

#SoloPR Transcript – 8/24/2011



[SoloPR 1:59pm via TweetGrid.com](#)

Hope to see you all next week - same day/time. Transcript will be on the SoloPRpro.com blog tomorrow.
[#solopr](#)



[RebeccaEdgar 1:58pm via HootSuite](#)

[@jgombita](#) Great. Tx Judy. [#solopr](#)



[karensim 1:58pm via TweetChat](#)

RT [@SoloPR](#): Can you believe our official chat hour is already up? Me neither! Remember, we keep sharing on the hashtag all week. [#solopr](#)



[KateRobins 1:58pm via TweetChat](#)

[@AmazingPRMaven](#) [@karensim](#) [@katerobins](#) [@dariasteigman](#) works in reverse too. good ones give good ones good reps. [#solopr](#)



[SoloPR 1:58pm via TweetGrid.com](#)

Can you believe our official chat hour is already up? Me neither! But remember, we keep sharing on the hashtag all week. [#solopr](#)



[jgombita 1:57pm via web](#)

A3. I made the StumbleUpon post public, so you can check it out here: <http://t.co/VqQZITI> [#solopr](#)



[SoloPR](#) 1:57pm via [TweetGrid.com](#)

Those who choose to experiment with SU, pls keep us posted on the [#solopr](#) hashtag



[AmazingPRMaven](#) 1:57pm via [TweetChat](#)

Unfortunately, annoying [#pr](#) people give the rest of us bad reputations with journos @[karensxim](#)
@[katerobins](#): @[dariasteigman](#) [#solopr](#)



[jgombita](#) 1:56pm via [web](#)

@[SoloPR](#) that's what I thought. And @[nealschaffer](#) is my most-active social media person in my network.
(But he's bullish on Google+!) [#solopr](#)



[AppleBoxStudios](#) 1:56pm via [TweetDeck](#)

RT @[KellyeCrane](#): A3: I don't chase traffic that doesn't care about my (or my client's) actual site. But I'm
sure there are ways to draw quality. [#solopr](#)



[karensxim](#) 1:56pm via [TweetChat](#)

@[dariasteigman](#) *hangs head* I've been neglecting mine for the past year! [#solopr](#)



[SoloPR](#) 1:56pm via [TweetGrid.com](#)

Good to know RT @[Tekaran_Lady](#): Q3: I use Stumbleupon, but I've found Twitter and niche specific SM
sources more effective. [#solopr](#)



[dariasteigman](#) 1:56pm via [TweetDeck](#)

@[karensxim](#) I've been neglecting my blog last couple of weeks. On my "to do" list for next week. [#solopr](#)



[mediacoach](#) 1:55pm via web

Will definitely take another look at Stumbleupon. Thanks for the idea. [#solopr](#) I love you guys.



[karensxim](#) 1:55pm via TweetChat

@[MackCollier](#) No kidding, I seem to live in defense of SM overwhelm these days [#solopr](#)



[Tekaran_Lady](#) 1:55pm via Twitter for iPad

Q3: I use Stumbleupon, but I've found Twitter and niche specific SM sources more effective. [#solopr](#)



[KateRobins](#) 1:55pm via TweetChat

@[MackCollier](#) @[karensxim](#) dwarfs for how long though? if the surge is temp is it worth it? [#solopr](#)



[karensxim](#) 1:55pm via TweetChat

@[MackCollier](#) I have to start blogging more often again but I'm definitely reactivating my SU button, I need all the help I can get [#solopr](#)



[agbegin](#) 1:55pm via TweetDeck

done RT @[MNHeadhunter](#): @[karensxim](#) Folks should go to Twitter.com --> Settings --> Applications and "Revoke Access" to sketchy sites [#solopr](#)



[SoloPR](#) 1:55pm via TweetGrid.com

Wow RT @[jgombita](#): Despite active social media presence myself, SU drives more traffic than anything else w exception of Google [#solopr](#)



[MackCollier](#) 1:55pm via [TweetDeck](#)

@[karensxim](#) I just don't have time to invest in creating a network on Stumble Upon, or any other site [#solopr](#)



[3HatsComm](#) 1:54pm via [TweetChat](#)

RT @[KellyeCrane](#): A3: I dont chase traffic that doesnt care about my (or my clients) actual site. But there are ways to draw quality [#solopr](#)



[karensxim](#) 1:54pm via [HootSuite](#)

True! RT @[katerobins](#): @[dariasteigman](#) Annoying pr people can really do what they want. They just get blocked and fall on deaf ears. [#solopr](#)



[MackCollier](#) 1:54pm via [TweetDeck](#)

@[karensxim](#) Yeah, StumbleUpon rarely sends traffic to my site, but when it does, it usually dwarfs Twitter and Plus [#solopr](#)



[KellyeCrane](#) 1:54pm via [TweetDeck](#)

A3: I don't chase traffic that doesn't care about my (or my client's) actual site. But I'm sure there are ways to draw quality. [#solopr](#)



[makasha](#) 1:54pm via [TweetChat](#)

RT @[SoloPR](#): I thought this post was really good on the SU topic: <http://t.co/OB7FxTj> [#solopr](#)



[KateRobins](#) 1:53pm via TweetChat

@SoloPR @KeithTrivitt @PRSA ...if it isn't then I'm going to start charging more. :) And not telling anyone. [#solopr](#)



[jgombita](#) 1:53pm via web

+ Despite active social media presence myself, StumbleUpon drives more traffic to my blog than anything else w exception of Google. [#solopr](#)



[dariasteigman](#) 1:53pm via TweetDeck

@MackCollier Mine too. Though I get some traffic from LinkedIn. Need to test more w/ G+ as it grows. [#solopr](#)



[karenswim](#) 1:52pm via TweetChat

@MNHeadhunter Yes, that is true about the apps, was using "hacked" to simplify that it's not the person actually sending msg [#solopr](#)



[jgombita](#) 1:52pm via web

Fr @nealschaffer: StumbleUpon always been powerhouse in terms of driving traffic, but only works in yr favor if you become true user [#solopr](#)



[SoloPR](#) 1:52pm via TweetGrid.com

I thought this post was really good on the SU topic: <http://t.co/iXonPM2> [#solopr](#)



[MackCollier](#) 1:52pm via [TweetDeck](#)

RT @[MNHeadhunter](#): @[karensxim](#) Folks should go to [Twitter.com](#) --> Settings --> Applications and "Revoke Access" to sketchy sites [#solopr](#)



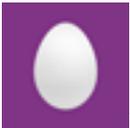
[RebeccaEdgar](#) 1:52pm via [HootSuite](#)

@[mnheadhunter](#) @[karensxim](#) Ahhhh. Learn something new every time. [#soloPR](#)



[MackCollier](#) 1:52pm via [TweetDeck](#)

@[dariasteigman](#) Twitter is still the top referrer to my blog, but also where I spend the most time, Plus is second [#solopr](#)



[LakeSuperiorMed](#) 1:52pm via [TweetBotForKiokuHacker](#)

[#samples](#) [#damnminnewaskaschoolers](#) [#MBMBaM](#) [#RatchetTwitterNamesForEmeka](#) [#solopr](#) [#freestuff](#) [#freebies](#) [#TweetBot](#) <http://t.co/mrxrXTH>



[3HatsComm](#) 1:52pm via [TweetChat](#)

@[MackCollier](#) SU is one of my blog's share options, just haven't used it myself. (will check analytics later)
cc @[karensxim](#) @[SoloPR](#) [#solopr](#)



[karensxim](#) 1:51pm via [TweetChat](#)

@[MackCollier](#) Wow, are you serious? This makes me want to stop neglecting. [#solopr](#)



[KateRobins](#) 1:51pm via [TweetChat](#)

@[dariasteigman](#) yeah, after a while there's too much crud in the inbox to shovel out and start real work.
[#solopr](#)



[dariasteigman](#) 1:51pm via [TweetDeck](#)

@[MackCollier](#) That's why I added an SU share button, but haven't really watched it. Guess I need to start.
[#solopr](#)



[MNHeadhunter](#) 1:51pm via [TweetDeck](#)

@[karensxim](#) Folks should go to [Twitter.com](#) --> Settings --> Applications and "Revoke Access" to sketchy sites [#solopr](#)



[SoloPR](#) 1:51pm via [TweetGrid.com](#)

RT @[MackCollier](#): @[karensxim](#) I have a regular reader that uses SU, every time he stumbles a post of mine, get a huge surge in traffic [#solopr](#)



[SoloPR](#) 1:50pm via [TweetGrid.com](#)

How I took it RT @[KeithTrivitt](#): We (@[PRSA](#)) weren't exactly telling ppl that. More me pointing out what should be obvious for PRs. [#solopr](#)



[KateRobins](#) 1:50pm via [TweetChat](#)

A3 if something's astounding i'll go there. if not, not. for me, it's all about specific content. [#solopr](#)



[MackCollier](#) 1:50pm via [TweetDeck](#)

@[karensxim](#) I have a regular reader that uses SU, every time he stumbles a post of mine, I get a huge surge in traffic [#solopr](#)



[KeithTrivitt](#) 1:50pm via HootSuite

@[katerobins](#) @[SoloPR](#) That's to say, @[PRSA](#) did not issue an official statement for PRs not to pitch unrelated earthquake stories [#solopr](#)



[dariasteigman](#) 1:50pm via TweetDeck

A3 I added a StumbleUpon share option a while ago. But haven't ever joined myself or used. [#solopr](#)



[MNHeadhunter](#) 1:50pm via TweetDeck

@[karensxim](#) The DM Spam is rarely a hacked account. Rather, they have given permission to an App to access their account [#solopr](#)



[RebeccaEdgar](#) 1:49pm via HootSuite

Well that was the quickest call ever. Back for more! [#soloPR](#)



[karensxim](#) 1:49pm via TweetChat

A3: I saw those stats yesterday and made me rethink beginning to use StumbleUpon much more again [#solopr](#)



[SoloPR](#) 1:49pm via TweetGrid.com

RT @[mediacoach](#): A3 Doubt those stats (at least in a European and Asian context). Stumbleupon not mainstream here. [#solopr](#)



[jgombita](#) 1:49pm via web

@SoloPR we're discussing this on my Google+ post. @nealschaffer (on vacay) even took time to weigh in re: importance of StumbleUpon [#solopr](#)



[mediacoach](#) 1:49pm via web

A3 Doubt those stats (at least in a European and Asian context). Stumbleupon not mainstream here. [#solopr](#)



[KellyeCrane](#) 1:48pm via TweetDeck

A3: I joined StumbleUpon years ago, and I'm afraid I've ignored it ever sense. Any reg users here (for your blog, or for client)? [#solopr](#)



[MattLaCasse](#) 1:48pm via TweetDeck

@danperezfilms Absolutely. If they don't want that education, chances are they aren't asking to work with you anyway. [#solopr](#)



[3HatsComm](#) 1:48pm via TweetChat

@KellyeCrane @karensxim @AmazingPRMaven Mmmm.. cheese. [#solopr](#)



[dariasteigman](#) 1:48pm via TweetDeck

@Tekaran_Lady I agree. The thing to remember is that ppl use humor (stupidly) as a defense mech. B/w little they can do. [#solopr](#)



[karensxim](#) 1:48pm via TweetChat

@MarketingMel I know I have been letting people know so they can change password, happened to my sweet little cousin last week [#solopr](#)



[jgombita](#) 1:47pm via web

Cheese pusher?! MT [@AmazingPRMaven](#) Want to offer relevant resources/help journos cover story, not be a chatter box or cheese pusher. [#solopr](#)



[3HatsComm](#) 1:47pm via TweetChat

A3 Saw those stats too, tempts me to add StumbleUpon to my social networking bag of tricks. B/c I need another distraction ;) [#solopr](#)



[karenswym](#) 1:47pm via TweetChat

Absolutely agree, humor and exploitation are insulting in light of true tragedy [@Tekaran_Lady](#) [@dariasteigman](#) [@katerobins](#) [#solopr](#)



[KateRobins](#) 1:47pm via TweetChat

[@dariasteigman](#) [@karenswym](#) Annoying pr people can really do what they want. They just get blocked and fall on deaf ears. [#solopr](#)



[KellyeCrane](#) 1:47pm via TweetDeck

[@karenswym](#) [@AmazingPRMaven](#) Push some brie over this way- I haven't had lunch yet. ;-) [#solopr](#)



[karenswym](#) 1:46pm via TweetChat

Re spam if from trusted source, alert them, account was probably hacked, this has happened to some of my friends and family [#solopr](#)



[Tekaran_Lady](#) 1:46pm via Twitter for iPad

@[karensxim](#) @[dariasteigman](#) @[katerobins](#) It's like the April tornadoes around here. Insulting to those who went through it. [#solopr](#)



[MarketingMel](#) 1:46pm via TweetDeck

@[karensxim](#) Yes there seem to be quite a few of those DM spams going around! [#soloPR](#)



[SoloPR](#) 1:46pm via TweetGrid.com

Q3: Reported that StumbleUpon drives half of all social media traffic to sites (with Qs around quality of traffic). Experiences? [#solopr](#)



[jgombita](#) 1:45pm via web

@[dariasteigman](#) @[karensxim](#) @[KateRobins](#) I also saw lot of my Twitermates chuckling re: amount of earthquake humo(u)r that sprang up. [#solopr](#)



[makasha](#) 1:45pm via TweetChat

RT @[SoloPR](#): Quick PSA: DM spam going around "Someone is posting a pic of you all over twitter" - dont click! [#solopr](#)



[karensxim](#) 1:45pm via TweetChat

@[AmazingPRMaven](#) "cheese pusher" ROFL! [#solopr](#)



[karensxim](#) 1:45pm via TweetChat

RT @[AmazingPRMaven](#): You want to offer relevant resources that help journalists cover story, not be a chatter box or cheese pusher. [#solopr](#)



[PRjeff](#) 1:45pm via [TweetChat](#)

Yep, just got it. RT @[SoloPR](#): Quick PSA: DM spam going around "Someone is posting a pic of you all over twitter" - dont click! [#solopr](#)



[Allenhardage](#) 1:44pm via [TweetDeck](#)

RT @[KellyeCrane](#): A1: Also, prospects can get too focused on costs, before you have a chance to show them the value. [#solopr](#)



[AmazingPRMaven](#) 1:44pm via [TweetChat](#)

You want to offer relevant resources that help journalists cover the story, not be a chatter box or cheese pusher. [#solopr](#)



[MaxwellStevens](#) 1:44pm via [TweetGrid.com](#)

RT @[SoloPR](#): Quick public service announcement: DM spam going around "Someone is posting a pic of you all over twitter" - don't click! [#solopr](#)



[PRpfb](#) 1:44pm via [web](#)

Would seem to be such common sense, but we all know about that.. [#solopr](#)



[karensim](#) 1:44pm via [TweetChat](#)

RT @[SoloPR](#): Quick public service announcement: DM spam going around "Someone is posting a pic of you all over twitter" - dont click! [#solopr](#)



[hardagebrands](#) 1:44pm via [TweetDeck](#)

RT @[KellyeCrane](#): A1: Also, prospects can get too focused on costs, before you have a chance to show them the value. [#solopr](#)



[karens swim](#) 1:44pm via [TweetChat](#)

@[dariasteigman](#) @[KateRobins](#) Ha! Exactly! Not me, I was so turned off I don't even think I mentioned the earthquake yesterday! [#solopr](#)



[Tekaran_Lady](#) 1:44pm via [TweetGrid.com](#)

RT @[SoloPR](#): Quick public service announcement: DM spam going around "Someone is posting a pic of you all over twitter" - don't click! [#solopr](#)



[jgombita](#) 1:43pm via [web](#)

@[KeithTrivitt](#) @[SoloPR](#) was that @[AaronPerlut](#) perchance? [#solopr](#)



[SoloPR](#) 1:43pm via [TweetGrid.com](#)

Quick public service announcement: DM spam going around "Someone is posting a pic of you all over twitter" - don't click! [#solopr](#)



[rockstarjen](#) 1:43pm via [HootSuite](#)

A2 current event tie-ins only make sense when relevant and a truly useful addition. rare for promotional tie-ins to work. [#solopr](#)



[TRBizLady](#) 1:43pm via [TweetGrid.com](#)

RT @[SoloPR](#): Yes! RT @[AmazingPRMaven](#): If you pitch tie-in to breaking news, have something of real value that helps reporters covering the story [#solopr](#)



[dariasteigman](#) 1:43pm via [TweetDeck](#)

@[karensxim](#) That's so sad. Even if what you do relates, who wants to be seen as an ambulance chaser?
@[KateRobins](#) [#solopr](#)



[SoloPR](#) 1:42pm via [TweetGrid.com](#)

Good tips, all. Q3 is coming up... [#solopr](#)



[KeithTrivitt](#) 1:42pm via [HootSuite](#)

@[jgombita](#) @[SoloPR](#) Both. A Forbes reporter who works on both sides tweeted abt a random earthquake pitch. Have seen others too [#solopr](#)



[SoloPR](#) 1:42pm via [TweetGrid.com](#)

Yes! RT @[AmazingPRMaven](#): If you pitch tie-in to breaking news, have something of real value that helps reporters covering the story [#solopr](#)



[karensxim](#) 1:42pm via [TweetChat](#)

@[KateRobins](#) @[dariasteigman](#) Within minutes of quake, I received email pitches using earthquake, twitter was worse [#solopr](#)



[RichBecker](#) 1:42pm via [TweetDeck](#)

RT @[allenmireles](#): RT @[danperezfilms](#): The price a client is willing to pay is usually tied to the amount of importance they place on the service... [#solopr](#)



[SoloPR](#) 1:41pm via [TweetGrid.com](#)

@[KateRobins](#) As you wise [#solopr](#) pros know, the term "PR people" is often used loosely. :-)



[Tekaran_Lady](#) 1:41pm via [TweetChat](#)

RT @[KateRobins](#): @[dariasteigman](#) @[karenschwim](#) I'm still gobsmacked that ppl would be so dumb. Seems industry-suicide to me. [#solopr](#)



[AmazingPRMaven](#) 1:41pm via [TweetChat](#)

If you pitch a tie-in to relevant breaking news, you should have something of real value that helps reporters covering the story [#solopr](#)



[danperezfilms](#) 1:40pm via [HootSuite](#)

@[mattlacasse](#) Sometimes a good education is what a client needs - understand the difference between "pro" & "enthusiast" [#solopr](#)



[KateRobins](#) 1:40pm via [TweetChat](#)

@[dariasteigman](#) @[karensxim](#) I'm still gobsmacked that ppl would be so dumb. Seems industry-suicide to me. [#solopr](#)



[jgombita](#) 1:40pm via web

@[dariasteigman](#) @[karensxim](#) agreed. Natural disasters or political/social upheavals don't lend themselves to caricature pitches. [#solopr](#)



[karensxim](#) 1:39pm via TweetChat

@[dariasteigman](#) Agree, and would not recommend for those without experience [#solopr](#)



[dariasteigman](#) 1:39pm via TweetDeck

Not everyone is as smart as [#solopr](#). RT @[KateRobins](#): @[KateRobins](#) Wow. PRSA has to tell people not to do that?



[MattLaCasse](#) 1:39pm via TweetDeck

@[danperezfilms](#) Without a doubt. More of an esoteric question than a practical one. [#solopr](#)



[SoloPR](#) 1:39pm via TweetGrid.com

RT @[KeithTrivitt](#): The "don't pitch unrelated earthquake stories" pt was in reference to multiple media getting pitched & complaining [#solopr](#)



[karensxim](#) 1:39pm via TweetChat

RT @[KellyeCrane](#): lot of cases where a real-time strategy makes sense. But if its search traffic only you seek, results will be lame. [#solopr](#)



[danperezfilms](#) 1:39pm via HootSuite

@[matlacasse](#) You gotta know what type of clients you want to pursue, yes? [#solopr](#)



[jgombita](#) 1:39pm via web

@[KeithTrivitt](#) @[SoloPR](#) thanks for explanation, Keith. Where/how did you hear about the media complaints? (Traditional or social?) [#solopr](#)



[hardagebrands](#) 1:39pm via TweetDeck

RT @[KellyeCrane](#): A1: I've mentioned before, don't be afraid to say "what kind of budget are you looking at?" during an early convo. [#solopr](#)



[KateRobins](#) 1:38pm via TweetChat

@[SoloPR](#) @[KateRobins](#) Wow. Seems like self-selection. And PRSA has to tell people not to do that? [#solopr](#)



[Tekaran_Lady](#) 1:38pm via TweetChat

RT @[3HatsComm](#): Agree, avoid manipulative, tacky 'tie-in' pitches. RT @[karenskim](#): A2: Cheesy and potentially a turn off when its inappropriate [#solopr](#)



[KellyeCrane](#) 1:38pm via TweetDeck

A2: There are a lot of cases where a real-time strategy makes sense. But if it's search traffic only you seek, results will be lame. [#solopr](#)



[MackCollier](#) 1:38pm via [TweetDeck](#)

@[KateRobins](#) @[KellyeCrane](#) Absolutely, you definitely have to make sure ur potential clients understand the value your services create [#solopr](#)



[3HatsComm](#) 1:38pm via [TweetChat](#)

Nice. :) RT @[danperezfilms](#): Take it and you wont be sorry = better. @[kellyecrane](#): @[MackCollier](#) [#solopr](#)



[dariasteigman](#) 1:38pm via [TweetDeck](#)

@[karensxim](#) A2 If unrelated, have to use much caution. Esp. around negative events. [#solopr](#)



[KeithTrivitt](#) 1:37pm via [HootSuite](#)

@[jgombita](#) @[SoloPR](#) The "don't pitch unrelated earthquake stories" pt was in reference to multiple media getting pitched & complaining [#solopr](#)



[MaxwellStevens](#) 1:37pm via [TweetDeck](#)

RT @[KellyeCrane](#): A2: audiences/communities today are very sophisticated. They don't like it when their intelligence is insulted. [#solopr](#)



[MattLaCasse](#) 1:37pm via [TweetDeck](#)

@[danperezfilms](#) Good point. Probably not worth time/effort to try and educate them. [#solopr](#)



[3HatsComm](#) 1:37pm via [TweetChat](#)

Agree, avoid manipulative, tacky 'tie-in' pitches. RT @[karensxim](#): A2: Cheesy and potentially a turn off when its inappropriate [#solopr](#)



[karensxim](#) 1:37pm via TweetChat

RT @[3HatsComm](#): When there is a direct tie-in to the event that relates to clients prod/svc, fits that media outlet, right audience. [#solopr](#)



[monaloca](#) 1:37pm via HootSuite

RT @[danperezfilms](#): The price a client is willing to pay is usually tied to the amount of importance they place on the service... [#solopr](#)



[makasha](#) 1:36pm via TweetChat

RT @[karensxim](#): A2: It has to be genuine, you can tie-in with class even when service is unrelated to current event [#solopr](#)



[KellyeCrane](#) 1:36pm via TweetDeck

A2: I think audiences/communities today are very sophisticated. They don't like it when their intelligence is insulted. [#solopr](#)



[danperezfilms](#) 1:36pm via HootSuite

@[mattlacasse](#) Then it's not worth my time to pursue them as a client... [#solopr](#)



[MackCollier](#) 1:36pm via TweetDeck

RT @[KellyeCrane](#): @[MackCollier](#) @[3HatsComm](#) "Take it or leave it" works, too! [#solopr](#)



[karensxim](#) 1:36pm via TweetChat

A2: It has to be genuine, you can tie-in with class even when service is unrelated to current event [#solopr](#)



[mlhujber](#) 1:36pm via web

Q2 I already am getting info on hurricane recovery. Seems appropriate enough. [#solopr](#)



[3HatsComm](#) 1:36pm via TweetChat

A2 When there is a direct tie-in to the event that relates to the client's product/service, fits that media outlet, right audience. [#solopr](#)



[danperezfilms](#) 1:36pm via HootSuite

Take it and you won't be sorry = better. RT [@kellyecrane](#): [@MackCollier](#) [@3HatsComm](#) "Take it or leave it" works, too! [#solopr](#)



[jgombita](#) 1:36pm via web

Especially when you can "relate" a company's direct experience RT [@MaxwellStevens](#): A2. When they are examples, not exploitation. [#solopr](#)



[Tekaran_Lady](#) 1:36pm via Twitter for iPad

Q2: Not unless it affects the client or what they do. If it's not related to what you're going to do, it doesn't belong in a pitch. [#solopr](#)



[SoloPR](#) 1:35pm via TweetGrid.com

RT @danperezfilms: The price a client is willing to pay is usually tied to the amount of importance they place on the service... [#solopr](#)



[karenswim](#) 1:35pm via TweetChat

Great point! RT @MaxwellStevens: A2. When they are examples, not exploitation. [#solopr](#)



[mediacoach](#) 1:35pm via web

Good call RT @danperezfilms The price a client is willing to pay is tied to the amount of importance they place on the service... [#solopr](#)



[MattLaCasse](#) 1:35pm via TweetDeck

@danperezfilms I'd agree with that. So what happens when they don't see the importance of your services? [#solopr](#)



[mlhujber](#) 1:35pm via web

Hello, Michele jumping in here from NJ. On Q2, just make sure you have something genuine to offer. [#solopr](#)



[SoloPR](#) 1:35pm via TweetGrid.com

RT @MaxwellStevens: A2. When they are examples, not exploitation. [#solopr](#)



[makasha](#) 1:35pm via TweetChat

Q2: When the client's personal story can help someone even if their product/service may not. Exposure should be part of strategy. [#solopr](#)



[karenskim](#) 1:35pm via TweetChat

A2: Cheesy and potentially a turn off when it's inappropriate, saw much of that yesterday [#solopr](#)



[KellyeCrane](#) 1:35pm via TweetDeck

@[MackCollier](#) @[3HatsComm](#) "Take it or leave it" works, too! [#solopr](#)



[schinski](#) 1:34pm via TweetChat

RT @[MackCollier](#): @[KellyeCrane](#) Great point, a lot of companies have no idea what SM/PR/mktg services cost, think \$500 is big budget [#solopr](#)



[dariasteigman](#) 1:34pm via TweetDeck

@[SoloPR](#) A2 If you're a mason or fix burst waterpipes. BTW, I was in shaking plane, on ground, during earthquake. [#solopr](#)



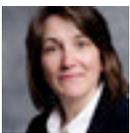
[allenmireles](#) 1:34pm via TweetDeck

RT @[danperezfilms](#): The price a client is willing to pay is usually tied to the amount of importance they place on the service... [#solopr](#)



[jgombita](#) 1:34pm via web

@[SoloPR](#) my understanding was that @[KeithTrivitt](#) & @[prsa](#) were getting pitched by members to write stories re: earthquake--no? [#solopr](#)



[MaxwellStevens](#) 1:34pm via TweetDeck

A2. When they are examples, not exploitation. [#solopr](#)



[MackCollier](#) 1:34pm via [TweetDeck](#)

@[3HatsComm](#) @[KellyeCrane](#) I don't have time/patience for price haggling I give best rate I can upfront, if way off, no need go further [#solopr](#)



[SoloPR](#) 1:34pm via [TweetGrid.com](#)

@[KateRobins](#) Ppl who use the [#earthquake](#) to talk about something unrelated. Like: relax after the earthquake at X spa! [#solopr](#)



[danperezfilms](#) 1:34pm via [HootSuite](#)

The price a client is willing to pay is usually tied to the amount of importance they place on the service... [#solopr](#)



[delwilliams](#) 1:33pm via [HootSuite](#)

RT @[danperezfilms](#): Amen to that. RT @[mediacoach](#): If the first question a client asks is "how much", I know I won't be working with them. [#solopr](#)



[3HatsComm](#) 1:33pm via [TweetChat](#)

@[SoloPR](#) @[WolcottPR](#) WORD re: experience. 20 years of experience can get 2 hours of value from 20 minutes of work. [#solopr](#)



[mediacoach](#) 1:33pm via [web](#)

A2 OK to use events that fit neatly into your portfolio of skills. Never take advantage of others' misfortune, [#solopr](#)



[karensxim](#) 1:33pm via [TweetChat](#)

Q2 is timely, missed [@prsa](#) discussion but was writing post for newsletter on subject [#solopr](#)



[makasha](#) 1:33pm via [TweetChat](#)

RT [@SoloPR](#) Q2 [@KeithTrivitt](#) of [@prsa](#) reminded us not 2 use the earthquake in unrelated pitches When do current events make sense [#solopr](#)



[KellyeCrane](#) 1:32pm via [TweetDeck](#)

[@3HatsComm](#) Yes- don't try to fill the silence when negotiating! It is your friend. :-) [#solopr](#)



[KateRobins](#) 1:32pm via [TweetChat](#)

[@SoloPR](#) [@KeithTrivitt](#) [@prsa](#) You mean people [#earthquake](#) and talk about something else? Am I getting this right? [#solopr](#)



[mdbarber](#) 1:32pm via [TweetDeck](#)

RT [@WolcottPR](#): Amen...RT [@PRjeff](#): A1: If potential client is focusing on price that's not a good start. [#solopr](#)



[karensxim](#) 1:32pm via [TweetChat](#)

RT [@SoloPR](#): Q2: [@KeithTrivitt](#) of [@prsa](#) reminded today not 2 use earthquake in unrelated pitches. When do current events make sense? [#solopr](#)



[MaxwellStevens](#) 1:32pm via [TweetGrid.com](#)

RT @SoloPR: Q2: @KeithTrivitt of @prsa reminded PR pros today not to use the earthquake in unrelated pitches. When do current events make sense? #solopr



[danperezfilms](#) 1:32pm via [HootSuite](#)

Amen to that. RT @mediacoach: If the first question a client asks is "how much", I know I won't be working with them. #solopr



[MackCollier](#) 1:32pm via [TweetDeck](#)

@KellyeCrane Great point, a lot of companies have no idea what SM/PR/marketing services cost, think \$500 is big budget #solopr



[mdbarber](#) 1:32pm via [Twitter for iPhone](#)

Sorry to be missing #solopr today. Taking my son to college so driving most if the day.



[3HatsComm](#) 1:32pm via [TweetChat](#)

@KellyeCrane The budget negotiations are often the biggest challenge, game of chicken. No one wants to blink first. #solopr



[SoloPR](#) 1:31pm via [TweetGrid.com](#)

RT @WolcottPR: A1: I always tell clients you are buying years of proven experience. 20 minutes of work +20 years #solopr



[KateRobins](#) 1:31pm via [TweetChat](#)

RT @mdbarber: “@taughnee: Why Your Blogs "About" Page Matters - <http://t.co/qBQD3xH>” #solopr



[mdbarber](#) 1:31pm via Twitter for iPhone

“@[taughnee](#): Why Your Blog's "About" Page Matters - <http://t.co/gdYDghb>” #solopr



[SoloPR](#) 1:31pm via TweetGrid.com

Q2: @[KeithTrivitt](#) of @[prsa](#) reminded PR pros today not to use the earthquake in unrelated pitches. When do current events make sense? #solopr



[RebeccaEdgar](#) 1:31pm via HootSuite

True RT @[mediacoach](#): Also, I don't compete on price. Someone will always be cheaper. #solopr



[karensim](#) 1:31pm via TweetChat

So very true! RT @[mediacoach](#): Also, I don't compete on price. Someone will always be cheaper. #solopr



[jgombita](#) 1:30pm via web

@[WolcottPR](#) reminds me of recent controversy re: high-profile consultant's Google+ webinar: 2 hours of X for only \$47/not a bad deal. #solopr



[TRBizLady](#) 1:30pm via TweetDeck

RT @[mediacoach](#): Also, I don't compete on price. Someone will always be cheaper. < And they will get what they pay for #solopr



[mediacoach](#) 1:30pm via web

If the first question a client asks is "how much", I know I won't be working with them. [#solopr](#)



[Tekaran Lady 1:30pm via Twitter for iPad](#)

That's where, "You get what you pay for," comes in. “@[mediacoach](#): Also, I don't compete on price. Someone will always be cheaper. [#solopr](#)”



[schinski 1:29pm via TweetChat](#)

RT @[KellyeCrane](#): A1: For bigger projects, pro negotiators usually say whoever says a number first typically loses [#solopr](#) [#solopr](#)



[RebeccaEdgar 1:29pm via HootSuite](#)

+1 RT @[kellyecrane](#): A1: I've mentioned before, don't be afraid to say "what kind of budget are you looking at?" during early convo [#solopr](#)



[MarketingMel 1:29pm via TweetDeck](#)

@[WolcottPR](#) @[dariasteigman](#) Chuckle. Never thought of myself as a plumber but when clients need us they need us esp. in crisis [#soloPR](#)



[SoloPR 1:29pm via TweetGrid.com](#)

Amazing, smart responses, as always. Nice to see differing views. Q2 is coming up... [#solopr](#)



[WolcottPR 1:29pm via TweetDeck](#)

@[jgombita](#). Yes, newbies and templates and outsourcing firms. [#solopr](#)



[KellyeCrane](#) 1:28pm via [TweetDeck](#)

A1: For bigger projects, keep in mind that pro negotiators usually say that whoever says a number first typically loses. [#solopr](#)



[mediacoach](#) 1:28pm via [web](#)

Also, I don't compete on price. Someone will always be cheaper. [#solopr](#)



[jgombita](#) 1:28pm via [web](#)

Is this mainly newbies (i.e. recent grads)? RT @[WolcottPR](#): crowdsourcing is undercutting prices for web designers, graphic designers. [#solopr](#)



[dariasteigman](#) 1:27pm via [TweetDeck](#)

Kind of like a plumber. :) RT @[WolcottPR](#): A1: I always tell clients U R buying years of proven experience. 20 min. of work +20 years [#solopr](#)



[gritsnyc](#) 1:27pm via [Echofon](#)

Now this is a thought. [#spf3000](#) RT @[ltwoods](#) RT @[PRjeff](#): Hello from roasty, toasty PHX Furnace.The plus? Pool water not boiling yet [#solopr](#)



[SoloPR](#) 1:27pm via [TweetGrid.com](#)

RT @[mediacoach](#): A1 I don't post consultancy prices online, but I do post training day prices. However, I'm happy to discuss fees [#solopr](#)



[3HatsComm](#) 1:27pm via TweetChat

@[dariasteigman](#) Good distinction, one's workflow/mgt.; the other is part of the service, value cc
@[KateRobins](#) [#solopr](#)



[dariasteigman](#) 1:27pm via TweetDeck

RT @[KellyeCrane](#): A1: I've mentioned before, don't be afraid to say "what kind of budget are you looking at?" during an early convo. [#solopr](#)



[WolcottPR](#) 1:27pm via TweetDeck

A1: I always tell clients you are buying years of proven experience. 20 minutes of work +20 years [#solopr](#)



[mediacoach](#) 1:26pm via web

A1 I don't post consultancy prices online, but I do post training day prices. However, I'm happy to discuss fees openly. [#solopr](#)



[KateRobins](#) 1:26pm via TweetChat

RT @[3HatsComm](#): @[MackCollier](#) pub'd phone consult rates, think its smart way to vet tire kickers
@[karensim](#) @[KateRobins](#) @[dariasteigman](#) [#solopr](#)



[dariasteigman](#) 1:26pm via TweetDeck

@[3HatsComm](#) I agree. (BTW, are you coming to tweet-up tomorrow? Would love to meet in person.)
[#solopr](#)



[karenskim](#) 1:26pm via [TweetChat](#)

RT @[KellyeCrane](#): A1: Ive mentioned before, dont be afraid to say "what kind of budget are you looking at?" during an early convo. [#solopr](#)



[SoloPR](#) 1:26pm via [TweetGrid.com](#)

RT @[3HatsComm](#): Seen @[MackCollier](#) published phone consult rates, think it's a smart way to vet tire kickers [#solopr](#)



[karenskim](#) 1:25pm via [TweetChat](#)

Agree with you @[3HatsComm](#) cc @[MackCollier](#) @[karenskim](#) @[KateRobins](#) @[dariasteigman](#) [#solopr](#)



[dariasteigman](#) 1:25pm via [TweetDeck](#)

@[KateRobins](#) Educate about the process: part of biz dev. Educate as a service: charge. cc: @[3HatsComm](#) [#solopr](#)



[Itwoods](#) 1:25pm via [TweetDeck](#)

LOL! RT @[PRjeff](#): Hello from the roasty, toasty Phoenix Furnace. The plus? Pool water not boiling yet. [#solopr](#)



[KellyeCrane](#) 1:25pm via [TweetDeck](#)

A1: I've mentioned before, don't be afraid to say "what kind of budget are you looking at?" during an early convo. [#solopr](#)



[jetsnow](#) 1:25pm via TweetDeck

RT @[WolcottPR](#): crowdsourcing is undercutting prices for web designers, graphic designers. [#solopr](#)



[KateRobins](#) 1:25pm via TweetChat

@[dariasteigman](#) @[3HatsComm](#) Do you charge for educating? It's ongoing. But on whose time? [#solopr](#)



[3HatsComm](#) 1:25pm via TweetChat

Seen @[MackCollier](#) published phone consult rates, think it's a smart way to vet tire kickers @[karenskim](#)
@[KateRobins](#) @[dariasteigman](#) [#solopr](#)



[MackCollier](#) 1:25pm via TweetDeck

@[KellyeCrane](#) Thank you, yes that and the Social Media Strategy Audit more or less have a set scope so I
can publish prices [#solopr](#)



[mediacoach](#) 1:24pm via web

@[jgombita](#) Cheers, Judy [#solopr](#)



[dariasteigman](#) 1:24pm via TweetDeck

@[3HatsComm](#) Meant: need educating is a good thing. Opp. to define scope and value. [#solopr](#)



[MarketingMel](#) 1:24pm via TweetDeck

Interesting RT @ [WolcottPR](#): crowdsourcing is undercutting prices for web designers, graphic designers. [#solopr](#)



[karensxim](#) 1:24pm via TweetChat

@[jgombita](#) Hope you feel better! [#solopr](#)



[thefishareloose](#) 1:24pm via TweetChat

RT @ [KateRobins](#): Q1. Would think that big agencies would get jitters if indies started posting prices. Value comparisons would be really interesting. [#solopr](#)



[dariasteigman](#) 1:23pm via TweetDeck

@[3HatsComm](#) It's imp't, b/c you want to weed out ppl who aren't serious (or aren't serious about paying). Or need educating. [#solopr](#)



[WolcottPR](#) 1:23pm via TweetDeck

crowdsourcing is undercutting prices for web designers, graphic designers. [#solopr](#)



[SoloPR](#) 1:23pm via TweetGrid.com

RT @ [MackCollier](#): @[karensxim](#) @[KateRobins](#) ...I don't like to waste anyone's time, plus prices all over map for SM work [#solopr](#)



[jgombita](#) 1:23pm via web

@[mediacoach](#) me, I'm just nursing a cold. I'd rather have what you are having. [#solopr](#)



[dariasteigman](#) 1:23pm via TweetDeck

@[jgombita](#) So far, so good. Hanging w/ @[KellyeCrane](#) tomorrow. #solopr



[WolcottPR](#) 1:22pm via TweetDeck

Love this..RT @[PRjeff](#): @[KateRobins](#) Hey - New def. for AVEs: Agency Value Equivalents. Great positioning tool for indies. #solopr



[MarketingMel](#) 1:22pm via TweetDeck

@[mediacoach](#) Welcome! I knew *you* would have something stronger than our iced tea! #soloPR :)



[makasha](#) 1:22pm via TweetChat

Nice! Have one for me. RT @[mediacoach](#): Sorry Im late. Im at the Royal Festival Hall on the South Bank in London nursing a cold beer. #solopr



[SoloPR](#) 1:22pm via TweetGrid.com

RT @[allenmireles](#): @[KellyeCrane](#) You make a good point, Kellye. But using pricing as a screening tool also makes sense to me #solopr



[KateRobins](#) 1:22pm via TweetChat

@[WolcottPR](#) Say more on that please? #solopr



[mediacoach](#) 1:21pm via web

Sorry I'm late. I'm at the Royal Festival Hall on the South Bank in London nursing a cold beer. [#solopr](#)



[allenmireles](#) 1:21pm via [TweetDeck](#)

@[KellyeCrane](#) You make a good point, Kelly. But using pricing as a screening tool also makes sense to me [#SoloPR](#)



[KateRobins](#) 1:21pm via [TweetChat](#)

Love that! RT @[PRjeff](#): @[KateRobins](#) Hey - New def. for AVEs: Agency Value Equivalents. Great positioning tool for indies. [#solopr](#)



[karenswim](#) 1:21pm via [TweetChat](#)

@[MackCollier](#) I'm really digging that line of thinking and so glad you inspired the discussion! [#solopr](#)



[3HatsComm](#) 1:21pm via [TweetChat](#)

@[dariasteigman](#) @[PRjeff](#) That's why I submitted the question. Budget, price will be discussed, usually sooner rather than later. [#solopr](#)



[KateRobins](#) 1:21pm via [TweetChat](#)

@[dariasteigman](#) @[KateRobins](#) Exactly. [#solopr](#)



[TRBizLady](#) 1:20pm via [TweetChat](#)

RT @[3HatsComm](#): RT @[KateRobins](#): @[deejbradley](#) @[KellyeCrane](#) undercutting on price is ez. Outperforming is hard. << well said. [#solopr](#)



[KellyeCrane](#) 1:20pm via [TweetDeck](#)

@[jgombita](#) Different strokes, you know! [#solopr](#)



[jgombita](#) 1:20pm via [TweetChat](#)

RT @[KateRobins](#): Q1. Would think that big agencies would get jitters if indies started posting prices. Value comparisons would be really interesting. [#solopr](#)



[TRBizLady](#) 1:20pm via [TweetChat](#)

RT @[KateRobins](#): Q1. Would think that big agencies would get jitters if indies started posting prices. Value comparisons would be really interesting. [#solopr](#)



[KellyeCrane](#) 1:20pm via [TweetDeck](#)

@[allenmireles](#) Well, not just undercut. A big agency will look at how you package things, and position themselves against. [#solopr](#)



[karensim](#) 1:20pm via [TweetChat](#)

RT @[KateRobins](#): Would think big agencies wld get jitters if indies started posting prices. Value comps would be really interesting. [#solopr](#)



[PRjeff](#) 1:20pm via [TweetChat](#)

@[KateRobins](#) Hey - New def. for AVEs: Agency Value Equivalents. Great positioning tool for indies. [#solopr](#)



[RebeccaEdgar](#) 1:20pm via HootSuite

Ideally, but in this climate many SMBs have to RT [@prjeff](#): A1: If potential client is focusing on price that's not a good start. [#solopr](#)



[WolcottPR](#) 1:20pm via TweetDeck

Posting prices lead to crowd-sourcing in PR, a slippery slope. [#solopr](#)



[jgombita](#) 1:20pm via web

[@KellyeCrane](#) a definite maybe. :-) (Sorry, couldn't resist.) [#solopr](#)



[dariasteigman](#) 1:20pm via TweetDeck

[@KateRobins](#) Let them undercut me. You get what you pay for. :) [#solopr](#)



[KateRobins](#) 1:19pm via TweetChat

[@MackCollier](#) [@karensxim](#) Right. I'll be watching and listening for more on this. [#solopr](#)



[jgombita](#) 1:19pm via web

[@dariasteigman](#) call it a starter kit, then you will have a defined product! :-) You enjoying Atlanta and its peeps, Daria? [#solopr](#)



[KellyeCrane](#) 1:19pm via TweetDeck

@[MackCollier](#) I think your Blog Strategy Audit is a good example of something that lends itself to published pricing. [#solopr](#)



[MackCollier](#) 1:19pm via [TweetDeck](#)

@[karensxim](#) Right that's what I thought, hell the blog isn't driving any direct biz anyway, so why not post prices? [#solopr](#)



[Sereneprincess](#) 1:19pm via [TweetDeck](#)

RT @[KellyeCrane](#): A1: Also, prospects can get too focused on costs, before you have a chance to show them the value. [#solopr](#)



[KateRobins](#) 1:19pm via [TweetChat](#)

Q1. Would think that big agencies would get jitters if indies started posting prices. Value comparisons would be really interesting. [#solopr](#)



[3HatsComm](#) 1:19pm via [TweetChat](#)

RT @[KateRobins](#): @[deejbradley](#) @[KellyeCrane](#) undercutting on price is ez. Outperforming is hard. << well said. [#solopr](#)



[dariasteigman](#) 1:18pm via [TweetDeck](#)

True, but it's a reasonable Q to mesh your rate/their budget. RT @[PRjeff](#): A1: If potential client focusing on price, not good start. [#solopr](#)



[KateRobins](#) 1:18pm via [TweetChat](#)

@[deejbradley](#) @[KellyeCrane](#) ...right but people get what they pay for. So undercutting on price is ez. Outperforming is hard. [#solopr](#)



[allenmireles](#) 1:17pm via TweetDeck

RT @[KellyeCrane](#): A1: Among the reasons I don't post fees: it can give competitors an opp to undercut you. [#solopr](#) (Has this happened?)



[MarketingMel](#) 1:17pm via TweetDeck

Wise! RT @[PRjeff](#): A1: If potential client is focusing on price that's not a good start. [#solopr](#)



[WolcottPR](#) 1:17pm via TweetDeck

Amen...RT @[PRjeff](#): A1: If potential client is focusing on price that's not a good start. [#solopr](#)



[KellyeCrane](#) 1:17pm via TweetDeck

A1: Definitely not saying it's bad for everyone, though. [#solopr](#)



[PRjeff](#) 1:17pm via TweetChat

A1: If potential client is focusing on price that's not a good start. [#solopr](#)



[dariasteigman](#) 1:17pm via TweetDeck

A1 Since the initial convo, though, have been thinking whether a few "services" I can price-display. Like starter services? [#solopr](#)



[jetsnow](#) 1:17pm via TweetDeck

RT @[KellyeCrane](#): A1: Among the reasons I don't post fees: it can give competitors an opp to undercut you. [#solopr](#)



[KateRobins](#) 1:17pm via [TweetChat](#)

Q1. It's a really intriguing thought, though. [#solopr](#)



[deejbradley](#) 1:16pm via [TweetDeck](#)

RT @[KellyeCrane](#): A1: Among the reasons I don't post fees: it can give competitors an opp to undercut you. [#solopr](#)



[karenswim](#) 1:16pm via [TweetChat](#)

However @[MackCollier](#) makes great point, when business is WOM (mine too) web pricing less risky & benefit is better qualified leads [#solopr](#)



[rockstarjen](#) 1:16pm via [HootSuite](#)

Amen, sister. RT @[dariasteigman](#): A1 It's far easier to price products than services. B/c a lot of what we do "depends" on scope. [#solopr](#)



[ericamallison](#) 1:16pm via [HootSuite](#)

RT @[solopr](#): We've seen posts lately from @[MackCollier](#), @[SpinSucks](#) and @[ericamallison](#) on this lately: do you post your prices online? [#solopr](#)



[KellyeCrane](#) 1:16pm via [TweetDeck](#)

A1: Also, prospects can get too focused on costs, before you have a chance to show them the value. [#solopr](#)



[MackCollier](#) 1:16pm via TweetDeck

@[karensxim](#) @[KateRobins](#) Yes that's appealing to me as well, I don't like to waste anyone's time, plus prices all over map for SM work [#solopr](#)



[SheltonsSalon](#) 1:16pm via web

@[MackCollier](#) @[KateRobins](#) We use WOM too. We may use selective specials on different media to see which medium is most effective. [#solopr](#)



[jgombita](#) 1:16pm via web

Like RT @[Tekaran_Lady](#): I only list prices for PRODUCTS, not services. Of course, my freelancing PR is all word-of-mouth. [#solopr](#)



[dariasteigman](#) 1:16pm via TweetDeck

Exactly, b/c time/expertise is constant. RT @[Tekaran_Lady](#): I only list prices for products, not services. [#solopr](#)



[PRjeff](#) 1:16pm via TweetChat

yep. RT @[REDMEDIAPR](#): A1 -I do not b/c at times it varies, but more importantly I dont want someone choosing (or not) based on price [#solopr](#)



[KellyeCrane](#) 1:16pm via TweetDeck

A1: Among the reasons I don't post fees: it can give competitors an opp to undercut you. [#solopr](#)



[MackCollier](#) 1:15pm via TweetDeck

@[KellyeCrane](#) Why don't you post prices ;) [#solopr](#)



[karensim](#) 1:15pm via TweetChat

@[MackCollier](#) @[KateRobins](#) It makes sense to me and is a great way to eliminate those without budget to hire [#solopr](#)



[dariasteigman](#) 1:15pm via TweetDeck

A1 It's far easier to price products than services. B/c a lot of what we do "depends" on scope. [#solopr](#)



[PRjeff](#) 1:15pm via TweetChat

A1: I don't. There are too many variables: size of retainer, amount of hours, situation of client, etc. [#solopr](#)



[3HatsComm](#) 1:15pm via TweetChat

A1 I don't list prices or ranges either, but am considering addressing that topic in some capacity. [#solopr](#)



[Tekaran_Lady](#) 1:15pm via Twitter for iPad

I only list prices for products, not services. Of course, my freelancing PR is all word-of-mouth. [#solopr](#)



[KateRobins](#) 1:15pm via TweetChat

@[MackCollier](#) @[KateRobins](#) ...and....? [#solopr](#)



[MackCollier 1:15pm via TweetDeck](#)

@[KateRobins](#) Almost all of my biz is WOM and referrals, wanted to see if blog could be way to directly drive biz [#solopr](#)



[REDMEDIAPR 1:14pm via TweetDeck](#)

A1 - I do not because at times it varies, but more importantly I don't want someone choosing (or not) RED based on price [#solopr](#)



[KateRobins 1:14pm via TweetChat](#)

Sorry about typos there. Attractive iN an avant way. [#solopr](#)



[KellyeCrane 1:14pm via TweetDeck](#)

A1: However, I think it makes sense to post them if you're offering sort of a product (like a customized "playbook," for example) [#solopr](#)



[MaxwellStevens 1:14pm via TweetDeck](#)

Ditto. RT @[KellyeCrane](#): A1: I don't post prices, for a variety of reasons. [#solopr](#)



[MackCollier 1:14pm via TweetDeck](#)

@[KateRobins](#) Honestly I started listing prices on my blog as an experiment to see if I could drive biz directly from blog [#solopr](#)



[makasha 1:14pm via TweetChat](#)

RT @[KellyeCrane](#): A1: I dont post prices, for a variety of reasons. [#solopr](#)



[MarketingMel](#) 1:14pm via [TweetDeck](#)

Same here! RT @[KellyeCrane](#): A1: I don't post prices, for a variety of reasons. [#solopr](#)



[karenswym](#) 1:14pm via [TweetChat](#)

A1: Have sometimes given a "typical" client budget or "minimum" [#solopr](#)



[KellyeCrane](#) 1:13pm via [TweetDeck](#)

A1: I don't post prices, for a variety of reasons. [#solopr](#)



[KateRobins](#) 1:13pm via [TweetChat](#)

@[dariasteigman](#) @[MackCollier](#) Q1. Seems both cheezy but is also attractive is an avant way. New level of transparency. [#solopr](#)



[makasha](#) 1:13pm via [TweetChat](#)

RT @[MackCollier](#): @[dariasteigman](#) Yes, thank you, cant list prices for everything [#solopr](#)



[karenswym](#) 1:13pm via [TweetChat](#)

A1: Wow weighty great question, I have gone back & forth, fine when it's fixed, tougher when it depends [#solopr](#)



[MarketingMel](#) 1:13pm via [TweetDeck](#)

@[KateRobins](#) Would you please elaborate on that? [#soloPR](#)



[MackCollier](#) 1:13pm via [TweetDeck](#)

@[dariasteigman](#) Yes, thank you, can't list prices for everything [#soloPR](#)



[ProlificStudios](#) 1:13pm via [TweetGrid.com](#)

RT @[SoloPR](#): H/t @[3HatsComm](#) for Q1, BTW [#soloPR](#)



[3HatsComm](#) 1:12pm via [TweetChat](#)

@[SoloPR](#) Wow Q1.. and the h/t also goes to @[ericamallison](#) and @[TheSalesLion](#) [#soloPR](#)



[dariasteigman](#) 1:12pm via [TweetDeck](#)

@[MackCollier](#) Hi Mack! I think ppl will be wrestling w/ this Q for ever. [#soloPR](#)



[KateRobins](#) 1:12pm via [TweetChat](#)

Q1 Posting \$online seems ultra transparent to me. 'spec after TODAY this a.m. on nos. Wearing their ages, posting their weights. [#soloPR](#)



[SoloPR](#) 1:12pm via [TweetGrid.com](#)

@[RebeccaEdgar](#) Ha! Love it. [#soloPR](#)



[SoloPR](#) 1:12pm via [TweetGrid.com](#)

@[MackCollier](#) Yes, it's right now. Glad to have you join! [#solopr](#)



[MackCollier 1:11pm via TweetDeck](#)

@[SoloPR](#) I don't post all my prices, just on a couple of services where the fee is more or less set [#solopr](#)



[RebeccaEdgar 1:11pm via HootSuite](#)

Greetings from the suburbs of Toronto! Here for a good time, not a long time today. [#soloPR](#)



[MackCollier 1:11pm via TweetDeck](#)

@[SoloPR](#) Is [#solopr](#) right now? Jumping in!



[KateRobins 1:11pm via TweetChat](#)

RT @[SoloPR](#): We've seen posts lately from @[MackCollier](#), @[spinsucks](#) and @[ericamallison](#) on this lately: do you post your prices online? [#solopr](#)



[makasha 1:11pm via TweetChat](#)

Enjoy. RT @[PRjeff](#) Ill be sipping iced cubes. [#solopr](#)



[dariasteigman 1:11pm via TweetDeck](#)

@[KateRobins](#) Since I'm in a mtg room for 2 days, this is definitely a plus. [#solopr](#)



[karenswim 1:10pm via TweetChat](#)

RT @SoloPR: Weve seen posts lately from @MackCollier, @spinsucks and @ericamallison on this lately: do you post your prices online? #solopr



[MaxwellStevens](#) 1:10pm via [TweetGrid.com](#)

RT @SoloPR: We've seen posts lately from @MackCollier, @spinsucks and @ericamallison on this lately: do you post your prices online? #solopr



[SoloPR](#) 1:10pm via [TweetGrid.com](#)

H/t @3HatsComm for Q1, BTW #solopr



[karensim](#) 1:10pm via [TweetChat](#)

@3HatsComm Crossing fingers you will be too! #solopr



[KateRobins](#) 1:09pm via [TweetChat](#)

@dariasteigman Lord, yes! (wifi). And don't love waiting rooms in basement offices with no signal. #solopr



[kcwriter](#) 1:09pm via [web](#)

Hi from Maryland! Kelle Campbell, freelance PR writer. #solopr



[SheltonsSalon](#) 1:09pm via [web](#)

Joining #solopr from DFW



[SoloPR](#) 1:09pm via [TweetGrid.com](#)

We've seen posts lately from [@MackCollier](#), [@spinsucks](#) and [@ericamallison](#) on this lately: do you post your prices online? [#solopr](#)



[3HatsComm](#) 1:09pm via [TweetDeck](#)

Hope to be off the phone soon, to join the [#soloPR](#) chat from Atlanta.



[KateRobins](#) 1:08pm via [TweetChat](#)

[@SoloPR](#) [@KateRobins](#) You said to write you "@" but sans hashtag. [#solopr](#)



[MarketingMel](#) 1:08pm via [TweetDeck](#)

[@makasha](#) [@PRjeff](#) Well glad to be with both of you and the other [#soloPR](#) peeps. sipping, tea, ice cubes or whatever.



[SoloPR](#) 1:08pm via [TweetGrid.com](#)

Q1 is coming up... [#solopr](#)



[SoloPR](#) 1:08pm via [TweetGrid.com](#)

[@KateRobins](#) Wait- did I miss something?? [#solopr](#)



[KateRobins](#) 1:07pm via [TweetChat](#)

[@SoloPR](#) [@KellyeCrane](#) Ooh... have you been hashtagged? That's big. [#solopr](#)



[karenskim](#) 1:07pm via [TweetChat](#)

Greetings from Michigan! Karen Swim here, 7 years solo with no itch to return to the hallowed halls of corporate [#solopr](#)



[MarketingMel](#) 1:06pm via [TweetDeck](#)

@[KellyeCrane](#) Aww shucks I feel the same way :) @[KateRobins](#) Love the group hug! [#soloPR](#)



[makasha](#) 1:06pm via [TweetChat](#)

@[MarketingMel](#) @[makasha](#) of course I am although it is sweetened with Splenda today [#solopr](#)



[PRjeff](#) 1:06pm via [TweetChat](#)

I'll be sipping iced cubes. RT @[MarketingMel](#): @[makasha](#) Thanks and waving hello to you in AL.! Are you sipping iced tea like I am? [#solopr](#)



[SoloPR](#) 1:06pm via [TweetGrid.com](#)

If you have [#solopr](#) Qs you'd like us to discuss, please @[KellyeCrane](#) without the hashtag (or DM), and we'll add them to the list!



[karenskim](#) 1:06pm via [TweetChat](#)

@[KellyeCrane](#) I share your mushiness, me too! [#solopr](#)



[KateRobins](#) 1:06pm via [TweetChat](#)

@[KellyeCrane](#) awww....you too. Group hug. [#solopr](#)



[karenskim](#) 1:06pm via TweetChat

RT @[KellyeCrane](#): Warning: Having a mushy moment. I just have to say that I really love the [#solopr](#) community. You guys are the best! [#solopr](#)



[KateRobins](#) 1:05pm via TweetChat

Conn. indie after years in big companies. Mostly non-profits now. [#solopr](#)



[MarketingMel](#) 1:05pm via TweetDeck

@[makasha](#) Thanks and waving hello to you in AL.! Are you sipping iced tea like I am? [#soloPR](#)



[dariasteigman](#) 1:05pm via TweetDeck

Mtg lunch break. Checking in to [#solopr](#). (Can I add that I love bldgs that have wifi?)



[KellyeCrane](#) 1:05pm via TweetDeck

Warning: Having a mushy moment. I just have to say that I really love the [#solopr](#) community. You guys are the best!



[KateRobins](#) 1:05pm via TweetChat

@[PRjeff](#) I hear ya. [#solopr](#)



[PRjeff](#) 1:05pm via TweetChat

Hello from the roasty, toasty Phoenix Furnace. The plus? Pool water not boiling yet. [#solopr](#)



[makasha](#) 1:04pm via [TweetChat](#)

RT @[MarketingMel](#): Hi everyone! Communications Strategist serving biz. pros in [#NortheastTenn](#) [#solopr](#)



[MaxwellStevens](#) 1:04pm via [TweetDeck](#)

Checking in from W Michigan for [#solopr](#) chat. Missed the last few weeks and glad to be back!



[makasha](#) 1:04pm via [TweetChat](#)

Hello from sunny [#montgomery](#) [#al](#) [#solopr](#)



[REDMEDIAPR](#) 1:04pm via [TweetDeck](#)

Greetings from Oregon (and yes the grass is cut) 15+ yrs [#solopr](#) chat



[KateRobins](#) 1:04pm via [TweetChat](#)

RT @[KellyeCrane](#): RT @[SoloPR](#): Time for [#soloPR](#) chat. Indie pros in PR and related fields (and those who want to learn more about it) [#solopr](#)



[SoloPR](#) 1:04pm via [TweetGrid.com](#)

w00t! RT @[PRjeff](#): My Wednesday has now been given new meaning. [#soloPR](#) chat is here. [#solopr](#)



[MarketingMel](#) 1:04pm via [TweetDeck](#)

Hi everyone! Communications Strategist serving biz. pro's in [#NortheastTenn](#) [#soloPR](#)



[PRjeff](#) 1:03pm via [TweetChat](#)

My Wednesday has now been given new meaning. [#soloPR](#) chat is here. [#solopr](#)



[TShryerPR](#) 1:03pm via [TweetGrid.com](#)

Hello from Chicago! Beautiful day here. [#solopr](#)



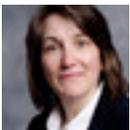
[TShryerPR](#) 1:03pm via [TweetGrid.com](#)

RT @[PRjeff](#): RT @[SoloPR](#): time for this weeks [#soloPR](#) chat for indie pros in PR & related fields (and those who want to learn more about it)



[makasha](#) 1:03pm via [TweetChat](#)

RT @[SoloPR](#) Its time for this weeks [#soloPR](#) chat for indie pros in PR & related fields (& those who want to learn more about it) [#solopr](#)



[MaxwellStevens](#) 1:02pm via [TweetDeck](#)

Yeah! RT 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](#) 1:02pm via [TweetGrid.com](#)

If you're joining, please introduce yourself. This is @[KellyeCrane](#) moderating, Atlanta-based blogger at <http://t.co/TLz8HYF> [#solopr](#)



[PRpfb](#) 1:02pm via TweetChat

RT @[karensxim](#): RT @[SoloPR](#): Its time for [#soloPR](#) chat for independent pros in PR and related fields (and those who want to learn more about it). [#solopr](#)



[MarketingMel](#) 1:02pm via TweetDeck

RT @[SoloPR](#): It's time for this week's [#soloPR](#) chat for indie PR pros (and those who want to learn more about it). [#solopr](#)



[karensxim](#) 1:02pm via TweetChat

RT @[SoloPR](#): Its time for [#soloPR](#) chat for independent pros in PR and related fields (and those who want to learn more about it). [#solopr](#)



[KateRobins](#) 1:02pm via TweetChat

@[loringbarnes](#) @[flacklist](#) Comes back to client selection. Clients' greatest value is their ability to spruce up YOUR pr. [#solopr](#)



[PRjeff](#) 1:02pm via TweetChat

RT @[SoloPR](#): Its time for this weeks [#soloPR](#) chat for indie pros in PR & related fields (and those who want to learn more about it). [#solopr](#)



[KellyeCrane](#) 1:01pm via TweetDeck

RT @[SoloPR](#): It's time for this week's [#soloPR](#) chat for independent pros in PR and related fields (and those who want to learn more about it)



[SoloPR 1:01pm via TweetGrid.com](#)

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](#)