 pm **NancyRHaris:** Well.. A2 -- Missing deadlines; incomplete work. #solopr :@

6:24 pm **KellyeCrane:** @PRjeff Ha! No, for ex- ask them to help me write something & make deadline to me long b4 client deadline. Or something rel to blog #solopr

6:25 pm **MuslimNewMedia:** perfect mindset RT @karenswim: I ALWAYS see myself as an extension of the agency, would never do anything that did not rep them well #solopr

6:25 pm **MarketingMel:** @PRjeff Here is my personal asst as we speak! #soloPR http://yfrog.com/hsh92jj

6:25 pm **cidokogiPR:** RT @karenswim: I do a lot of subbing & ALWAYS c myself as an extension of the agency, wouldnt do anything that didnt rep them well #solopr

6:26 pm **KellyeCrane:** @MarketingMel No way! What kinda pup is that? #soloPR

6:26 pm **janetlfalk:** @fransteps @SoloPR research, draft, media list, anything that takes time away from strategy, planning and client face time #solopr

6:26 pm **LoisMarketing:** #solopr A2 Interesting that my subs have sought me out -- want to learn, be a part of the team. They've been awesome!

6:26 pm **jgombita:** @LoisMarketing oohhh.... @greenbanana and I are brewing up a joint post on @prconversations along those same lines (and more)! #solopr

6:26 pm **MarketingMel:** @KellyeCrane Jack Russell Terrier Mix. You know the high energy kind of pup, just like me! #soloPR

6:26 pm **LScribner:** @MarketingMel Now that's one cute assistant! #solopr

6:27 pm **PRjeff:** Is he/she avail. for sub-contracting work? RT @MarketingMel: Here is my personal asst as we speak! #soloPR http://yfrog.com/hsh92jj #solopr

6:27 pm **karenswim:** As it should be RT @LoisMarketing Interesting that my subs have sought me out -- want to learn, be a part of the team. #solopr

6:27 pm **SoloPR:** BTW, if folks did not know the #solopr crowd is a dog-loving bunch, they do now. Checkout some of our co-workers: http://on.fb.me/eGTqwR

6:27 pm **MarketingMel:** @karenswim @KellyeCrane @LScribner @PRjeff Thanks. He never complains and will work for food! #soloPR

6:27 pm **LoisMarketing:** @jgombita @greenbanana Yes, some quickly forget exactly who is following them on Facebook! LOL! #solopr

6:27 pm **karenswim:** @MarketingMel he/she is a cutie! #solopr

6:28 pm **SoloPR:** OK, Q3 is up next... #solopr

6:28 pm **karenswim:** @MarketingMel @karenswim @KellyeCrane @LScribner @PRjeff A dog after my own heart ;-) #solopr

6:28 pm **krisTK:** @MarketingMel Love that his tail is wagging (and blurry) in the pic. Definitely worth a treat. #solopr

6:29 pm **jgombita:** @SoloPR some are CAT people. Did you see @behindthespin's blog post about dogs being like advertising, cats like public relations? #solopr

6:29 pm **karenswim:** @SoloPR I know I have bookmarks of other solo's dogs, I may even be following one on his blog! #solopr

6:29 pm **rockstarjen:** RT @SoloPR: BTW, if you do not know the #solopr crowd, checkout some of our co-workers: http://on.fb.me/eGTqwR #solopr

6:29 pm **SoloPR:** Q3: @KateWinckler asks: How did other solo's come up with a tagline that neatly summarizes what they do? #solopr

6:29 pm **MarketingMel:** @karenswim @KristK Yes, almost makes me forget the time he ate my power cord ;-) #soloPR

6:29 pm **LoisMarketing:** RT @karenswim: As it should be RT @LoisMarketing Interesting that my subs have sought me out -- want to learn, be part of the team. #solopr

6:30 pm **SoloPR:** @jgombita No missed that one, will need to go check it out... #solopr

6:30 pm **karenswim:** @MarketingMel @karenswim @KristK Lol, oh that must have been a day! #solopr

6:30 pm **fransteps:** RT @SoloPR: Q3: @KateWinckler asks: How did other solo's come up with a tagline that neatly summarizes what they do? #solopr

6:30 pm **karenswim:** RT @SoloPR: Q3: @KateWinckler asks: How did other solos come up with a tagline that neatly summarizes what they do? #solopr

6:31 pm **AmazingPRMaven:** Arriving late to #solopr chat due to last minute lunch date with hubby :-)

6:31 pm **rajean:** Joining #solopr chat and I see they've all gone to the dogs.

6:31 pm **karenswim:** A3: Ha, you mean one that doesn't change with each new sm profile and website *hangs head*

#solopr

6:31 pm **fransteps**: A3: I don't have a tagling yet, but have written 10+ and threw them all away....too corny! #solopr need help here!

6:31 pm **karenswim**: rofl! RT @rajean: Joining #solopr chat and I see theyve all gone to the dogs. #solopr

6:31 pm **jgombita**: @SoloPR Feline theories of public relations: http://www.prstudies.com/weblog/2011/02/feline-theory-of-public-relations.html #solopr

6:31 pm **karenswim**: @AmazingPRMaven You get a pass! Great reason to be late :-) #solopr

6:31 pm **MarketingMel**: @rajean Welcome and woof to you too #soloPR

6:32 pm **PRjeff**: You tell me: http://twitpic.com/40hmk8 RT @jgombita: does your dog look like you? (You know that old joke.) #solopr

6:32 pm **SoloPR**: Ha RT @karenswim: A3: Ha, you mean one that doesn't change with each new sm profile and website *hangs head* #solopr

6:32 pm **SoloPR**: We are having too much fun today - love it! #solopr

6:32 pm **MarketingMel**: @karenswim Yes, it was about a $65 expense day as a matter of fact! #soloPR Well @bestbuy loved me!

6:32 pm **rockstarjen**: @jgombita @SoloPR well, i have always loved both dogs and cats. :) #solopr

6:33 pm **karenswim**: @PRjeff @jgombita Okay I really did LOL, love it & yes I see the resemblance! :-) #solopr

6:33 pm **LScribner**: A3 No tagline, but I might start using Journey's "Don't Stop Believing" for my anthem:} #solopr

6:33 pm **jgombita**: RT @PRjeff: You tell me: http://twitpic.com/40hmk8 RT @jgombita: does your dog look like you? (You know that old joke.) #solopr

6:33 pm **SoloPR**: RT @fransteps: A3: I don't have a tagling yet, but have written 10+ and threw them all away....too corny! #solopr need help here!

6:33 pm **AmazingPRMaven**: A3. Taglines are to #solopr like shoes are to children of a cobbler - we spend more time on our clients than ourselves

6:33 pm **rockstarjen**: RT @LScribner: A3 No tagline, but I might start using Journey's "Don't Stop Believing" for my anthem:} #solopr

6:33 pm **fransteps**: @LScribner I love it.... just steal a song you like and make it your tagline! #solopr

6:33 pm **LoisMarketing**: #soloPR "Dogs have people. Cats have staff." And just who is the ideal PR client???

6:33 pm **karenswim**: @MarketingMel @karenswim Well any excuse to go to @bestbuy would make me forgive but no treats :-) #solopr

6:34 pm **MarketingMel**: @PRjeff OMG! It's a Jeff clone! #soloPR http://twitpic.com/40hmk8 Great fun to laugh w/my friends @SoloPR today.

6:34 pm **karenswim**: RT @AmazingPRMaven: Taglines are to #solopr like shoes are to children of cobbler - we spend more time on our clients than ourselves #solopr

6:34 pm **3hatscomm**: Heh. RT @LoisMarketing: #soloPR "Dogs have people. Cats have staff." #solopr

6:34 pm **jgombita**: @LoisMarketing I've always heard it as: Dogs have owners; cats have staff. #solopr

6:34 pm **karenswim**: @AmazingPRMaven So, so true! #solopr

6:35 pm **KellyeCrane**: A3: As others have said, I don't have a tagline per se. I do have a tight elevator pitch, though #solopr

6:35 pm **LScribner**: @PRjeff Very intellectual looking pup there! #solopr

6:35 pm **karenswim**: @jgombita @LoisMarketing But the PR dogs have people bc it's how we roll :-) #solopr

6:35 pm **karenswim**: Yes! RT @KellyeCrane: A3: As others have said, I dont have a tagline per se. I do have a tight elevator pitch, though #solopr

6:35 pm **AmazingPRMaven**: A3. this is an area where getting together with another #solopr can help, have coffee and work on marketing for your business together

6:35 pm **fransteps**: @KellyeCrane How did you get to your elevator pitch? #solopr

6:36 pm **MuslimNewMedia**: a3 took a long time to settle on mine, but great process. Capitalize on any niche you have. Whats your specialty, what do u do best? #solopr

6:36 pm **MarketingMel**: A 3 But *seriously* for me it's providing innovative marketing, public relations & #sm strategies. Been in biz 2 years. It works. #soloPR

6:36 pm **PRjeff**: He's working on his APR: Accredited in Puppy Relations. RT @LScribner: Very intellectual looking pup there! #solopr

6:36 pm **margaretritsch**: @KellyeCrane #solopr Would love to hear your elevator pitch. I struggle a bit w/ mine. So many misconceptions to overcome about PR!

6:36 pm **LoisMarketing**: RT @AmazingPRMaven: A3. Area where getting together w another #solopr can help, have coffee and work on marketing for your business together

6:36 pm **janetlfalk**: @SoloPR Not a tagline, but I call myself "an octagonal peg." Not round or square. So I can see your biz from a diff perspective. #solopr

6:36 pm	**SoloPR:**	RT @rajean: Oooh, I love a good tagline @SoloPR, per Q.3. My personal & semi biz one is: "Learn a little bit more today." #solopr
6:37 pm	**krisTK:**	RT @SoloPR: Q3: @KateWinckler asks: How did other solo's come up with a tagline that neatly summarizes what they do? #solopr
6:37 pm	**jgombita:**	@karenswim I want to know how old is that photo @PRjeff. It looks quite fresh.... ;-) #solopr
6:37 pm	**smrus:**	#solopr Mistake #1:Thought reentry would B easy. Heads spins as I have no dog/cat & haven't stepped inside Best Buy in 4ever. [chuckle]
6:38 pm	**juphilpott:**	RT @JanetLFalk: Not a tagline, I call myself "an octagonal peg." Not round or square. So I can see your biz from a diff perspective. #solopr
6:38 pm	**karenswim:**	@jgombita @karenswim @PRjeff I know it really does look 'real time' #solopr
6:38 pm	**LScribner:**	Post from @techcrunch gives a Mad Lib approach to creating an elevator pitch: http://tcrn.ch/cqAOon #solopr
6:38 pm	**MarketingMel:**	@karenswim I know what you mean. And our @bestbuy guys are great when crises arise! #soloPR
6:38 pm	**3hatscomm:**	Like it, multi-faceted. RT @janetlfalk: I call myself octagonal peg. Not round or square. So I see your biz from diff perspective #solopr
6:38 pm	**Enderle:**	RT @LScribner: Post from @techcrunch gives a Mad Lib approach to creating an elevator pitch: http://tcrn.ch/cqAOon #solopr
6:39 pm	**KellyeCrane:**	@fransteps @margaretritsch What's your specialty, and for what market. Combine them and tada! Elevator "pitch" #solopr
6:39 pm	**cidokogiPR:**	Try keeping a log of different skills, adjectives, sayings, and quotes that describe you and one day voila! it will hit you. #solopr
6:39 pm	**rajean:**	Q3. Love feedback. My biz: B known Public Relations. Tagline: Why B the best kept secret? #solopr (B is from my last name)
6:39 pm	**cidokogiPR:**	RT @LScribner: Post from @techcrunch gives a Mad Lib approach to creating an elevator pitch: http://tcrn.ch/cqAOon #solopr
6:39 pm	**SoloPR:**	RT @LScribner: Post from @techcrunch gives a Mad Lib approach to creating an elevator pitch: http://tcrn.ch/cqAOon #solopr
6:40 pm	**PRjeff:**	Real time q w/a real time answer. RT @karenswim: @jgombita @karenswim I know it really does look real time #solopr
6:40 pm	**smrus:**	RT @LScribner: Post from @techcrunch gives a Mad Lib approach to creating an elevator pitch: http://tcrn.ch/cqAOon #solopr
6:40 pm	**AmazingPRMaven:**	A3. settling on a tagline can be tough, sometimes you reach broader when you start, then find your niche and revise #solopr
6:40 pm	**karenswim:**	@rajean I like it and I love a tagline that reinforces brand and is a bit cheeky #solopr
6:40 pm	**krisTK:**	A3: I don't have a tagline per se, but tend to describe myself as providing strategic counsel and senior-level tactical support #solopr
6:40 pm	**SoloPR:**	RT @MuslimNewMedia: a3 took a long time to settle on mine, but great process. Whats your specialty, what do u do best? #solopr
6:41 pm	**krisTK:**	A3: most of my clients are agency or in-house PR pros. They want to know what I add to their mix. #solopr
6:41 pm	**SoloPR:**	Great insights and creative approaches on Q3 - thanks for sharing. #solopr
6:41 pm	**karenswim:**	@krisTK Love it succinct and specific #solopr
6:42 pm	**SoloPR:**	@jgombita I believe #solopr was here first. Just sayin' :-)
6:42 pm	**SoloPR:**	Good point RT @krisTK: A3: most of my clients are agency or in-house PR pros. They want to know what I add to their mix. #solopr
6:42 pm	**SoloPR:**	Q4 is up next... #solopr
6:43 pm	**jgombita:**	@krisTK what do you consider "senior-level tactical support?" Thanks. #solopr
6:43 pm	**rajean:**	Solid advice! RT @KellyeCrane What's your specialty, and for what market. Combine them & tada! Elevator "pitch" #solopr
6:43 pm	**REDMEDIAPR:**	RT @LScribner: Post from @techcrunch gives a Mad Lib approach to creating an elevator pitch: http://tcrn.ch/cqAOon #solopr
6:43 pm	**janetlfalk:**	@juphilpott @3hats Web designer even put the octagonal peg image on my site janetlfalk.com #solopr
6:43 pm	**fransteps:**	@nanpalmero Are you lurking in our #solopr chat? Naughty!
6:44 pm	**SoloPR:**	Q4 is from @akenn: Prepping for a week's vacation...do I bring the laptop or not? #solopr
6:44 pm	**krisTK:**	A3: with few #solopr pros down here, biz-pros seem to think "PR consultants" are in-between jobs or freelance journalists.
6:45 pm	**karenswim:**	RT @SoloPR: Q4 is from @akenn: Prepping for a weeks vacation...do I bring the laptop or not? #solopr

6:45 pm **krisTK**: A3: Would love to know if others describe themselves as consultants or owners of a firm? #solopr

6:45 pm **rajean**: Thx @karenswim! Exactly what I was going for, as I've found cheeky can get noticed in a sea of boring #solopr

6:45 pm **REDMEDIAPR**: A4 take a smart phone so if you have to connect you can - but vacays are needed to recharge the creative juices #solopr

6:45 pm **fransteps**: @KristK How do you overcome the perception that you're just temporary? #solopr

6:45 pm **juphilpott**: @JanetLFalk @3hats Very nice! #solopr

6:45 pm **MuslimNewMedia**: thats a really good descrip! RT @krisTK: A3: tend to describe myself as providing strategic counsel & senior-level tactical support #solopr

6:45 pm **LoisMarketing**: #solopr Q4 Step away from the computer and cell phone!

6:45 pm **KellyeCrane**: @KristK Yes, I make a point of saying I'm indie by choice! I'm not going anywhere. :-) #solopr

6:46 pm **SoloPR**: RT @REDMEDIAPR: A4 take a smart phone so if you have to connect you can - but vacays are needed to recharge the creative juices #solopr

6:46 pm **karenswim**: @krisTK I use both depending on audience, for some consultant is meaningful, others hate it #solopr

6:46 pm **LScribner**: Q4 Depends. Is this a working vacation? As a #solopr pro, I don't build vacation time into my agreements. (a question for nxt wk?)

6:46 pm **fransteps**: A4: As luxurious as it sounds to totally disconnect, I had to take my laptop to Australia this Christmas! #solopr

6:46 pm **3hatscomm**: @SoloPR A4: Depends. Are ducks in row, guest blogs ready, projects on schedule, emergency replacement set? #solopr

6:46 pm **LoisMarketing**: #solopr Q4 Your business – whether 100 or just you – should be able to run without you. Put plans in place long before the vacay!

6:46 pm **SoloPR**: RT @LoisMarketing: #solopr Q4 Step away from the computer and cell phone!

6:46 pm **rajean**: RT @LoisMarketing Forget term "pitch" & forget elevator timing. Be yourself, be ready to succintly introduce yourself & what you do. #solopr

6:46 pm **rockstarjen**: @fransteps @KristK i encourage minimum 6-month contracts to demonstrate commitment by both parties. #solopr

6:46 pm **AmazingPRMaven**: A3 @KrisTK - to prevent this, we need to encourage professionalism in #solopr business model, our IPRA indy group does this

6:47 pm **MuslimNewMedia**: both, dpnding on who/where from RT @krisTK: A3:Would love to know if others describe themselves as consultants or owners of a firm? #solopr

6:47 pm **karenswim**: A4: Leave it! This is another reason why I have all files on cloud file server, anywhere access & can send to backup if needed #solopr

6:47 pm **krisTK**: @fransteps If someone mentions a job opening to me, I say I m looking for clients, not a job. #solopr

6:47 pm **KellyeCrane**: A4: I'm a firm believer in unplugging. If you must, you can check webmail on some random computer somewhere. #solopr

6:47 pm **rockstarjen**: Q4 i do take a laptop. even though i work little-to-none on vacation, having it for emergencies reduces my stress. #solopr

6:48 pm **SoloPR**: RT @karenswim: A4: Leave it! This is another reason why I have all files on cloud file server, anywhere access & can send to backup #solopr

6:48 pm **SoloPR**: RT @3hatscomm: @SoloPR A4: Depends. Are ducks in row, guest blogs ready, projects on schedule, emergency replacement set? #solopr

6:48 pm **andreaschulle**: missed #solopr chat today. Bummer!!! Can't wait to read transcript.

6:48 pm **karenswim**: Important point bc you want to be able to relax RT @rockstarjen: Q4 having it for emergencies reduces my stress. #solopr

6:48 pm **krisTK**: @fransteps I mention I've been a consultant for 7 years to over-ride the impression I'm between jobs. #solopr

6:49 pm **smrus**: A4. The minute U log into email on vacay is the minute yr vacay ends. Try 2 take a real break. Work will B there when U return. #solopr

6:49 pm **AmazingPRMaven**: A3. I mostly say owner of a firm (am in business w hubby), smtimes say consultant, but I'm in DC where consultants are common #solopr

6:49 pm **SoloPR**: Interesting. Everyone's different! RT @rockstarjen: Q4 having it for emergencies reduces my stress. #solopr

6:49 pm **rajean**: Q4. Smartphones are made for vacations. Laptops/netbooks leave nasty tan lines. #solopr Enjoy, relax, recharge ~

6:49 pm **LoisMarketing**: If you are on the computer and on the cell phone, you are NOT on vacation. The best break you give is the one your give yourself. #solopr

6:50 pm **krisTK**: A4: Take laptop. Restaurant reservations, tour times, etc. My online activities arent always for work. #solopr

6:50 pm **juphilpott**: It depends on the person and their businesses... if they feel comfortable enough to leave it home - go for it! #solopr

6:50 pm **cidokogiPR**: Q4: Depends on your level of vacay.. if its for a major event concerning your personal life.. no... #solopr

6:50 pm **3hatscomm**: @rockstarjen Same. It's the "what if" worries. Rather have laptop w/ me, just in case. #solopr

6:50 pm **krisTK**: RT @rajean: Q4. Smartphones are made for vacations. Laptops/netbooks leave nasty tan lines. #solopr Enjoy, relax, recharge ~

6:50 pm **MuslimNewMedia**: lol! RT @rajean: Q4. Smartphones are made for vacations. Laptops/netbooks leave nasty tan lines. #solopr

6:50 pm **JadeLT**: RT @LoisMarketing: If you are on the computer and on the cell phone, you are NOT on vacation. The best break you give is the one your give yourself. #solopr

6:50 pm **janetlfalk**: @rockstarjen @soloPR Took husband's laptop last vacation mostly to check email and monitor world news. Notified clients I was abroad #soloPR

6:50 pm **KellyeCrane**: @KristK I sometimes say I have an independent PR consultancy - sorta straddles that line! #solopr

6:51 pm **TShryerPR**: RT @krisTK: RT @rajean: Q4. Smartphones are made for vacations. Laptops/netbooks leave nasty tan lines. #solopr #solopr

6:51 pm **krisTK**: A4: I've taken laptop and not used it. Better to have it and never turn it on than scramble. Smartphone is my lifesaver. #solopr

6:51 pm **fransteps**: @KristK Right on, sister! Clients, not jobs! #solopr

6:52 pm **3hatscomm**: Good point. RT @krisTK: A4: Take laptop. Restaurant reservations, tour times, etc. My online activities arent always for work. #solopr

6:52 pm **KellyeCrane**: A4: I believe the best, pro-vacation invention ever made was the smartphone. Not much I need to do that can't be done on it. #solopr

6:52 pm **rockstarjen**: @SoloPR key is to not check it often. just the news in the AM and have it there if needed. typing long form on phone sucks. #solopr

6:52 pm **TShryerPR**: "Working" vacations are sometimes necessary when you're a sole practitioner. #solopr

6:52 pm **LoisMarketing**: @3HatsComm @krisTK Isn't that what you tip concierges for? Leave them at home :) #solopr

6:53 pm **krisTK**: @jgombita Senior-level tactical support to my clients means they can trust I know what I'm doing and produce quality results #solopr

6:53 pm **juphilpott**: RT @rockstarjen: key is to not check it often. just the news in the AM and have it there if needed. typing long form on phone sucks. #solopr

6:53 pm **KellyeCrane**: @rockstarjen I actually try to take a "news fast" while on vacation, too (recommended by Dr. Weil). Catchup when back. #solopr

6:53 pm **AmazingPRMaven**: A3. Many #solopr indies here use the "virtual firm" concept, idea you expand the team as needed for the client need

6:53 pm **LoisMarketing**: RT @SkipBarberNatl: @LoisMarketing What is this "break" you speak of? ;) >> Great Debate: Do you take laptop/smartphone on vacation? #solopr

6:54 pm **rockstarjen**: @KellyeCrane good idea. i've tried that, but just find i can relax knowing there isn't a big news item that day #solopr

6:54 pm **krisTK**: A4: Why was I late to today's chat? Brought RV home from winter hunting camp and had to consolidate pantry. #solopr

6:54 pm **karenswim**: @KellyeCrane @rockstarjen I do too, I could care less what's happening when I'm on vacation! #solopr

6:54 pm **SoloPR**: True-better than not having one at all. RT @TShryerPR: "Working" vacations are sometimes necessary when you're a sole practitioner. #solopr

6:55 pm **LoisMarketing**: Goes back to first question in today's #soloPR -- about having subs you can count on. Have them in place so that you can have a vacation!

6:56 pm **3hatscomm**: @SoloPR @TShryerPR I call it a "workcation" better than nothing. ;-) #solopr

6:56 pm **krisTK**: A4: Isn't every day a vacation when you're the boss? At least, that's what someone else told me. #solopr

6:56 pm **SoloPR**: Our time is winding down for today (yes, already). Please keep chatting (and sharing your doggie pics) on the hashtag all week! #solopr

6:56 pm **KellyeCrane**: @rockstarjen @karenswim 'zactly. #solopr

6:56 pm **karenswim**: A4: Some workcations are okay but you also need real time away for yourself and family #solopr

6:56 pm **cidokogiPR**: RT @krisTK: A4: Isnt every day a vacation when youre the boss? At least, thats what someone else told me. #solopr

6:56 pm **TShryerPR**: Excellent POV!RT @krisTK: A4: Isnt every day a vacation when youre the boss? At least, thats what someone else told me. #solopr

6:57 pm **PRjeff**: Who said THAT? Ha. RT @krisTK: A4: Isnt every day a vacation when you're the boss? At least

6:57 pm **PRjen**: Who said THAT? Ha. RT @krisTK: A4: Isn't every day a vacation when you're the boss? At least, thats what someone else told me. #solopr

6:57 pm **karenswim**: @SoloPR No, no, it can't be, an hour already! #solopr

6:57 pm **rockstarjen**: @krisTK that's how i've been approaching it. haven't completely signed off for a couple of years, but consider daily freedom balance #solopr

6:57 pm **rajean**: Ah, vacation brain is gooood. 'Garcon, another umbrella drink, poolside, please.' @KristK @karenswim @KellyeCrane @rockstarjen #solopr

6:58 pm **karenswim**: @rajean @KristK @karenswim @KellyeCrane @rockstarjen That's what I'm talking about! :-) #solopr

6:58 pm **rockstarjen**: @KellyeCrane @karenswim tho, like telling @kristk, feel daily freedom good exchange for full sign off. hmmm... #solopr

6:58 pm **MuslimNewMedia**: geeky question for next week-- best smartphone platform or apps for PR? @KellyeCrane @SoloPR #solopr

6:59 pm **rockstarjen**: @karenswim @rajean @KristK @KellyeCrane no that i'm a mommy, this might be more important and needed. =8) #solopr

6:59 pm **karenswim**: @rockstarjen @KellyeCrane @karenswim @kristk Daily freedom is the perk of our lives but I still like the full sign off to recharge #solopr

6:59 pm **TShryerPR**: Great chatting with all of you. Looking forward to next Wednesday already. #solopr

6:59 pm **rajean**: Tis true. RT @3HatsComm "workcation" better than nothing. ;-) #solopr

7:00 pm **karenswim**: Ditto! RT @TShryerPR: Great chatting with all of you. Looking forward to next Wednesday already. #solopr

7:00 pm **SoloPR**: RT @karenswim: Daily freedom is the perk of our lives... #solopr

7:00 pm **janetlfalk**: Another insightful chat and exchange. Thanks Kellye and Gang #soloPR

7:00 pm **fransteps**: Have a great and client-filled week everyone! #solopr

7:01 pm **AmazingPRMaven**: Tonight on #Smallbizchat 8-9pm ET - Making love and money: Working Successfully with Your Spouse #solopr

7:01 pm **rajean**: Good question for next week @MuslimNewMedia! #solopr

7:01 pm **karenswim**: Thank you @SoloPR and you fab solo peeps, this was the best time ever! #solopr

7:01 pm **karenswim**: @fransteps You too Fran! #solopr

7:02 pm **krisTK**: @rockstarjen I unplug in small batches but do see the benefits of extended time off-grid. #solopr

7:02 pm **SoloPR**: Interesting topic! RT @AmazingPRMaven: Tonight on #Smallbizchat 8-9pm ET- Making love and money: Working Successfully w/ Your Spouse #solopr

7:03 pm **krisTK**: May have to lurk on this one. Right, @davispr? RT @AmazingPRMaven: #Smallbizchat 8-9pm ET Wed: Working Successfully with Your Spouse #solopr

7:05 pm **MarketingMel**: @karenswim I agree. It was certainly fun to have a good laugh with my #soloPR peeps today!

7:08 pm **karenswim**: @MarketingMel I really enjoyed it too, it was a barking good time :-) #solopr

7:11 pm **PRProSanDiego**: Argh, can't believe I missed #soloPR AGAIN.I'm not dead folks, just working. Still ticked Scarlett the Boxer didn't win Westminster.

7:11 pm **PRProSanDiego**: As for K9 photos, my colleague @MarioABoxer has his own Twitter account. #soloPR

7:13 pm **MarketingMel**: @jgombita Wondered where you went. Bet their dogs weren't nearly as cute as ours! #soloPR

7:18 pm **jgombita**: @ambercleveland out of all of my regular chats the #solopr folks are consistently most fun. Chat you guest-hosted was more like work for me!

7:39 pm **karenswim**: Laughing and learning with other professionals is so valuable, if you missed #solopr this week, mark your calendar for next Wed 1 EST

7:43 pm **ThePRCoach**: When it comes to long time client relationships: Your time is gonna come #PR #solopr http://bit.ly/fRwqwS

7:48 pm **rockstarjen**: @KristK yes, i think i need to do more of that. was good at it in the beginning, but not so much the past couple of years. #solopr

8:00 pm **farida_h**: Missed the #solopr chat today since I had a deadline! Look forward to the transcript.

8:01 pm **amysept**: x2!! RT @farida_h: Missed the #solopr chat today...Look forward to the transcript.

8:21 pm **3hatscomm**: Perfect timing for #soloPR. RT @shanan_s: Taking Time Off When You Work In Social Media http://t.co/Mf71mcy via @shonali

8:32 pm **MpactJacq**: Interesting article about the need for 'thick skin' in PR: http://tiny.cc/ne4jv #WOBW #resources #solopr #smallbiz

8:32 pm **MpactPRLLC**: Interesting article about the need for 'thick skin' in PR: http://tiny.cc/ne4jv #WOBW #resources #solopr #smallbiz

8:35 pm **KellyeCrane**: In honor of Idol tonite :-) That's a Little "Pitchy" Dawg http://ow.ly/3WYrV #solopr

11:18 pm **stlpr**: RT @MpactPRLLC: Interesting article about the need for 'thick skin' in PR: http://tiny.cc/ne4jv

#WOBW #resources #solopr #smallbiz

11:20 pm	**AMMayuga:**	Got Thick PR Skin? http://t.co/LOpJc7C Great article I just learned about from #SOLOPR. For all PR professionals read on! #AMMComm

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