

Transcript from March 2, 2011 to March 2, 2011

All times are Pacific Time

March 2, 2011

- 6:56 am **editag**: @nancysanchez thanks for the follow! Are you going to #Hispanicize this yr? Seems up your alley! <http://bit.ly/gqCvCO> #solopr
- 12:59 pm **brianrudolph**: Me Too! RT @KellyCrane: From #solopr @luannsaid - Why I?m a SXSWi Nerd (And Why You Should Care) <http://ow.ly/45ySb>
- 1:19 pm **AMMayuga**: Look forward to the #SOLOPR and #STLMarketingchat today 12:00, p.m., Central.
- 1:21 pm **stlpr**: If you have a chance at 12:00 p.m., Central today, great chats for marketing, SM, and PR ideas at #SoloPR and #STLmarketingchat.
- 1:23 pm **AMMayuga**: If you have time today during your lunch hour, there are some great Twitter chats at #solopr and #stlmarketingchat... <http://fb.me/QTZODc6o>
- 1:35 pm **KellyeCrane**: Interesting - Facebook's Growing Role in Social Journalism <http://ow.ly/45CqV> #solopr
- 2:04 pm **MarketingMel**: RT @KellyCrane: Interesting - Facebook's Growing Role in Social Journalism <http://ow.ly/45CqV> #solopr
- 2:32 pm **karensxim**: Motivated to keep it moving by #solopr chat today at 1pm EST, hope you'll join us too!
- 2:32 pm **KellyeCrane**: Those interested in freelance and indie #PR, join #solopr chat today, 1-2 pm ET. Send me your questions!
- 2:38 pm **caroschwarz**: RT @KellyCrane: Those interested in freelance and indie #PR, join #solopr chat today, 1-2 pm ET. Send me your questions!
- 3:05 pm **KellyeCrane**: Thx- journos can do great as #solopr pros RT @jaykeith: As a former journo turned comm's pro, I liked this post <http://tinyurl.com/4sbc64j>
- 3:06 pm **TheHiredGuns**: RT @KellyCrane: journos do great as #solopr pros RT @jaykeith: As a journo turned comm's pro, I liked this <http://tinyurl.com/4sbc64j>
- 3:08 pm **crcpr21**: RT @brianrudolph: Me Too! RT @KellyCrane: From #solopr @luannsaid - Why I?m a SXSWi Nerd (And Why You Should Care) <http://ow.ly/45ySb>
- 3:21 pm **cidokogiPR**: RT @KellyCrane: Those interested in freelance and indie #PR, join #solopr chat today, 1-2 pm ET. Send me your questions!
- 3:32 pm **jgombita**: Really glad you appreciated the tips in her post, @jennwhinnem. @kellyecrane is the host of #solopr, which takes place in 2.5 hours. Come!
- 4:06 pm **lynnwoolf**: This could be my lucky day. Hoping to make the #solopr chat today, noon Central, <http://bit.ly/4QNWU9>.
- 4:12 pm **KateRobins**: Kate from Connecticut. #solopr. Non-profits. #brandchat
- 4:27 pm **jgombita**: @KateRobins nice to see my wicked smart & funny #solopr mate here! (Insufferable bore a great phrase.) #brandchat
- 5:26 pm **KellyeCrane**: Whoa! ~30 minutes 'til the #solopr chat. Getting ready, and hope to see you there!
- 5:34 pm **RegineNelson**: I'm ready and waiting. :) RT @kellyecrane: Whoa! ~30 minutes 'til the #solopr chat. Getting ready, and hope to see you there!
- 5:41 pm **clayduda**: RT @KellyCrane: Those interested in freelance and indie #PR, join #solopr chat today, 1-2 pm ET. Send me your questions!
- 5:43 pm **LScribner**: RT @KellyCrane: Those interested in freelance and indie #PR, join #solopr chat today, 1-2 pm ET. Send me your questions!
- 5:45 pm **CathyWebSavvyPR**: RT @LScribner: RT @KellyCrane: Those interested in freelance and indie #PR, join #solopr chat today, 1-2 pm ET. Send me your questions!
- 5:47 pm **KellyeCrane**: @clayduda @LScribner @RegineNelson Thanks for the RTs, guys – looking forward to it! #solopr
- 5:54 pm **PRjeff**: t-minus 5 minutes... RT @KellyCrane: Those interested in freelance/indie #PR, join #solopr chat today, 1-2 pm ET. #solopr
- 5:58 pm **3hatscomm**: Another funny take on NYT PR blog. By #soloPR leader @kellyecrane 10 Ways to Waste Money on PR <http://bit.ly/f1W7DS>
- 6:00 pm **SoloPR**: Welcome to 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**: Welcome to this week's #soloPR chat for independent pros in #PR and related fields (and those who want to learn more about it). #solopr

6:01 pm **SoloPR**: If you're new, try tweetchat.com or tweetgrid.com for easier following of the chat (and tweeting along) #solopr

6:01 pm **KellyeCrane**: RT @SoloPR: Welcome to this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it)

6:02 pm **karensxim**: Hello everyone! #solopr

6:02 pm **davispr**: RT @SoloPR: Welcome to 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 **PRjeff**: RT @3hatscomm: Another funny take on NYT PR blog. By #soloPR leader @kellyecrane 10 Ways to Waste Money on PR <http://bit.ly/f1W7DS> #solopr

6:03 pm **REDMEDIAPR**: Greetings from Oregon bouncing back and forth btwn #solopr and apple PC

6:03 pm **karensxim**: Will be chatty for next hour, pls mute, filter or join in on the fun, if you are solo, indie or just curious u r welcomed! #solopr

6:03 pm **SoloPR**: If you're joining introduce yourself, and if you have Qs @KellyeCrane without the hashtag (or DM), and we'll add them to the list! #solopr

6:03 pm **PRandMarComPro**: Hello everyone. Jackie in Atl #solopr

6:04 pm **lynnwoolf**: Hello from Kansas. My first time listening in. Glad to be here. #solopr

6:04 pm **amynolanapr**: Hello from NOLA! I'm part-time in-house and part-time #solopr. Loving the best of both worlds!

6:05 pm **karensxim**: RT @SoloPR: If youre new, try tweetchat.com or tweetgrid.com for easier following of the chat (and tweeting along) #solopr

6:05 pm **cgornpr**: Heading on to this week's #solopr chat... #solopr

6:05 pm **RegineNelson**: Hello from SF Bay Area. Solo 1 yr...exp. 7 yrs. Focus on PR and social media. Happy to be joining for another great session. #soloPR

6:06 pm **cgornpr**: solo from Philadelphia. Work with arts and entertainment clients. Happy to be back! #solopr

6:06 pm **karensxim**: Tweetchat is a bit sluggish today #solopr

6:06 pm **TShryerPR**: Looking forward to chatting with all of you smart folks today! #solopr

6:06 pm **SoloPR**: This is @KellyeCrane moderating- blogger at <http://soloprpro.com/> - welcome all! #solopr

6:06 pm **krisTK**: RT @SoloPR: Welcome to #soloPR chat for independent pros in #PR and related fields (and those who want to learn more). #solopr

6:06 pm **davispr**: Hello from sunny @columbiasc! #solopr #solopr

6:06 pm **janetfalk**: Results-driven #NYC #PR Pro gets business-building media for Law Firm, Wall Street, Nonprofit. Subcontract #solopr

6:06 pm **LScribner**: Hello, Lori from San Diego area here, in and out today #solopr

6:07 pm **mdbarber**: @karensxim Sluggish isn't the word for it. Not updating at all on my end. And I was planning to join #solopr today too!

6:07 pm **SoloPR**: FYI- Looks like tweetgrid and tweetchat are a bit slow right now, but my search in Tweetdeck is rockin' along fine. #solopr

6:08 pm **SoloDove_PR**: #solopr from #nj working with those in entertainment and non profit

6:08 pm **BevPayton**: @BevPayton #soloPR in Richboro, Pa., saying hi to my PR peeps.

6:08 pm **mdbarber**: Greetings from Anchorage. Counting Down to SoCal vacation that starts saturday so semi-lurking today. #solopr

6:09 pm **tylerhwilliams**: @amynolanapr yours sounds like an ideal situation! #solopr

6:09 pm **krisTK**: Hello to my #solopr pals. Kristie here from south MS (20 years exp, 7 as indy, APR, PR prof).

6:09 pm **SoloPR**: OK, despite slowness issues for some, let's get started... #solopr

6:09 pm **LScribner**: It's possible that there's a Twitter overload, Apple is holding a press conf right now, launching iPad2 #solopr

6:09 pm **PRjeff**: Greetings from the Southwest U.S. #solopr

6:10 pm **SoloPR**: Personally, I'm tired of hearing about Charlie Sheen (he & his family have my sympathies), but the situation inspired Q1... #solopr

6:10 pm **PRandMarComPro**: Is there any website updating without delays today or sending the same message multiple times? #solopr

6:10 pm **rosemarierung**: Greetings from Merrimack, NH! #solopr #solopr

6:10 pm **SoloPR**: Q1: What are some situations where a client rep could cross your ethical boundaries? How would you handle? #solopr

6:11 pm **karensxim**: @mdbarber I heard it was really slow yesterday too, it's updating for me but very slowly and then all the messages rush in at once #solopr

6:11 pm **KellyeCrane**: Darn you, Apple! RT @LScribner: It's possible there's a Twitter overload, Apple is holding a press conf right now, launching iPad2 #solopr

6:11 pm **karensxim:** RT @SoloPR: Q1: What are some situations where a client rep could cross your ethical boundaries? How would you handle? #solopr

6:11 pm **WolcottPR:** Denis W. here from Long Beach, CA Nearly 20 years in the biz, solo for three #solopr

6:11 pm **BevPayton:** RT @LScribner: ITwitter overload, Apple is launching #iPad2 Ah, does that mean I can get an ipad1 for dirtcheap? #solopr

6:12 pm **tylerhwilliams:** @SoloPR from #NYC working in #luxury, #entertainment & #lifestyle #solopr

6:12 pm **tkarow:** RT @KellyeCrane: Darn you, Apple! RT @LScribner: It's possible there's a Twitter overload, Apple is holding a press conf right now, launching iPad2 #solopr

6:12 pm **LScribner:** @BevPayton Ha! iPad will never be dirt cheap, I hear iPad2 will cost the same though #solopr

6:12 pm **rosemarierung:** If they asked me to lie or misrepresent the situation. I would counsel them on my ethical stds and expect their respect of them #solopr

6:12 pm **cgornpr:** Q1: Look at the effect their mistake has on your company, I think sometimes, you have to soldier on, others you need to let go. #solopr

6:13 pm **TShryerPR:** could talk about christina aguilera then. :(RT @SoloPR: Personally, Im tired of hearing about Charlie Sheen #solopr

6:13 pm **krisTK:** RT @SoloPR: Q1: What are some situations where a client could cross your ethical boundaries? How would you handle? #solopr

6:13 pm **karensxim:** A1: I believe in being direct but gracious, and walk away when you need to #solopr

6:13 pm **BevPayton:** Q1 Lying for them. Never do it. Truth always outs; makes both look bad. #solopr

6:13 pm **cgornpr:** @rosemarierung I think blatant lies do need to be dealt with. We are not in the business of lying. Despite what the NY Times says :) #solopr

6:14 pm **karensxim:** A1: In the case of someone like he who shall not be mentioned, you save yourself & run very very fast #solopr

6:14 pm **LScribner:** I've worked in tech PR for almost 18 years, so yes, I've had clients insist on announcing vaporware to get out ahead of comp #solopr

6:14 pm **SoloPR:** RT @rosemarierung: If they asked me to lie or misrepresent the situation. I would counsel on my ethical stds & expect their respect #solopr

6:14 pm **jgombita:** @SoloPR A1. Good question, but I actually think the Natalie Portman vs. Dior's John Galliano a better example than Charlie Sheen. #solopr

6:14 pm **karensxim:** RT @cgornpr @rosemarierung I think blatant lies need to be dealt with. We're not in biz of lying. Despite what the NYT says :) #solopr

6:14 pm **WolcottPR:** A1: First, I give all clients a signed copy of my PRSA code of ethics pledge. That puts them on notice #solopr

6:14 pm **SoloPR:** True! RT @BevPayton: Q1 Lying for them. Never do it. Truth always outs; makes both look bad. #solopr

6:15 pm **SoloPR:** RT @karensxim: A1: In the case of someone like he who shall not be mentioned, you save yourself & run very very fast #solopr

6:15 pm **LScribner:** A1 Part 2: But I do draw the line on obvious mistruths and strongly advise against too much spin, always! #solopr

6:15 pm **PRjeff:** RT @karensxim: A1: I believe in being direct but gracious, and walk away when you need to #solopr

6:15 pm **tylerhwilliams:** @SoloPR I used to rep a national brand that is known for donating to anti-equality groups, didn't sit well w me. #solopr

6:15 pm **BevPayton:** Me too. RT @WolcottPR: A1: First, I give all clients a signed copy of my PRSA code of ethics pledge. That puts them on notice #solopr

6:15 pm **krisTK:** A1: Trust is a two-way street. If a client lies (to me or to others), that's a deal-breaker. #solopr

6:16 pm **BevPayton:** RT @krisTK: A1: Trust is a two-way street. If a client lies (to me or to others), that's a deal-breaker. #solopr

6:16 pm **tylerhwilliams:** @SoloPR PR professionals have to be extra firm in their beliefs, otherwise they will compromise their integrity. #solopr

6:16 pm **cgornpr:** A1: I think if a client's stance on things bothers you in any way, it is okay so say no. #solopr

6:16 pm **KellyeCrane:** A1: I knew someone who had a spokesperson that obviously was struggling with alcoholism. Couldn't put him in front of anyone. #solopr

6:16 pm **KateRobins:** sorry late. will figure Q1 out. #solopr

6:16 pm **karensxim:** RT @tylerhwilliams: @SoloPR PR professionals have to be extra firm in their beliefs, otherwise they will compromise their integrity. #solopr

6:16 pm **mdbarber:** AMEN! A1: Trust is a two-way street. If a client lies (to me or to others), that's a deal-breaker. #solopr /via @KristK

6:16 pm **tylerhwilliams:** @TShryerPR @SoloPR she's a PR nightmare right now, too #solopr

6:17 pm **rosemarierung**: Great idea! RT @ **WolcottPR**: First, I give all clients a signed copy of my PRSA code of ethics pledge. That puts them on notice #solopr

6:17 pm **SoloPR**: RT @ **WolcottPR**: A1: First, I give all clients a signed copy of my PRSA code of ethics pledge. That puts them on notice #solopr

6:17 pm **davispr**: Love this: RT @ **WolcottPR**: A1: First, I give all clients a signed copy of my PRSA code of ethics pledge. That puts them on notice #solopr

6:17 pm **karensxim**: @ **KateRobins** Hi Kate! Q1 is about how you handle client rep who crosses your ethical boundaries (paraphrased) #solopr

6:17 pm **rosemarierung**: @ **tylerwilliams** @ **SoloPR** how did you handle it? #solopr

6:18 pm **mdbarber**: Great idea! RT @ **WolcottPR**: A1: First, I give all clients a signed copy of my PRSA code of ethics pledge. That puts them on notice #solopr

6:18 pm **LScribner**: Great idea! RT @ **WolcottPR**: A1: First, I give all clients a signed copy of my PRSA code of ethics pledge. That puts them on notice #solopr

6:18 pm **krisTK**: A1: Clients whose actions make PR rep appear unethical, etc. I don't want others thinking the client is following my counsel. #solopr

6:18 pm **LScribner**: @ **mdbarber** Jinx :) #solopr

6:18 pm **jgombita**: A1. Think of this as an opp to hone your "reputation management" persuasive skills. The truth will out, so let's ride it from start. #solopr

6:18 pm **KellyeCrane**: A1: Going directly to the source of any problem first is important, but if they don't respond, escalate. If that doesn't work, run. #solopr

6:18 pm **PRjeff**: A1: Pitch the client to 60 Minutes, book it, and then let the client handle it from there while you move on. #solopr

6:18 pm **mdbarber**: @ **LScribner** Noticed that too! Great minds... #solopr

6:19 pm **BevPayton**: RT @ **KristK**: A1: Clients whose actions make PR rep appear unethical. I don't want others thinking the client is following my counsel. #solopr

6:19 pm **mdbarber**: LOL! RT @ **PRjeff**: A1: Pitch the client to 60 Minutes, book it, and then let the client handle it from there while you move on. #solopr

6:19 pm **KellyeCrane**: @ **KristK** Yes - clients are fleeting. Our reputation is all we have - protect it! #solopr

6:19 pm **cgornpr**: @ **PRjeff** Hilarious :) and good answer. #solopr

6:19 pm **tylerwilliams**: @ **rosemarierung** @ **SoloPR** was in an agency & insisted on moving accounts. #solopr

6:19 pm **karensxim**: RT @ **KellyeCrane**: A1: Going directly 2 source of problem 1st important, but if they don't respond, escalate. If that doesn't work, run. #solopr

6:19 pm **KateRobins**: A1. I make it clear up front: 1) return calls (or emails), 2) don't lie, 3) just say if you can't say something. #solopr

6:19 pm **karensxim**: Rof! RT @ **PRjeff**: A1: Pitch the client to 60 Minutes, book it, and then let the client handle it from there while you move on. #solopr

6:19 pm **KateRobins**: RT @ **mdbarber**: AMEN! A1: Trust is a two-way street. If a client lies (to me or to others), that's a deal-breaker. #solopr /via @ **KristK** #solopr

6:20 pm **SoloPR**: Many ex this week! RT @ **jgombita**: I actually think the Natalie Portman vs. Dior's John Galliano a better example than Charlie Sheen. #solopr

6:20 pm **cgornpr**: A1: I think we need to remember that sometimes, what is best for the client is not let them talk. #solopr

6:20 pm **WolcottPR**: Faster iPad...wow. Sorry #solopr, also following this.

6:20 pm **BevPayton**: Love this: RT @ **PRjeff**: A1: Pitch the client to 60 Minutes, book it, and then let the client handle it from there while you move on. #solopr

6:20 pm **SoloPR**: @ **LScribner** Good pt that clients will often try to push boundaries on announcements (not just personal issues). #solopr

6:21 pm **KateRobins**: Eeyup! RT @ **KellyeCrane**: @ **KristK** Yes - clients are fleeting. Our reputation is all we have - protect it! #solopr

6:21 pm **jgombita**: @ **SoloPR** yabbut Natalie Portman at the last minute chose to wear a non-Dior dress to Oscars, even though she is the "face" of Dior. #solopr

6:21 pm **MichaelWillett**: RT @ **krisTK**: A1: Trust is a two-way street. If a client lies (to me or to others), that's a deal-breaker. #solopr

6:21 pm **mdbarber**: @ **WolcottPR** Thanks for the update. How much faster? Mine's already pretty speedy. #solopr

6:21 pm **WolcottPR**: A1: It's all about disclosure. Insist the clients tell you about all the skeletons in the closet - at the start. #solopr

6:21 pm **prforsmarties**: RT @ **cgornpr**: A1: I think if a client's stance on things bothers you in any way, it is okay so say no. #solopr

6:21 pm **RegineNelson**: RT @ **karensxim** @ **tylerwilliams** @ **SoloPR** PRpros have to be extra firm in their beliefs, otherwise

they will compromise their integrity. #solopr

6:21 pm **jgombita**: @PRjeff it's that easy, eh? ;-) #solopr

6:22 pm **KellyeCrane**: A1: Actually, I think being able to choose clients that mesh w/my ethics is one of the best things about #solopr!

6:22 pm **WolcottPR**: Yes! RT @KellyeCrane: A1: Actually, I think being able to choose clients that mesh w/my ethics is one of the best things about #solopr!

6:22 pm **BevPayton**: Amen! RT @KateRobins: Eeyup! RT @KellyeCrane: @KristK Yes- clients are fleeting. Our reputation is all we have - protect it! #solopr

6:22 pm **KateRobins**: @cgornpr A1. Yes. If they really believed their reflexes, they wouldn't bother with us. #solopr

6:22 pm **cgornpr**: RT @KellyeCrane: A1: Actually, I think being able to choose clients that mesh w/my ethics is one of the best things about #solopr! #solopr

6:23 pm **karenschwim**: Amen! RT @cgornpr: A1: I think we need to remember that sometimes, what is best for the client is not let them talk. #solopr

6:23 pm **jgombita**: @cgornpr kind of like whether to put them on the stand or not? ;-) #solopr

6:23 pm **mdbarber**: Very true. A1: Actually, I think being able to choose clients that mesh w/my ethics is one of the best things re #solopr! /via @KellyeCrane

6:23 pm **mdbarber**: A1: It's all about disclosure. Insist the clients tell you about all the skeletons in the closet - at the start. #solopr /via @WolcottPR

6:23 pm **BevPayton**: RT @KellyeCrane: A1: Actually, I think being able to choose clients that mesh w/my ethics is one of the best things about #solopr!

6:24 pm **SoloPR**: Excellent discussion on this, #solopr crew! Q2 is up next...

6:24 pm **MontagePR**: Thank you! RT @tylerhwilliams @SoloPR PRpros have to be extra firm in their beliefs, otherwise they will compromise their integrity. #solopr

6:24 pm **karenschwim**: RT @KellyeCrane: A1: Actually, I think being able to choose clients that mesh w/my ethics is one of the best things about #solopr! #solopr

6:25 pm **dconconi**: Hi guys. Just joining. I'll catch up quietly. #solopr

6:25 pm **KateRobins**: @mdbarber @WolcottPR Yeah, it's fast. Something went to bed in another time zone. #solopr

6:25 pm **karenschwim**: @KellyeCrane I completely agree, we get to be picky and that is a huge benefit! #solopr

6:25 pm **SoloPR**: Q2: What techniques have you found most successful in closing new business? #solopr

6:25 pm **janetfalk**: RT @SoloPR: Q2: What techniques have you found most successful in closing new business? #solopr

6:26 pm **KellyeCrane**: RT @SoloPR: Q2: What techniques have you found most successful in closing new business? #solopr

6:26 pm **dconconi**: my mantra RT @KellyeCrane: A1: being able to choose clients that mesh w/my ethics is one of the best things about #solopr! #solopr

6:26 pm **jgombita**: A1. Make use of 2011 @edelman_trust results, which showed that the CEO (and especially internal experts!) finally regaining trust. #solopr

6:26 pm **WolcottPR**: @mdbarber #apple update: It paid to wait for iPad2. \$500 for wifi, 15 gb, 2x faster, lighter, thinner, comes in white #solopr

6:26 pm **krisTK**: RT @KellyeCrane: A1: Being able to choose clients that mesh w/my ethics is one of the best things about #solopr!

6:27 pm **KateRobins**: @karenschwim @KellyeCrane And going with the gut is often better than going with an institutionalized gut. #solopr

6:27 pm **cgornpr**: A2: Be gracious, proactive, and politely aggressive. I keep checking in with people. (same skills I use for closing a pitch too). #solopr

6:27 pm **BlueprintCG_PR**: U are what u eat RT @KellyeCrane: Actually think being able 2choose clients that mesh w/my ethics is one of the best things about #solopr!

6:27 pm **karenschwim**: RT @SoloPR: Q2: What techniques have you found most successful in closing new business? #solopr

6:27 pm **dconconi**: RT @SoloPR: Q2: What techniques have you found most successful in closing new business? #solopr

6:27 pm **cgornpr**: @jgombita exactly! #solopr

6:28 pm **KateRobins**: @SoloPR Q2 Do you mean in the pitching? Or contracting? #solopr

6:28 pm **KellyeCrane**: A2: I've found getting people interested in your services and closing the deal are two different things. #solopr

6:28 pm **davispr**: A2: Follow up, follow up, follow up. Have to be politely persistent to stay on their radar screen. #solopr

6:28 pm **mdbarber**: A2: Being strategically smart in presentations and showing that I understand/care about their business - often by research b4 pitch. #solopr

6:28 pm **SoloDove_PR**: RT @solopr: Q2: What techniques have you found most successful in closing new business? #solopr

6:28 pm **BevPayton**: A1 You can't do a good job for a client you don't respect. Educate or walk away #solopr

6:29 pm **krisTK**: A1: Our reputation is precious. If anyone is going to damage it, it'll be me, not a client. Wait, that came out wrong. #solopr

6:29 pm **SoloPR**: Not contracts specifically, but signing on dotted line RT @KateRobins: @SoloPR Q2 Do you mean in the pitching? Or contracting? #solopr

6:29 pm **WolcottPR**: A2: Face to face meetings, with contract in hand. Clear list of things you'll do immediately for client #solopr

6:29 pm **mdbarber**: @WolcottPR Interesting but I think low-end on the current WiFi is \$500 too. Speed and thinner okay but glad I have mine. Love it! #solopr

6:29 pm **SoloPR**: Bingo! RT @davispr: A2: Follow up, follow up, follow up. Have to be politely persistent to stay on their radar screen. #solopr

6:30 pm **RegineNelson**: RT @dconconi: RT @SoloPR: Q2: What techniques have you found most successful in closing new business? #solopr

6:30 pm **jgombita**: RT @cgornpr: A2: Be gracious, proactive, and politely aggressive. I keep checking in with people. (same skills I use for closing a pitch too). #solopr

6:30 pm **BevPayton**: Great idea! RT @WolcottPR: A2: Face to face meetings, with contract in hand. Clear list of things you'll do immediately for client #solopr

6:30 pm **karensxim**: A2: Lots of communication, checking for agreement, closing through entire process #solopr

6:30 pm **PRjeff**: A2: Focus on track record of results and tie it into their business. #solopr

6:30 pm **KellyeCrane**: A2: I like to ask "when will you be making your decision?" Then I know when to follow-up. #solopr

6:30 pm **BlueprintCG_PR**: Sell on value & outcome, not on tasks RT @SoloPR: Q2: What techniques have you found most successful in closing new business? #solopr

6:30 pm **karensxim**: Re Q2 is this about closing or generating new business, completely different #solopr

6:31 pm **cgornpr**: I am also pretty firm about not starting work until they sign on the dotted line. Too risky to keep it wishy-washy. #solopr

6:31 pm **dconconi**: A2responsiveness, proactivity, show interest in thr service/product/sector w related followup, get 2 no them as ppl not just clients #solopr

6:31 pm **jgombita**: @cgornpr I heart your "politely aggressive." #solopr (right up there with my "enthusiastic pragmatist" re: social media)

6:31 pm **amynolanapr**: Yes it is! And work from home is the best! RT @TylerHWilliams: @amynolanapr yours sounds like an ideal situation! #solopr

6:31 pm **dconconi**: HA! RT @krisTK: A1: reputation is precious. If anyone is going to damage it, itll be me, not a client. Wait, that came out wrong. #solopr

6:31 pm **KateRobins**: @krisTK I get what you're saying. #solopr

6:31 pm **PRjeff**: @davispr It would be cool to actually give them a radar screen w/you on it... #solopr

6:31 pm **MuslimNewMedia**: joining in late, hi all! #SoloPR

6:31 pm **SoloPR**: RT @mdbarber: A2: Being strategically smart in presentations & showing that I understand/care about their business-research b4 pitch #solopr

6:31 pm **krisTK**: A2: Keep in ongoing contact. Send prospects articles you think would interest them. Let them know you're thinking of them. #solopr

6:32 pm **dconconi**: A2: if u can build in plans with a quick "win" - that seems to get their attention #solopr

6:32 pm **3hatscomm**: RT @KellyeCrane: A2: Ive found getting people interested in your services and closing the deal are two different things. #solopr

6:32 pm **karensxim**: @PRjeff @davispr One exists and it's call Facebook :-)) Works wonders for me staying on the "radar" #solopr

6:32 pm **KateRobins**: @PRjeff You use measurements then? What do you use for your track record and how do you apply it to a projection for another client? #solopr

6:32 pm **tylerhwilliams**: @SoloPR face-to-face meetings are absolutely key. People just believe you mroe when they can hear AND see you say it. #solopr

6:32 pm **krisTK**: Smart! RT @WolcottPR: A2: Face to face meetings, with contract in hand. Clear list of things you'll do immediately for client #solopr

6:32 pm **KateRobins**: RT @cgornpr: I am also pretty firm about not starting work until they sign on the dotted line. Too risky to keep it wishy-washy. #solopr

6:33 pm **TShryerPR**: absolutley. it's a relationship. RT @krisTK: A2: Keep in ongoing contact. Send prospects articles you think would interest them. #solopr

6:33 pm **karensxim**: @MuslimNewMedia Hello! You're just in time.... for Q2 :-)) #solopr

6:33 pm **SoloPR**: RT @vaspersthegrate: I leave a copy of InterBusiness Issues mag, w/my latest article in it, with prospect. Get published: close deal #solopr

6:33 pm **KateRobins**: RT @mdbarber: A2: Being strategically smart in presentations & showing that I understand/care about their business-research b4 pitch #solopr

6:33 pm **BevPayton**: YES! RT @3HatsComm: RT @KellyeCrane: A2: Ive found getting ppl interested in yr services & closing the deal R 2 diff things. #solopr

6:33 pm **dconconi**: Great/fun idea!! RT @PRjeff: @davispr It would be cool to actually give them a radar screen w/you on it... #solopr

6:33 pm **ProminencePR**: RT @WolcottPR: A2: Face to face meetings, with contract in hand. Clear list of things you'll do immediately for client #solopr

6:34 pm **KateRobins**: @karensxim I have the same question #solopr

6:34 pm **tylerhwilliams**: @3HatsComm @KellyeCrane SO different - lots of people would love PR, but without the costs involved #solopr

6:34 pm **KellyeCrane**: @vaspersthegrate Large co's often have to meet to discuss you. But if you can get 'em right there, do it! #solopr

6:34 pm **dconconi**: adds a new dimension to the "dashboard" RT @PRjeff: @davispr It would be cool to actually give them a radar screen w/you on it... #solopr

6:34 pm **KSukalac**: Amen! RT @KellyeCrane: A2: I've found getting people interested in your services and closing the deal are two different things. #solopr

6:34 pm **KellyeCrane**: Truer words were never spoken :-) RT @TylerHWilliams: lots of people would love PR, but without the costs involved #solopr

6:35 pm **KateRobins**: RT@krisTK:Smart! RT@WolcottPR:A2: Face to face meetings, with contract in hand. Clear list of things you'll do immediately for client #solopr

6:35 pm **amynolanapr**: A2 I don't start work without signed contract and percentage paid upfront for new clients. #solopr

6:35 pm **cgornpr**: RT @KellyeCrane: Truer words were never spoken :-) RT @TylerHWilliams: lots of people would love PR, but without the costs involved #solopr

6:36 pm **BevPayton**: RT @krisTK: A2: Keep in ongoing contact. Send prospects articles U think wld interest them. #solopr

6:36 pm **davispr**: @PRjeff Ha! Yes! #solopr

6:36 pm **SoloPR**: This is a must! RT @cgornpr: I am also pretty firm about not starting work until they sign on the dotted line. Too risky #solopr

6:36 pm **dconconi**: always smile when I hear PR referred to as "free" media vs. adv. RT @tylerhwilliams: @3HatsComm @KellyeCrane . #solopr

6:36 pm **SoloPR**: RT @amynolanapr: A2 I don't start work without signed contract and percentage paid upfront for new clients. #solopr

6:36 pm **PRjeff**: @KateRobins Results as in ability to place stories, add clarity to copy, pinpoint newshooks. Add case studies, testimonials #solopr

6:37 pm **karensxim**: RT @KellyeCrane: Truer words were never spoken :-) RT @TylerHWilliams: lots of people would love PR, but without the costs involved #solopr

6:37 pm **WolcottPR**: A2: Deadlines also motivate closing. Too many prospects drag feet. Must convince them act now to achieve success now #solopr

6:37 pm **KateRobins**: Like getting into shape.RT@tylerhwilliams@3HatsComm@KellyeCrane SO different - lots of people would love PR, but w/o the costs #solopr

6:37 pm **cgornpr**: I have issues with the deposit. I sometimes let it go and start work before I get it. I know I need to stop doin that. #solopr

6:37 pm **SoloPR**: RT @stlpr: Start off with project work. It's quick and proves your abilities. Retainers usually follow soon. #solopr

6:37 pm **MuslimNewMedia**: @karensxim hi , and good morning! i'll quietly catch up #SoloPR

6:37 pm **tylerhwilliams**: @SoloPR @cgornpr yes – you have to be careful with how much you plan/do before you have that signature! #solopr

6:38 pm **KateRobins**: @PRjeff Thanks #solopr

6:38 pm **3hatscomm**: @dconconi @tylerhwilliams @KellyeCrane Ditto SM. Nothing "free" about it. #solopr

6:39 pm **KellyeCrane**: A2: If they get cold feet or push project back, can stay in touch by occasionally sharing relevant articles w/them. But... #solopr

6:39 pm **cgornpr**: @WolcottPR I totally agree. I don't know how many times I have to tell people it is too late to do anything productive. #solopr

6:39 pm **jpgombita**: RT @tylerhwilliams: @3HatsComm @KellyeCrane SO different - lots of people would love PR, but without the costs involved #solopr

6:40 pm **KellyeCrane**: A2: Know when to say when. Some people/cos are just permanently wishy washy. Try not to waste time. #solopr

6:40 pm **karens swim**: Yes, stop doing that! :-) RT @cgornpr: I have issues w/ the deposit. sometimes let it go & start work before I get it. #solopr

6:40 pm **BevPayton**: U R so smart. RT @WolcottPR: A2: Deadlines motivate closing. 2 many prospects drag feet. convince them act now 2 achieve success now #solopr

6:41 pm **dconconi**: @jgombita "earned" media is so much more accurate and speaks to the value of PR #solopr

6:41 pm **KellyeCrane**: A2: Also, never give free advice, etc., thinking it will win you the business. Why would they buy the cow when getting milk free? #solopr

6:41 pm **PRjeff**: And then I'd try to over deliver RT @WolcottPR: A2: Face to face meetings... Clear list of things you'll do immediately for client #solopr

6:41 pm **KateRobins**: @KellyeCrane As former boss would say, "I'm on my toes, my eyes are closed. Ya gonna kiss me now or what?" #solopr

6:41 pm **mdbarber**: Sorry folks but I have to go. Client calls. Good to chat today for at least a bit. #solopr

6:41 pm **karens swim**: True! RT @KellyeCrane: A2: Know when to say when. Some people/cos are just permanently wishy washy. Try not to waste time. #solopr

6:42 pm **SoloPR**: @KateRobins Um, I'm not sure what that means, but it's funny! #solopr

6:42 pm **SoloPR**: Q3 also relates to new biz. Coming up... #solopr

6:42 pm **krisTK**: @cgornpr If you do research/writing, prior to deposit/contract, at least don't give it to client. No check; no deliverables #solopr

6:42 pm **PRjeff**: A2: I put an expiration date on my proposed agreements. Price will go up after deadline. #solopr

6:42 pm **karens swim**: Ha! RT @KateRobins: @KellyeCrane As former boss would say, "I'm on my toes, my eyes are closed. Ya gonna kiss me now or what?" #solopr

6:43 pm **davispr**: Amen sister! RT @dconconi @jgombita "earned" media is so much more accurate and speaks to the value of PR #solopr

6:43 pm **karens swim**: @mdbarber Good "seeing" you! Have a great rest of the day! #solopr

6:43 pm **tylerhwilliams**: @karens swim @KellyeCrane TRUE - in my experience, if they are wishy/washy ab signing, they'll be a pain once they're signed #solopr

6:43 pm **KateRobins**: @SoloPR @KateRobins It means, close the damn deal. #solopr

6:43 pm **paulajohns**: Joining #solopr convo very late. Enjoying the discussion. So much great advice.

6:43 pm **dconconi**: That works? Tell me more! RT @PRjeff: A2: I put an expiration date on my proposed agreements. Price will go up after deadline. #solopr

6:43 pm **SoloPR**: Yes it does RT @jnewto: One of the worst things is seeing your free advice put into play (without) you. It happens :-\ #solopr

6:44 pm **davispr**: Very smart. RT @PRjeff: A2: I put an expiration date on my proposed agreements. Price will go up after deadline. #solopr

6:44 pm **karens swim**: @SoloPR @KateRobins ROFL! Nice way to say cut the check so we can get it popping, lol! #solopr

6:44 pm **3hatscomm**: RT @davispr: Amen sister! RT @dconconi @jgombita "earned" media is so much more accurate and speaks to the value of PR #solopr

6:44 pm **SoloPR**: Great tip! RT @PRjeff: A2: I put an expiration date on my proposed agreements. Price will go up after deadline. #solopr

6:44 pm **krisTK**: @PRjeff Sounds as if you have good systems in place. I may reach out to discuss them off-line. #solopr

6:44 pm **karens swim**: I've done that too. RT @PRjeff: A2: I put an expiration date on my proposed agreements. Price will go up after deadline. #solopr

6:44 pm **rajejan**: A quick scan of the #solopr chat - y'all are killin' it. So what do you charge for a deposit for services, 10%?

6:44 pm **dconconi**: do U also charge interest for late payers? RT @PRjeff: A2: put an expiration date on proposed agreements. Price go up after deadline. #solopr

6:45 pm **SoloPR**: Q3: What format do you use for new biz proposals? Do you build it in powerpoint, Word doc, something else? #solopr

6:45 pm **karens swim**: @tylerhwilliams @KellyeCrane V. true how they are before you raise the flag is a good indication how it will be working w/them #solopr

6:45 pm **KateRobins**: @dconconi @jgombita And boy do you -- and the client -- ever work to earn it. Ain't cheap but priceless. #solopr

6:45 pm **cgornpr**: @rajejan I do 50% upfront for project based work. Retainer, I wait till the first check comes through (ideally) #solopr

6:46 pm **dconconi**: depends- can be 1/2 up front for expenses heavy project RT @rajejan: So what do you charge for a deposit for services, 10%? #solopr

6:46 pm **BlueprintCG_PR**: To experience multidimensional growth, u should cut the bottom 15% of ur business & increase top 15% every couple yrs #solopr

6:46 pm **krisTK:** RT @SoloPR: Q3: What format do you use for new biz proposals? Do you build it in powerpoint, Word doc, something else? #solopr

6:46 pm **karenschwim:** RT @SoloPR: Q3: What format do you use for new biz proposals? Do you build it in powerpoint, Word doc, something else? #solopr

6:46 pm **PRjeff:** @dconconi Well, it provides a sense of urgency. I figure it can't hurt for the fence sitters. #solopr

6:46 pm **jgombita:** @KateRobins do you accept MasterCard? :-) #solopr

6:47 pm **SoloPR:** @jnewto Seen a couple new faces (like yours - welcome!), but most here are regular participants in the #solopr community.

6:47 pm **BevPayton:** Happened 2 me 2 often. RT @jnewto: One of the worst things is seeing your free advice put into play (without) you. It happens :-\ #solopr

6:47 pm **stlpr:** @SoloPR #SoloPR One-page estimates for project; two-page proposal for retainers. Keep it simple. Most prospects know U R good.

6:47 pm **WolcottPR:** A3: PowerPoint works best for new biz proposal. I insist b/c I need to be there to "wow" them. #solopr

6:47 pm **luannsaid:** Ahhh!! Got wrapped up prepping a presentation and missed most of #solopr chat. Grrr! (But at least being productive). Hi, all!

6:47 pm **cgornpr:** A3: I use a word doc. I turn it into a PDF when I send it to the client, so it can't be changed. #solopr

6:47 pm **dconconi:** @SoloPR: Q3: What format do you use for new biz proposals? Do you build it in powerpoint, Word doc, something else? #solopr

6:47 pm **PRjeff:** @dconconi The "threat" of charging interest for late payers is in my agreements. #solopr

6:47 pm **karenschwim:** @rajejan if small project, 100% up front, retainer, 1st month up front, other project work 1/2 up front, 1/2 on completion #solopr

6:48 pm **luannsaid:** Ditto! RT @cgornpr: A3: I use a word doc. I turn it into a PDF when I send it to the client, so it can't be changed. #solopr

6:48 pm **tylerhwilliams:** @dconconi @PRjeff I write that there will be fees for late payments in contracts -- just like paying your CC late! #solopr

6:48 pm **cgornpr:** @PRjeff @dconconi I also write in the threat of work stopping for late payers. :)Had to use it once too. #solopr

6:48 pm **WolcottPR:** RT @stlpr: @SoloPR #SoloPR One-page estimates for project; two-page proposal for retainers. Keep it simple. Most prospects know U R good.

6:48 pm **BlueprintCG_PR:** Clients see more value in u when ur positioned as a Collaborator (teach them to fish) vs Independent Expert (catch the fish) #solopr

6:48 pm **dconconi:** the "threat" works then? RT @PRjeff: @dconconi The "threat" of charging interest for late payers is in my agreements. #solopr

6:48 pm **stlpr:** @SoloPR #solopr KISS..keeping it simple in today's crowded message world shows prospect U can keep message simple in complicated world.

6:48 pm **karenschwim:** A3: I put together in word then PDF but have done PPT, working on one today that I will update to slide rocket #solopr

6:48 pm **SoloPR:** I sense a theme! :-) RT @WolcottPR: A3: PowerPoint works best for new biz proposal. I insist b/c I need to be there to "wow" them #solopr

6:48 pm **PRjeff:** A3: I actually do my agreements in InDesign so that I can nicely typeset them and add my signature. Word drives me nuts sometimes #solopr

6:49 pm **karenschwim:** RT @stlpr: @SoloPR KISS..keeping it simple in todays crowded message world shows U can keep message simple in complicated world. #solopr

6:49 pm **dconconi:** A3:Powerpoint is good 'cuz you have to be there to present. Gives you a better read on the client - and them you. #solopr

6:49 pm **krisTK:** Me three. @luannsaid RT @cgornpr: A3: I use a word doc. I turn it into a PDF when I send it to the client, so it can't be changed #solopr

6:50 pm **PRjeff:** @dconconi idk if I've ever actually charged interest. But it's best to have it there in case you have a totally psycho client #solopr

6:50 pm **WolcottPR:** @dconconi, @prjett I also have early payment terms 2% discount if paid in 10 days. Clients love it, great for cash flow. #solopr

6:50 pm **cgornpr:** @PRjeff You are really giving a lot of great advice today. That is a great idea (InDesign) #solopr

6:50 pm **karenschwim:** A3: Ideally your proposal is a confirmation of what you've already discussed, so short and simple #solopr

6:50 pm **BlueprintCG_PR:** If ur accepting same types of projects @ same fees 2day as 2 yrs ago, u have not abandoned bottom 15% & not expanding top 5%. #solopr

6:50 pm **luannsaid:** #solopr But are those doing PowerPoint presenting it in-person? Can't imagine sending a Pwrpnt on its own., but I could be wrong.

6:50 pm **karenschwim:** @PRjeff I bow to the master, InDesign is beautiful but not for the graphically challenged! #solopr

6:50 pm **MuslimNewMedia**: A1 interesting dilemmas-- Vogue -Assad issue also comes to mind: <http://bit.ly/hs39MI> #SoloPR

6:50 pm **dconconi**: A3: also able to keep it simple and visually interesting if you resist the urge to put lots of copy on each slide #solopr

6:51 pm **stlpr**: #solopr make sure your contract/estimate/proposal is reviewed by your biz attorney. Keep terms easy to understand.

6:51 pm **KateRobins**: What do you all do with big cos w/ systems that take months and months to pay? #solopr

6:51 pm **BlueprintCG_PR**: Accepting all business dilutes effort and confuses perception. #solopr

6:51 pm **cgornpr**: RT @karensim: A3: Ideally your proposal is a confirmation of what youve already discussed, so short and simple #solopr

6:51 pm **SoloPR**: RT @BlueprintCG_PR: Clients see more value when ur positioned as Collaborator(teach to fish) vs Independent Expert(catch the fish) #solopr

6:51 pm **CherriPRBuzz**: RT @blueprintcg_pr: Accepting all business dilutes effort and confuses perception. #solopr

6:51 pm **PRjeff**: @cgornpr Thx. InDesign is much easier to control align tabs, spacing, any graphics, etc. than Word. Then I PDF it. #solopr

6:51 pm **BevPayton**: In my contract too! RT @PRjeff I write that there will be fees for late payments in contracts – just like paying your CC late! #solopr

6:51 pm **TheEFiles**: YES! #protectyourbrand RT @BlueprintCG_PR: Accepting all business dilutes effort and confuses perception. #solopr

6:51 pm **ESharpAgency**: YES! #protectyourbrand RT @BlueprintCG_PR: Accepting all business dilutes effort and confuses perception. #solopr

6:52 pm **cgornpr**: @KateRobins I have a college account that works like that. I know they will pay and accept the delays. #solopr

6:52 pm **stlpr**: RT @SoloPR: RT @BlueprintCG_PR: Clients see more value when ur positioned as Collaborator (teach to fish) vs Independent Expert(catch the fish) #solopr

6:52 pm **BlueprintCG_PR**: Under promise, over deliver = bad model. Instead, test the envelope #solopr

6:52 pm **stlpr**: RT @cgornpr: RT @karensim: A3: Ideally your proposal is a confirmation of what youve already discussed, so short and simple #solopr

6:52 pm **karensim**: @luannsaid I use it and virtually present #solopr

6:52 pm **SaraLanePR**: So sad I'm missing the #solopr chat today! I'll have to read the transcript later. Hope everyone has a great week!

6:53 pm **BlueprintCG_PR**: @ESharpAgency Not all business will contribute 2 ur growth & short-term money shouldn't be motivating factor #solopr

6:53 pm **luannsaid**: @karensim Ah, that makes sense. #solopr

6:53 pm **KateRobins**: @PRjeff @cgornpr And it's Mac to Word compatible? Nothing worse than completing something on a Mac that looks horrible on other end #solopr

6:53 pm **CherriPRBuzz**: A2: Also, never give free advice, etc., thinking it will win you the business. Why would they buy the cow when getting milk free? #solopr

6:53 pm **karensim**: @SaraLanePR So sad you're not here too but hopefully next week :-) #solopr

6:53 pm **jgombita**: Agreed Better to have one or two "anchor" clients. RT @BlueprintCG_PR Accepting all business dilutes effort and confuses perception. #solopr

6:54 pm **KellyeCrane**: @luannsaid I've seen some design challenged #solopr pros use ppt's design features (in PDF) to do something prettier than they'd do in Word

6:54 pm **KateRobins**: RT @SoloPR: RT @BlueprintCG_PR: Clients see more value when ur a Collaborator(teach to fish) vs Independent Expert(catch the fish) #solopr

6:54 pm **SaraLanePR**: @karensim Aww, thanks so much! Yes, next week for sure. :) #solopr

6:54 pm **dconconi**: focus is good and much more rewarding for all RT @jgombita: Agreed Better to have one or two "anchor" clients. RT @BlueprintCG_PR #solopr

6:54 pm **MuslimNewMedia**: @BlueprintCG_PR:True; I get more interest in training/coaching proposals than projects #SoloPR

6:55 pm **3hatscomm**: @krisTK @luannsaid @cgornpr FWIW Think I've secured PDFs, read and print only, just to be sure. #solopr

6:55 pm **KateRobins**: @cgornpr Thanks. #solopr

6:55 pm **SoloPR**: RT @MuslimNewMedia: @BlueprintCG_PR:True; I get more interest in training/coaching proposals than projects #solopr

6:55 pm **karensim**: @KellyeCrane @luannsaid Hello my name is Karen and I am design challenged! #solopr

6:55 pm **PRjeff**: @KateRobins @cgornpr InDesign is not Word compatible. Save as a PDF and it's fine for any platform. (But Mac rules.) #solopr

6:55 pm **BevPayton**: @PRjeff U R so wise. Must have been #SoloPR for a while. Learn the hard way?

6:55 pm **BlueprintCG_PR**: More value created when there's joint responsibilities & success of project between us & client. I

6:55 pm **BlueprintCG_PR:** more value created when there's joint responsibilities 2 success of project between u & client. U shouldn't bear all responsibility #solopr

6:55 pm **ActiveIngrede:** RT @dconconi: @jgombita "earned" media is so much more accurate and speaks to the value of PR #solopr

6:55 pm **PRjeff:** ? RT @BlueprintCG_PR: Under promise, over deliver = bad model. Instead, test the envelope #solopr

6:56 pm **KateRobins:** I find it's most valuable. RT@MuslimNewMedia: @BlueprintCG_PR:I get more interest in training/coaching proposals than projects #solopr

6:56 pm **rajean:** I like the mall approach to clients "one or two anchor clients " @jgombita @BlueprintCG_PR Keeps ship afloat. #solopr

6:56 pm **jgombita:** @rajean you've mixed metaphors (malls and ships)...but I quite like it! :-) #solopr

6:56 pm **KellyeCrane:** A3: I've seen that a proposal that's too beautiful can be a neg to some clients- think it means you're expensive.Have you seen this? #solopr

6:56 pm **PRjeff:** @BevPayton yes, after 16+ years solo you finally start figuring a few things out #solopr

6:57 pm **MuslimNewMedia:** via Skype, or do you like another tool? RT @karensim: @luannsaid I use it and virtually present #SoloPR

6:57 pm **stlpr:** #solopr We try not to have any client comprise more than 20% of revenue. Once anchor client leaves U could be sunk.

6:57 pm **KateRobins:** @PRjeff @KateRobins @cgornpr I've had trouble collaborating Mac (#solopr) to Word (corporate clients). Passing work back and forth. #solopr

6:57 pm **BlueprintCG_PR:** So you're def a Collaborator RT @SoloPR: RT @MuslimNewMedia: True; I get more interest in training/coaching proposals than projects #solopr

6:57 pm **CjShaffer1:** RT @PRjeff: @KateRobins @cgornpr InDesign is not Word compatible. Save as a PDF and it's fine for any platform. (But Mac rules.) #solopr

6:58 pm **ActiveIngrede:** RT @stlpr: #solopr We try not to have any client comprise more than 20% of revenue. Once anchor client leaves U could be sunk.

6:58 pm **paulajohns:** Just like driving too nice of a car! RT @KellyeCrane: A3: ...a proposal that's 2 beautiful can be a neg- means you're expensive.#solopr

6:58 pm **dconconi:** know your audience RT @KellyeCrane: A3: a proposal that's 2 beautiful can be a neg to some clients- think it means ur expensive. #solopr

6:58 pm **mizzbea2u:** RT @BlueprintCG_PR: More value created when there's joint responsibilities 2 success of project between u & client. U shouldn't bear all responsibility #solopr

6:58 pm **CherriPRBuzz:** RT @blueprintcg_pr: Under promise, over deliver = bad model. Instead, test the envelope #solopr

6:58 pm **karensim:** @MuslimNewMedia @luannsaid I use skype for 1:1 meetings but have used lots of other tools for meeting #solopr

6:58 pm **KateRobins:** RT @BevPayton: @PRjeff U R so wise. Must have been #soloPR for a while. Learn the hard way? #solopr

6:59 pm **KellyeCrane:** @PaulaJohns @dconconi Yes! Exactly. #solopr

6:59 pm **SoloPR:** Thanks to all of you for toughing it out today in the face of Apple domination! And welcome to all the new faces. #solopr

6:59 pm **PRjeff:** @KateRobins @cgornpr Word should be no problem either platform, as long as the version is current #solopr

6:59 pm **stlpr:** @KellyeCrane #solopr you need to keep it simple, clean and concise. U R the communications expert showing U can make complicated easy.

6:59 pm **BevPayton:** So true. @cgornpr And it's Mac to Word compatible? Nothing worse than completing something on a Mac that looks horrible on other end #solopr

6:59 pm **dconconi:** @BlueprintCG_PR: More value created when theres joint responsibilities 2 success of project between u & client. #solopr

7:00 pm **SoloPR:** Our official time is drawing to a close, but we keep chatting and sharing on the #solopr hashtag all week.

7:00 pm **BlueprintCG_PR:** Projects should be undertaken as collaborative ventures w/ client so that results are achieved as a team #solopr

7:00 pm **karensim:** Thank you @SoloPR for masterful moderation, informative and entertaining as always! #solopr

7:00 pm **PRjeff:** @BevPayton @cgornpr Just make sure you don't choose funky fonts in Mac when sending a Word doc to a PCer #solopr

7:00 pm **dconconi:** here here! RT @karensim: Thank you @SoloPR for masterful moderation, informative and entertaining as always! #solopr

7:00 pm **stlpr:** @SoloPR #solopr Have a great Wednesday afternoon fellow pr folks!

7:00 pm **3hatscomm:** Hee. Off to check the iPad news. RT @SoloPR: Thanks to all of you for toughing it out today in the face of Apple domination! #solopr

7:00 pm **paulajohns:** @KateRobins I've had that Mac/PC issue with Word as well when sharing docs with clients. Tough

one. #solopr

7:00 pm **cgornpr**: Thanks @SoloPR always a great chat! #solopr

7:00 pm **SoloPR**: FYI - The transcript from the #solopr chat is posted within 48 hours on <http://soloprpro.com/>

7:01 pm **cgornpr**: @PRjeff @BevPayton That is what I thought! #solopr

7:01 pm **rajean**: Ha @jgombita mixing metaphors is a specialty (keeps 'em guessing). But someone just brought a good point @ ship sinking. #solopr

7:01 pm **karensxim**: Thanks everyone for graciously sharing your experience & insight, love this community so much! #solopr

7:01 pm **BlueprintCG_PR**: When client relationship isnt collaborative & goals aren't meant, u take risk of appearing has ineffective #solopr

7:01 pm **lynnwoolf**: A3 Re: presentations in ppt. Pecha Kucha is good approach. 20 slides, 20 seconds each. Keeps everyone engaged. <http://bit.ly/11Nqvf> #solopr

7:01 pm **dconconi**: hear yesterday - "hard to take you seriously in comic sans" RT @PRjeff: @BevPayton @cgornpr #solopr

7:02 pm **BlueprintCG_PR**: Test the envelope= sometimes solutions offered 2 clients can be tried & trued & customary instead of revolutionary @mizzbea2u #solopr

7:02 pm **tylerhwilliams**: @SoloPR thanks for the great chats, everyone! Lots to mull over now :) #solopr

7:02 pm **dconconi**: like speed dating. RT @lynnwoolf: A3 Re: pres. in ppt. 20 slides, 20 seconds each. Keeps everyone engaged. <http://bit.ly/11Nqvf> #solopr

7:02 pm **KateRobins**: Q for another time. What to do when Sr mgt wants you to consult as fresh eyes w/o bringing their PR in at the start. Awkward. #solopr

7:02 pm **PRjeff**: Unless client is a comedian RT @dconconi: hear yesterday- "hard to take you seriously in comic sans" RT @BevPayton @cgornpr #solopr

7:03 pm **dconconi**: ciao for now. Thanks for the great hour! #solopr

7:03 pm **KateRobins**: @lynnwoolf Have seen that. Love it!! #solopr

7:03 pm **BlueprintCG_PR**: Consulting is a relationship business. Competition & differentiation isn't enough. Relationships are everything. #solopr

7:04 pm **PRjeff**: @BlueprintCG_PR @mizzbea2u I'm not saying hold back anything up front, but I'm all for upping the "wow" factor #solopr

7:04 pm **DeblnATX**: Curses! I missed #solopr again. Those meddling kids!

7:04 pm **dconconi**: sometimes just a clown RT @PRjeff: Unless client is a comedian RT heard yesterday- "hard to take you seriously in comic sans" #solopr

7:04 pm **cgornpr**: @PRjeff @dconconi @BevPayton I wouldn't even use it for my comedy clients :) #solopr

7:04 pm **PRjeff**: Ci vediamo tutti! RT @dconconi: ciao for now. Thanks for the great hour! #solopr

7:05 pm **BlueprintCG_PR**: @PRjeff @mizzbea2u U definitely need the wow factor. Go beyond the obvious, practical solution #solopr

7:05 pm **PRjeff**: Charge them a late fee. RT @DeblnATX: Curses! I missed #solopr again. Those meddling kids! #solopr

7:05 pm **jbisbee**: True overall but giving a little bit verbally in intro mtg hints at your smarts RT @KellyeCrane re: never give free advice, #solopr

7:06 pm **rajean**: Enjoy your week smart ones! I'm off to wow 'em minus the iPad. That should REALLY wow 'em in this do more with less world. #solopr

7:06 pm **KellyeCrane**: Agree- tell the what, but not the how RT @jbisbee: True overall but giving a little bit verbally in intro mtg hints at your smarts #solopr

7:07 pm **BevPayton**: #Macs rule; PCs drool. RT @KateRobins: @PRjeff @KateRobins @cgornpr trouble collaborating Mac (#solopr) 2 wrd (corporate clients). #solopr

7:07 pm **lynnwoolf**: Enjoyed my first listen-in to #solopr. Thanks for sharing tips, strategies.

7:08 pm **Andrew_Arnold**: @kellyecrane Cheap and cheerful that was always my motto. Works well in corporate PR as well #solopr

7:08 pm **rajean**: Tee hee 'charge the kiddos a late fee.' @PRjeff @DeblnATX :-). Jeff, I admire your 16+ yrs solo, hope that's me in 15 1/2 yrs. #solopr

7:10 pm **jgombita**: @rajean maybe the ship crashed into the mall? (I noticed the #solopr tweeps were getting increasingly silly crazy towards the end!)

7:12 pm **PRjeff**: @rajean Unfortunately, the roller coaster isn't as fun as Disney's... #solopr

7:14 pm **BevPayton**: Thanks much #solopr tweeps for a great chat. Esp. tnx 2 @PRjeff

7:15 pm **rajean**: Low blood sugar? Time to grab the GS cookies. MT @jgombita noticed #solopr tweeps getting increasingly silly near end of chat.

7:17 pm **SoloPR**: @jgombita I've often wondered if it's an accident that a silly gal like me has attracted like minds in

#solopr?

- 7:17 pm **PRjeff:** @BevPayton Awwwwwww.... thank you. #solopr
- 7:20 pm **rajean:** Whom do journalists follow on Twitter? An editor shares 7 favorite feeds | <http://bit.ly/gUyIVu> #solopr
- 7:24 pm **jgombita:** Ah well @SoloPR, you knows when to be wicked smart and you knows when to be wicked silly; that is #solopr attractive!
- 8:13 pm **ThePRCoach:** Excellent advice for #solopr pros: 10 Key Points in the New Client Pre-Nuptial Agreement #PR <http://bit.ly/gOruow>
- 8:47 pm **ThePRCoach:** Been there? Aaaargh: Done of a pitch: 10 things not to do when seeking a #PR firm #publicrelations #solopr <http://bit.ly/eHHBYf>
- 9:35 pm **KellyeCrane:** Very important for #solopr - Start Now, Planning for a Freelancer's Retirement <http://ow.ly/45Fp6>
- 10:15 pm **MarketingMel:** @soloPR Missed seeing all of my buds on #soloPR today but I had a client meeting. Looks like great info as always.
- 10:22 pm **lisavielee:** @beckcomgrp It was great catching up with you today over our chicken velvet soup. Always good to talk to a successful #solopr woman!

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