

## #SoloPR Chat October 26, 2011

Q1: Last week's newsletter (signup: [eepurl.com/dwffFD](http://eepurl.com/dwffFD)) Pro Tip was re: 2012 client budget plans. Seeing budget increases/decreases? #solopr

Q2: Today Klout changed its algorithm & made most scores drop ([bit.ly/rCSLOZ](http://bit.ly/rCSLOZ)). Anyone have clients who'd care? #solopr

Responses: (read from end of document to beginning)

**SoloPR** 12:58pm via TweetGrid.com

Remember, we keep sharing on the hashtag all week. See you next Wed, same time! #solopr



**LoisMarketing** 12:58pm via TweetDeck

@jgombita @jenzings We are not angry -- We're having great fun at their expense! #klout #solopr



**karensxim** 12:58pm via TweetChat

@deegospel I'm in, I dropped 17 points! #solopr



**dconconi** 12:58pm via TweetChat

should your Klout score always be greater than your age - like your salary? ;-) #solopr



**RegineNelson** 12:58pm via HootSuite

@solopr Thanks for another great session. Until next week! #solopr



**JanetLFalk** 12:57pm via TweetDeck

@SoloPR Another valuable #solopr chat, thanks to KC and the (Sunshine) Gang.



**jgombita** 12:57pm via web

@jenzings it's a bit sad, isn't it, when folks get so angry about falling Klout! Don't think I'd want to play a board game with them #solopr



**LoisMarketing** 12:57pm via TweetDeck

@prfsmallbiz "Klout is out" ??? #solopr



**KristK** 12:57pm via TweetGrid.com

Had to drop off #solopr for a client call. Looking forward to reading full transcript



**deegospel** 12:57pm via TweetGrid.com

@LoisMarketing lol #solopr



**SoloPR** 12:56pm via TweetGrid.com

Thanks everyone for joining and sharing your wit and wisdom today! Transcript will be on the blog tomorrow.#solopr



**prfsmallbiz** 12:56pm via web

BTW My Klout score went down 7 points. #solopr



**dconconi** 12:56pm via TweetChat

and alliteration? RT @cloudspark: for influencers we do look at consistency, conversation, circles, and comment trails #solopr



**RegineNelson** 12:56pm via HootSuite

@jgombita Thanks for the tip. I will reach out. :) #solopr



**deegospel** 12:56pm via TweetGrid.com

@dariasteigman lol I think we broke Klout. I still can't see my new score. #solopr



**prforsmallbiz** 12:56pm via web

RT @dconconi Ha Ha! RT @REDMEDIAPR: Im going to make a tshirt. Klout does not define me. #solopr =



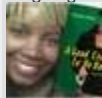
**SoloPR** 12:56pm via TweetGrid.com

RT @cloudspark: for influencers we do look at consistency, conversation, circles, and comment trails#solopr



**LoisMarketing** 12:56pm via TweetDeck

I'm going to be a 43. Bets anyone? ;) #Klout #solopr



**deegospel** 12:55pm via TweetGrid.com

@LoisMarketing If it's Baltimore or VA area, she will consider. #solopr



**cloudspark** 12:55pm via web

for influencers we do look at consistency, conversation, circles, and comment trails #solopr



**3HatsComm** 12:55pm via TweetDeck

@jgombita I'll check after #solopr chat, give servers time to recover. @jenzings @prforsmallbiz @LoisMarketing



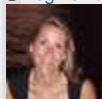
**RegineNelson** 12:55pm via HootSuite

@prforsmallbiz Thanks! I'm interested. Looking now#solopr



**karensxim** 12:55pm via TweetChat

@RegineNelson I would be interested in learning more about your specific needs #solopr



**dconconi** 12:55pm via TweetChat

Ha Ha! RT @REDMEDIAPR: Im going to make a tshirt. Klout does not define me. #solopr



**prforsmallbiz** 12:54pm via web

I definitely LOL'ed at all the Klout comments during#soloPR today :)



**LoisMarketing** 12:54pm via TweetDeck

@deegospel Only in DC? Can she travel regionally? This is well worth a RT and help in promoting #solopr



**farida\_h** 12:54pm via TweetChat

Repeat every day! RT @cloudspark: @garrettkuk i am not the sum value of my scores or lists or # of followers.#solopr



**dariasteigman** 12:54pm via TweetDeck

Wow. My Klout score dropped 10 pts today. I guess my posse's gotta find a new leader. #solopr



**Speakeasy\_Media** 12:54pm via web

RT @cloudspark: @garrettkuk i am not the sum value of my scores or lists or # of followers. and i won't do it to other people. #solopr



**SoloPR** 12:54pm via TweetGrid.com

RT @deegospel: My new recording artist client's Christmas CD releases this wk. She wants to do a free concert in DC for nonprofits. #solopr



**merylkevans** 12:54pm via HootSuite

+1 RT @karensxim @cloudspark @garrettkuk i'm not the sum value of my scores or lists or # of followers. i wont do it to other people #solopr



**prforsmallbiz** 12:54pm via web

My PR networking group on FB if anyone is interested.. planning in person event soon #soloPRfacebook.com/groups/PublicR...



**REDMEDIAPR** 12:54pm via Echofon

I'm going to make a tshirt. Klout does not define me.#solopr



**jgombita** 12:53pm via web

@joeldon nope, never. I'm a suspicious Canadian (like our fab federal privacy commissioner) re: what Facebook would do with my data. #solopr



**jenzings** 12:53pm via TweetDeck

@jgombita I'm reading the comments on the blog post, and it looks like ppl. scores took big hits. Lots o unhappy campers out there. #solopr



**karensxim** 12:53pm via TweetChat

@deegospel Whoo hoo, congrats Dee, that is great!#solopr



**MarketingMel** 12:53pm via TweetDeck

@joeldon I think @jgombita sees Facebook as a mean girls experiment? Right Judy? She is however a Google+ aficionado #soloPR



**3HatsComm** 12:53pm via TweetDeck

Aha, they're on to you! ;-) RT @LoisMarketing: Klout won't even let me log in! I think I trashed them one time too much! #solopr



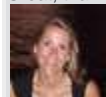
**JanetLFalk** 12:53pm via TweetDeck

@RegineNelson Happy to help with newsletter writing, if that is a part of the pitch #soloPR



**SoloPR** 12:53pm via TweetGrid.com

Great, thanks for sharing! RT @RegineNelson: @solopr I'm looking for partners for internal comms bids #solopr



**dconconi** 12:53pm via TweetChat

So sad to have missed the clout/Klout convo. Will be reading the transcript for #solopr



**REDMEDIAPR** 12:53pm via Echofon

Love it @cloudspark: @garrettkuk i am not the sum value of my scores or lists or # of followers. and i wont do it to other people. #solopr



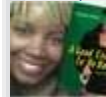
**RegineNelson** 12:53pm via HootSuite

Have a great week everyone! RT @marketingmel: Thanks #soloPR friends for keeping me ROTFL today!



**karensxim** 12:53pm via TweetChat

@cloudspark @garrettkuk reminds me of the India.Arie song I am not my hair..I am not my score, lol! #solopr



**deegospel** 12:53pm via TweetGrid.com

@SoloPR My new recording artist client's Christmas CD releases this week. She wants to do a free concert in DC for nonprofits. share #solopr



**KellyeCrane** 12:52pm via TweetDeck

In the sharing dept, did you see the no no kitty I shared on the Solo PR FB page? :-)) on.fb.me/vtkDMV #solopr



**jgombita** 12:52pm via web

@jenzings agreed. Prompted by #solopr Q2, I went to have a look. Took awhile to get in. cc @prforsmallbiz@LoisMarketing @3HatsComm



**RegineNelson** 12:52pm via HootSuite

@solopr I'm looking for partners for internal comms bids#solopr



**REDMEDIAPR** 12:52pm via Echofon

@farida\_h that's just the thing. We teach SM 101 to companies, we just don't tweet crap thus not super high score. Oh well. #solopr



**JanetLFalk** 12:52pm via web

RT @cloudspark: @garrettkuk i am not the sum value of my scores or lists or # of followers. and i won't do it to other people. #solopr



**karensxim** 12:52pm via TweetChat

+1 RT @cloudspark: @garrettkuk i am not the sum value of my scores or lists or # of followers. and i wont do it to other people. #solopr



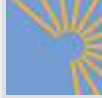
**dariasteigman** 12:52pm via TweetDeck

Sorry #solopr. Apparently missed the whole clout/Klout convo while I was on the phone. Impt biz, aka securing my @MLB #Nats tickets for '12.



**MarketingMel** 12:51pm via TweetDeck

Thanks #soloPR friends for keeping me ROTFL today!



**cloudspark** 12:51pm via web

@garrettkuk i am not the sum value of my scores or lists or # of followers. and i won't do it to other people. #solopr



**joeldon** 12:51pm via TweetDeck

No FB, interesting. @jgombita: I'll be damned if I'll break down and set up a Facebook account #solopr



**LoisMarketing** 12:51pm via TweetDeck

All kidding aside -- your insights about Klout and what really counts in measurement are insightful! #solopr



**SoloPR** 12:51pm via TweetGrid.com

A brief open mic experiment, underway! :- ) #solopr



**deegospel** 12:51pm via TweetGrid.com

@MarketingMel lol #solopr



**jgombita** 12:50pm via web

@karensxim @farida\_h didn't actually take advantage of it. Flight was free (- taxes), but not hotel and food, etc. Unplanned trip. #solopr



**garrettkuk** 12:50pm via HootSuite

@cloudspark @KellyeCrane i just assumed this applied to a parallel #pr20chat conversation and I replied accordingly ;) #solopr



**jenzings** 12:50pm via TweetDeck

@prforsmallbiz @LoisMarketing @3HatsComm LOL, probably the Klout version of Fail Whale w/everyone checking scores... #soloPR #Kloutpocalypse



**REDMEDIAPR** 12:50pm via Echofon

Too funny RT @LoisMarketing: @3HatsComm Klout won't even let me log in! I think I trashed them one time too much! #solopr



**SoloPR** 12:50pm via TweetGrid.com

We just have a few minutes left... anyone want to share what you're working on and/or need help with? #solopr



**deegospel** 12:50pm via TweetGrid.com

@SoloPR lol #solopr



**3HatsComm** 12:50pm via TweetDeck

@wineaccguy @SJWhipp @cloudspark Heh, I want the win-loss record of our college teams to figure into it, THAT is influence. :- ) #solopr



**farida\_h** 12:49pm via TweetChat

@REDMEDIAPR Unfortunately, a lot of people seem 2 be using Klout as std. If i were to seek a social media job, i'd need a high score #solopr



**SoloPR** 12:49pm via TweetGrid.com

@LoisMarketing I think the Klout site might have crashed from the widespread panic. :- ) #solopr



**DevonRay5** 12:49pm via web

@SoloPR - cheers to my new solo adventures with Devon Ray Communications! #SoloPR



**prforsmallbiz** 12:49pm via web

LOL!!!! RT @LoisMarketing @3HatsComm Klout won't even let me log in! I think I trashed them one time too much! #solopr



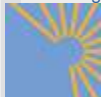
**LoisMarketing** 12:49pm via TweetDeck

@KellyeCrane That's good to know :) I like the way speaker bureaus and the proposal process is enhanced #solopr



**jgombita** 12:49pm via web

@MarketingMel I've said it at many session and online: INVEST YOUR TIME ON LEARNING GOOGLE+. Just the#SEO possibilities, alone. #solopr



**cloudspark** 12:48pm via web

@REDMEDIAPR trust me, they don't get it. and client's like that are into shiny objects, short-term splashes.#solopr



**MarketingMel** 12:48pm via TweetDeck

@deegospel That's cool! My timing was off. Should have waited a few more days to collect on those tickets ;-)#solopr



**KellyeCrane** 12:48pm via TweetDeck

@LoisMarketing I don't think there are many events using things like Klout (most national conferences use speaker proposals). #solopr



**LoisMarketing** 12:48pm via TweetDeck

@3HatsComm Klout won't even let me log in! I think I trashed them one time too much! #solopr



**REDMEDIAPR** 12:48pm via Echofon

@cloudspark @farida\_h oh I agree, it was just such a face slap. Really bc of a klout score? Like not being chosen for kickball #solopr



**3HatsComm** 12:48pm via TweetChat

Nothing worth doing is that easy, always takes work. RT @cloudspark @KellyeCrane there are no shortcuts to finding real influencers #solopr



**wineaccguy** 12:47pm via TweetDeck

4 billion. RT @cloudspark: @wineaccguy now, that's true. so, what's yours? @3HatsComm @SJWhipp#solopr



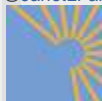
**SoloPR** 12:47pm via TweetGrid.com

@cloudspark Ha- feel free to spread the love! #pr20chat#solopr



**jenzings** 12:47pm via TweetDeck

@JanetLFalk They might be, but remember, people can use 3rd P apps to schedule tweets. (Bleh) #soloPR



**cloudspark** 12:47pm via web

@wineaccguy now, that's true. so, what's yours? @3HatsComm @SJWhipp #soloPR



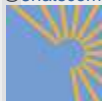
**jgombita** 12:47pm via web

@REDMEDIAPR that is JUST PLAIN WRONG! "have been eliminated from pitch bc ours wasnt high enough. Apparently some using it as ref" #soloPR



**garrettkuk** 12:47pm via HootSuite

@3hatscomm @cloudspark at least there are advantages to boosting your SAT/GPA #sorryklout#soloPR



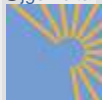
**cloudspark** 12:47pm via web

@KellyeCrane hate when i bop the hashtag #soloPR



**jenzings** 12:47pm via TweetDeck

@jgombita I haven't, b/c my connect. on FB aren't relevant to my (usually work-based) Tweets/Klout score. Resistance not futile! #soloPR



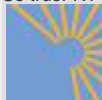
**cloudspark** 12:46pm via web

@KellyeCrane exactly, there are no shortcuts to finding real influencers #soloPR



**karensxim** 12:46pm via TweetChat

So true! RT @MarketingMel: @jgombita Yes but youve become \*quite\* the Google + guru #soloPR



**cloudspark** 12:46pm via web

@KellyeCrane exactly - there are no shortcuts to finding real influencers #soloPR



**allenmireles** 12:46pm via TweetDeck

RT @KellyeCrane: A2: Easy scores like Klout are for the lazy, IMO. As an industry, we need to keep educating.#soloPR



**MarketingMel** 12:46pm via TweetDeck

@jgombita Yes but you've become \*quite\* the Google + guru #soloPR



**3HatsComm** 12:46pm via TweetChat

Suspect my score has taken nose dive w/ offline vacay and now the changes, but haven't checked (yet). #soloPR



**LoisMarketing** 12:46pm via TweetDeck

I speak and train on a local level so I am curious how you find you are evaluated for regional/national events#soloPR



**deegospel** 12:46pm via TweetGrid.com

a2. We can create perks for our clients who embrace Social Media in a way befitting their ideal clients. #solopr



**farida\_h** 12:46pm via TweetChat

True. It's easy to fall into the trap! RT @KellyeCrane: A2: Easy scores like Klout are for the lazy, IMO. We need to keep educating. #solopr



**jgombita** 12:46pm via TweetGrid.com

RT @deegospel: agree RT @KellyeCrane: A2: Easy scores like Klout are for the lazy, IMO. As an industry, we need to keep educating. #solopr



**prforsmallbiz** 12:45pm via web

RT @jenzings YES. RT @KellyeCrane: A2: Easy scores like Klout are for the lazy, IMO. As an industry, we need to keep educating. #solopr



**karenschwim** 12:45pm via HootSuite

@jgombita @farida\_h That is quite a perk!! #solopr



**JanetLFalk** 12:45pm via TweetDeck

@jenzings so tweets are not weighted by day or time of day? EVERYone is tweeting 24/7/365? #soloPR



**jgombita** 12:45pm via web

@jenzings I'll be damned if I'll break down and set up a Facebook account (was never interested), just to get my Klout up! ;-) #solopr



**rappublicist** 12:45pm via TweetDeck

RT @KellyeCrane: A2: As much as we're trouncing it, there's evidence Klout is used in job hiring, conf speaker selection, etc. Hopefully not for long! #solopr



**deegospel** 12:45pm via TweetGrid.com

agree RT @KellyeCrane: A2: Easy scores like Klout are for the lazy, IMO. As an industry, we need to keep educating. #solopr



**jenzings** 12:45pm via TweetDeck

YES. RT @KellyeCrane: A2: Easy scores like Klout are for the lazy, IMO. As an industry, we need to keep educating. #solopr



**cloudspark** 12:45pm via web

@farida\_h @REDMEDIAPR if a company selects based on klout scores, you're better off. trust me. #solopr#theydontgetit



**KellyeCrane** 12:45pm via TweetDeck

A2: Easy scores like Klout are for the lazy, IMO. As an industry, we need to keep educating. #solopr



**deegospel** 12:45pm via TweetGrid.com

@MarketingMel we received the tickets and the box of Kung Fu Panda goodies. I was Girlee's shero for 2 hours. lol #solopr



**LoisMarketing** 12:45pm via TweetDeck

This brings up an interesting question for those of you evaluated and chosen on regional/national scope as speakers #solopr





**karensxim** 12:44pm via TweetChat

Whaat? RT @REDMEDIAPR: I dont agree w Klout but have been eliminated from pitch bc ours wasnt high enough...some are using it as ref #solopr



**prfsmallbiz** 12:44pm via web

LOL RT @JanetLFalk Someone mentioned that their Klout score plummeted when they took a well-deserved vacation #soloPR



**MarketingMel** 12:44pm via TweetDeck

Love it! RT @DanielHonigman: @MarketingMel You're your own woman, Mell! #soloPR



**Paulcoxon81** 12:44pm via TweetChat

RT @3HatsComm: Double FAVE, gold star. RT @cloudspark Klout is about as important to influence as your sat score was to your college gpa. #solopr



**jgombita** 12:44pm via web

@farida\_h @karensxim I was 1 of the ppl offered free flight to CA a couple of years ago by VA/Klout. It appears my perk days over. #solopr



**Speakeasy\_Media** 12:44pm via HootSuite

@cloudspark indeed -- seem to prioritize quantity of posts/audience over quality of influence #pr20chat#solopr



**farida\_h** 12:44pm via TweetChat

Wow! RT @REDMEDIAPR: I dont agree w Klout but have been eliminated from pitch bc ours wasnt high enough...some are using it as ref #solopr



**jenzings** 12:44pm via TweetDeck

@JanetLFalk Yes, that happens. It's heavily based on activity. I usually don't tweet on wknds, my score drops then. #soloPR



**karensxim** 12:44pm via TweetChat

@LoisMarketing Lol! #solopr



**karensxim** 12:44pm via TweetChat

@deegospel lol! I do love the perks and agree! #solopr



**SoloPR** 12:43pm via TweetGrid.com

Yikes! RT @REDMEDIAPR: I don't agree w Klout but have been eliminated from pitch bc ours wasnt high enough...some are using it as ref #solopr



**LoisMarketing** 12:43pm via TweetDeck

@karensxim And I just laugh and throw up my hands! Ohm ... Ohm ... ;) #solopr



**JanetLFalk** 12:43pm via TweetDeck

Someone mentioned that their Klout score plummeted when they took a well-deserved vacation #soloPR



**SJWhipp** 12:43pm via TweetChat

RT @3HatsComm: Double FAVE, gold star. RT @cloudspark Klout is about as important to influence as your sat score was to your college gpa. #solopr



**deegospel** 12:43pm via TweetGrid.com

@SoloPR lol #solopr



**lisavielee** 12:43pm via TweetDeck

Have to leave for next meeting. Good discussion today on #soloPR. Thanks everyone!



**jenzings** 12:43pm via TweetDeck

@jgombita LOL. Mine dropped 4 points. It's like that time I didn't tweet on the weekend... ;-) #soloPR



**deegospel** 12:43pm via TweetGrid.com

@karensxim long as i keep my Disney movie premiere perks then me and the fam are good, lol #solopr



**REDMEDIAPR** 12:43pm via Echofon

I don't agree w Klout but have been eliminated from pitch bc ours wasnt high enough. Apparently some are using it as ref #solopr



**deegospel** 12:43pm via TweetGrid.com

a2. for my clients online klout must be the conversion ration to book sales and moving our readers to offline Big Events #solopr



**SoloPR** 12:43pm via TweetGrid.com

@deegospel Let us know if you need a support group after what you find. ;-) #solopr



**MarketingMel** 12:43pm via TweetDeck

A. 2 @deegospel Remember getting offered Kung Fu Panda tix from Klout but we'd already seen the movie? Never stressed about Klout #soloPR



**karensxim** 12:43pm via TweetChat

@LoisMarketing Now that's a scary crowd, they're so hard core on the platform, I'm afraid to leave! #solopr



**jgombita** 12:42pm via web

Yep. My Klout plunged 8 points (since the last time I was "driven" there by K+ points notice) today. Boo hoo. Need a drink. (Not.) #solopr



**farida\_h** 12:42pm via TweetChat

RT @KellyeCrane: A2: As much as were trouncing it, theres evidence Klout is used in job hiring, conf speaker selection. #solopr



**3HatsComm** 12:42pm via TweetChat

Double FAVE, gold star. RT @cloudspark Klout is about as important to influence as your sat score was to your college gpa. #solopr



**karensxim** 12:42pm via TweetChat  
@deegospel heehee I just did the same thing! #solopr



**jenzings** 12:42pm via TweetDeck  
A2: Klout is being used for a lot of things, like HR. Probably shouldn't dismiss outright (but, yeah...) #soloPR



**farida\_h** 12:42pm via TweetChat  
@karensxim @jgombita Do you ever check your Klout score and then hate yourself for it? I do. #solopr



**JanetLFalk** 12:42pm via TweetDeck  
@3HatsComm Agreed. For my target audiences, Twitter is not the medium of choice. Print rules! #soloPR



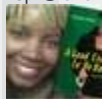
**prforsmallbiz** 12:41pm via web  
Online clout to me is more about how many followers, RT's and posts shared someone is getting #soloPR



**deegospel** 12:41pm via TweetGrid.com  
a2. now i'm curious. peaking at my Klout score #solopr



**jgombita** 12:41pm via web  
Yep @lanarushing! "Real-world 'clout'" versus Internet-famous Klout! cc @farida\_h (you slay me, btw) @karensxim (my princess) #solopr



**deegospel** 12:41pm via TweetGrid.com  
RT @LoisMarketing: RT @lanarushing: @farida\_h@jgombita @karensxim Real-world "clout" seems more important to me! #solopr



**KellyeCrane** 12:41pm via TweetDeck  
A2: As much as we're trouncing it, there's evidence Klout is used in job hiring, conf speaker selection, etc. Hopefully not for long! #solopr



**3HatsComm** 12:41pm via TweetChat  
@JanetLFalk See also, Twitter - lots of marketing types talking (mostly) to each other. #solopr



**LoisMarketing** 12:41pm via TweetDeck  
@cloudspark Empire Avenue attempted to sell a "premium" service. I say that in past tense as I place them in past tense. #solopr ;)



**karensxim** 12:40pm via TweetChat  
@LoisMarketing Right on sister! #solopr



**jenzings** 12:40pm via TweetDeck  
RT @KellyeCrane: A2: @prtini noted this is another ex of a 3rd party tool changing rules. DIY always trumps (FB also comes to mind) #solopr



**Speakeasy\_Media** 12:40pm via HootSuite

A2 I've seen updates from people I'd consider "influencers" who are no longer eligible for perks; seems odd #solopr



**REDMEDIAPR** 12:40pm via Echofon

Lol RT @cloudspark: klout is about as important to influence as your sat score was to your college gpa. it's the inb/w that matters. #solopr



**LoisMarketing** 12:40pm via TweetDeck

RT @lanarushing: @farida\_h @jgombita @karensxim Real-world "clout" seems more important to me! #solopr



**lanarushing** 12:39pm via web

@farida\_h @jgombita @karensxim Real-world "clout" seems more important to me! #solopr



**karensxim** 12:39pm via TweetChat

RT @cloudspark @KellyeCrane klout is abt as important 2 influence as your sat was to your college gpa. its the inb/w that matters. #solopr



**jgombita** 12:39pm via web

@AerialEllis here is a review and the proper name of the book. [verticalmeasures.com/social-media/b...](http://verticalmeasures.com/social-media/b...) #solopr



**prforsmallbiz** 12:39pm via web

LOL Mary Ellen, exactly! RT @MarketingMel How cool to have clients concerned about their "street cred." Welcome to NY eh? #soloPR



**KellyeCrane** 12:39pm via TweetDeck

A2: @prtini noted this is another ex of a 3rd party tool changing rules. DIY always trumps (FB also comes to mind) #solopr



**karensxim** 12:38pm via TweetChat

@farida\_h @jgombita I really do find that hilarious, people get so caught up in these numbers! #solopr



**jgombita** 12:38pm via TweetChat

RT @farida\_h: @jgombita @karensxim Lol. It's been amusing to see the extreme reactions to the Klout score drop. Like the stock market just crashed #solopr



**cloudspark** 12:38pm via web

@KellyeCrane klout is about as important to influence as your sat score was to your college gpa. it's the inb/w that matters. #solopr



**prforsmallbiz** 12:38pm via web

RT @LoisMarketing Klout attempted to sell a "premium" service. I say that in past tense as I place them in past tense. #solopr



**MarketingMel** 12:38pm via TweetDeck

@prforsmallbiz How cool to have clients concerned about their "street cred." Welcome to NY eh? #soloPR



**karensxim** 12:38pm via TweetChat

@dariasteigman Woot! Yes, got it open, thanks! #solopr



**AerialEllis** 12:38pm via TweetDeck

Checking out folks. Class coming up, have to go teach some young PR pros of the future. Feel free to connect:[bit.ly/linkedAE](http://bit.ly/linkedAE) #solopr



**farida\_h** 12:38pm via TweetChat

@jgombita @karensxim Lol. It's been amusing to see the extreme reactions to the Klout score drop. Like the stock market just crashed #solopr



**prforsmallbiz** 12:38pm via web

Good point! RT @lisavielee Klout is to 2011 like Top 50 lists were to 2009. Manufactured PR. #solopr



**LoisMarketing** 12:37pm via TweetDeck

Klout attempted to sell a "premium" service. I say that in past tense as I place them in past tense. #solopr A2



**karensxim** 12:37pm via TweetChat

@lanarushing yes they do! #solopr



**dariasteigman** 12:37pm via TweetDeck

@karensxim See if this works: [bit.ly/tYRgr3](http://bit.ly/tYRgr3) On [pain in the \*\*\* clients.] #solopr



**RegineNelson** 12:37pm via HootSuite

LMAO. Agree 100% RT @lisavielee: Klout is to 2011 like Top 50 lists were to 2009. Manufactured PR. #solopr



**lisavielee** 12:37pm via TweetDeck

RT @JanetLFalk: I remain convinced that Klout is for #PR folks talking among themselves #soloPR



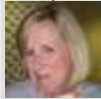
**prforsmallbiz** 12:37pm via web

I said it yesterday - the jury is still out for me on what Klout really "means" & how it will affect PR's/marketers.#solopr



**SoloPR** 12:37pm via TweetGrid.com

Good pt! RT @farida\_h: A2: No. In any case, it seems everyone's scores have dropped, so I suppose that makes it okay in a way! #solopr



**lisavielee** 12:37pm via TweetDeck

Klout is to 2011 like Top 50 lists were to 2009. Manufactured PR. #solopr



**LoisMarketing** 12:37pm via TweetDeck

RT @jgombita: @karensxim they probably think Klout is a word with a typo. :- ) #solopr



**JanetLFalk** 12:37pm via TweetDeck

I remain convinced that Klout is for #PR folks talking among themselves #soloPR



**deegospel** 12:37pm via TweetGrid.com

a2. My clients don't know what it is, but I have enjoyed my perks. #solopr



**MarketingMel** 12:36pm via TweetDeck

@AerialEllis Fascinating that LinkedIn has been so important to your biz! #soloPR



**RegineNelson** 12:36pm via HootSuite

RT @loismarketing: #solopr A2 Klout has been unable to define/defend what it is attempting to do. I put no value in it whatsoever. #solopr



**farida\_h** 12:36pm via TweetChat

A2: No. In any case, it seems everyone's scores have dropped, so I suppose that makes it okay in a way! #solopr



**LoisMarketing** 12:36pm via TweetDeck

RT @karensxim: @dariasteigman What was that link again, getting fail whale :/ #solopr



**lanarushing** 12:36pm via web

@karensxim Agreed. I think clients get overwhelmed with the number of social media apps out there aside from the obvious biggies. #solopr



**karensxim** 12:36pm via TweetChat

@dariasteigman What was that link again, getting fail whale :/ #solopr



**jgombita** 12:36pm via web

@karensxim they probably think Klout is a word with a typo. :- ) #solopr



**KellyeCrane** 12:36pm via TweetDeck

A2: Neither I nor my clients care about Klout. But I saw a #PR pro (not a #solopr) say one of her metrics was to raise a client's score!



**prforsmallbiz** 12:36pm via web

A2) @klout score change - I have had 1 client ask if this changes their "street cred" in the marketplace. #solopr



**LoisMarketing** 12:36pm via TweetDeck

#solopr A2 Klout has been unable to define or defend what it is attempting to do. I put no value in it whatsoever. #solopr A2



**jgombita** 12:35pm via web

@criticalmention #solopr was my first "regular" Twitter chat (now I have one daily), ever. Welcome to your first and do come back....



**3HatsComm** 12:35pm via TweetChat

@SoloPR A2 I probably have clients who'd go, "What's Klout?" IMO very inside baseball, but not caught on much outside 'social' realm #solopr

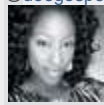


**RegineNelson** 12:35pm via HootSuite

A2: I don't have clients that would care now, but maybe potential clients might. I'm not sure how close they really pay attn #solopr



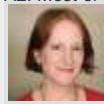
**karensxim** 12:35pm via TweetChat  
@deegospel Hey Dee! #solopr



**AerialEllis** 12:35pm via TweetDeck  
@lisavielee A great deal came from LinkedIn so I decided to make it a mandatory piece in biz dev each year. It keeps working for me. #solopr



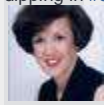
**karensxim** 12:35pm via TweetChat  
A2: Most of my clients do not use or even know about Klout and tend to not care about those kinds of metrics #solopr



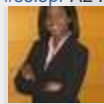
**dariasteigman** 12:35pm via TweetDeck  
@karensxim Apropos this -- [bit.ly/tYRgr3](http://bit.ly/tYRgr3). #solopr



**deegospel** 12:35pm via TweetGrid.com  
dipping in #solopr late again. had to edit an article and respond to some emails. sorry, but I'm here now.



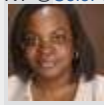
**LoisMarketing** 12:35pm via TweetDeck  
#solopr A2 .. No.



**RegineNelson** 12:34pm via HootSuite  
LOL. @dariasteigman: @karensxim @cloudspark If co. came back 12 mo. later, I'd serious consider adding a "kick the tires" surcharge #solopr



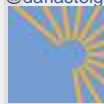
**karensxim** 12:34pm via TweetChat  
RT @SoloPR: Q2: Today Klout changed its algorithm & made most scores drop ([bit.ly/rCSLOZ](http://bit.ly/rCSLOZ)). Anyone have clients whod care? #solopr



**kcwriter** 12:34pm via TweetChat  
@AerialEllis Could be another stream of revenue for you. #solopr



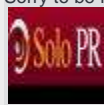
**JanetLFalk** 12:34pm via TweetDeck  
@dariasteigman Apparently poor management. #soloPR



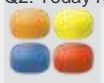
**cloudspark** 12:34pm via web  
@dariasteigman @karensxim we don't make agreements from expired proposals, we'll resubmit. #solopr



**REDMEDIAPR** 12:34pm via Echofon  
Sorry to be late. Looks from thread like I was missing a good one. Must catch up #solopr



**SoloPR** 12:34pm via TweetGrid.com  
Q2: Today Klout changed its algorithm & made most scores drop ([bit.ly/rCSLOZ](http://bit.ly/rCSLOZ)). Anyone have clients who'd care? #solopr



**criticalmention** 12:34pm via TweetDeck

Sorry for leaving so early everyone! It was great being here. Will definitely come back for the next chat and stay longer:) #solopr



**KateWinckler** 12:34pm via TweetChat

@MarketingMel looking forward to reading your post! #solopr #solopr



**karenswim** 12:34pm via TweetChat

@dariasteigman @cloudspark ROFL, not a bad idea! #solopr



**dariasteigman** 12:33pm via TweetDeck

@JanetLFalk They're probably not moving ahead. But nothing lost by checking in, waiting. Could eventually "drop" in your lap. #soloPR



**REDMEDIAPR** 12:33pm via Echofon

So very true! RT @SoloPR: @MarketingMel Bold is beautiful. :-) #solopr



**MarketingMel** 12:33pm via TweetDeck

@SoloPR @RegineNelson @karenswim @farida\_h Thanks! Just seemed to fit into today's #soloPR convo! Guess PR folks better be bold :)



**dariasteigman** 12:33pm via TweetDeck

@karenswim @cloudspark If co. came back 12 mo. later, I'd seriously consider adding a "kick the tires" surcharge #solopr



**karenswim** 12:33pm via TweetChat

Yes it is! :-) RT @SoloPR: @MarketingMel Bold is beautiful. :-) #solopr



**jgombita** 12:33pm via TweetChat

RT @karenswim: RT @MarketingMel: I just wrote a blog post 17 tips to Win New #Marketing Business. [bit.ly/usYiRJ](http://bit.ly/usYiRJ) One tip, never burn bridges! #solopr



**kcwriter** 12:33pm via TweetChat

@AerialEllis Maybe you should offer a class/tips on using LinkedIn effectively. A lot of people seem impressed by your numbers! #solopr



**RegineNelson** 12:33pm via HootSuite

RT @marketingmel: If I may be so bold, I just wrote a blog post 17 tips to Win New #Marketing Business. [bit.ly/usYiRJ](http://bit.ly/usYiRJ) #soloPR



**SoloPR** 12:32pm via TweetGrid.com

@MarketingMel Bold is beautiful. :-) #solopr



**ElevatyD** 12:32pm via TweetDeck

@AerialEllis Great tip! #linkedin #solopr



**farida\_h** 12:32pm via TweetChat

RT @MarketingMel: If I may be so bold, I just wrote a blog post 17 tips to Win New #Marketing Business. [bit.ly/usYiRJ](http://bit.ly/usYiRJ) #solopr





**karenskim** 12:32pm via TweetChat

RT @MarketingMel: I just wrote a blog post 17 tips to Win New #Marketing Business. [bit.ly/usYiRJ](http://bit.ly/usYiRJ) One tip, never burn bridges! #solopr



**kgombita** 12:32pm via web

@AerialEllis the reason I cc @nealschaffer is because he just released a book about B2B sales via @linkedin, including case studies. #solopr



**LoisMarketing** 12:32pm via TweetDeck

@LoisMarketing @cloudspark Another consideration may be "is this a client and work that could make me stretch a bit .. or a lot?" #solopr



**JanetLFalk** 12:32pm via TweetDeck

@dariasteigman Yes. "checking references" for three candidates. Since August? They are stalling. #soloPR



**lanarushing** 12:32pm via web

Hello @SoloPR @KellyCrane and all at the #soloprchat. @LanaRushing of [rushingpr.com](http://rushingpr.com) here from sunny Los Angeles...



**MarketingMel** 12:31pm via TweetDeck

If I may be so bold, I just wrote a blog post 17 tips to Win New #Marketing Business. [bit.ly/usYiRJ](http://bit.ly/usYiRJ) One tip, never burn bridges! #soloPR



**RegineNelson** 12:31pm via HootSuite

@aerialellis That's great! We about the same. 50% are referrals/relationships. Another 25% is going out and searching (RFPs, ads) #solopr



**AerialEllis** 12:31pm via TweetDeck

@kcwriter Try it. It could be a good tool in gaining some leads. #solopr



**dariasteigman** 12:31pm via TweetDeck

And the client I want. RT @cloudspark: My criteria also includes "is this the kind of work i want to be doing" benefit of being solo #solopr



**LoisMarketing** 12:31pm via TweetDeck

Yay! RT @cloudspark: @LoisMarketing my criteria also includes "is this the kind of work i want to be doing" benefit of being solo #solopr



**karenskim** 12:31pm via TweetChat

@cloudspark @JanetLFalk @darasteigman ...hence the expiration date! #solopr



**AerialEllis** 12:31pm via TweetDeck

@kgombita Yeah one year it was almost 40. Its a great resource. #linkedin #solopr



**cloudspark** 12:30pm via web

@LoisMarketing my criteria also includes "is this the kind of work i want to be doing" benefit of being solo#solopr



**Elevatyd** 12:30pm via HootSuite

RT @RegineNelson: RT @lisavielee: Sometimes training clients on social/digital media can be revenue generating short-term w/out draining long-term #soloPR



**dariasteigman** 12:30pm via TweetDeck

@JanetLFalk Have you called them to find out what the holdup in? May give you info to help you decide next step. #soloPR



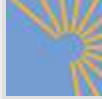
**karenschwim** 12:30pm via TweetChat

RT @LoisMarketing: RFPs may be part of budget planning process "lets see what it would cost" then dollars not allocated in the end. #soloPR



**kcwriter** 12:30pm via TweetChat

@AerialEllis I've roughly the same experience regarding referrals/relationships. I've neglected my LinkedIn account tho. #soloPR



**cloudspark** 12:30pm via web

@karenschwim @JanetLFalk @darasteigman same here, a year later they come calling back asking for a new proposal #soloPR



**rpublicist** 12:30pm via TweetDeck

RT @AerialEllis: The strength of most business is in referrals. We do about 60% of biz on referrals/relationships, about 25% on LinkedIn connections. #soloPR



**JanetLFalk** 12:30pm via TweetDeck

@karenschwim State agency. gov't inches along #soloPR



**jgombita** 12:30pm via web

@AerialEllis that's quite good that 25% of your business referrals are coming through @linkedin! cc @nealschaffer #soloPR



**prforsmallbiz** 12:30pm via web

What would make you "change the price" on an expired RFP? #soloPR



**MarketingMel** 12:29pm via TweetDeck

RT @cloudspark: @prforsmallbiz @dariasteigman i send notice 10 days before expiry and if they miss it, we resubmit as needed. #soloPR



**KristK** 12:29pm via TweetGrid.com

Interesting. MT @AerialEllis: We do about 60% of biz on referrals/relationships, about 25% on LinkedIn connections #soloPR



**LoisMarketing** 12:29pm via TweetDeck

RFPs may be part of budget planning process -- "let's see what it would cost" then dollars not allocated in the end. #soloPR



**cloudspark** 12:29pm via web

@prforsmallbiz @dariasteigman i send notice 10 days before expiry and if they miss it, we resubmit as needed.#soloPR



**JanetLFalk** 12:29pm via TweetDeck

@AerialEllis State agency. gov't inches along #soloPR



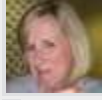
**jgombita** 12:29pm via TweetDeck

RT @AerialEllis: The strength of most business is in referrals. We do about 60% of biz on referrals/relationships, about 25% on LinkedIn connections. #solopr



**SoloPR** 12:29pm via TweetGrid.com

Terrific discussion on Q1- thanks for sharing your insights! Q2 coming up... #solopr



**lisavielee** 12:29pm via TweetDeck

@AerialEllis That is a high percentage of LinkedIn connections. Would be interested in learning more about how you make that work. #solopr



**JanetLFalk** 12:29pm via TweetDeck

@cloudspark @dariasteigman depends on the client.#solopr



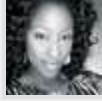
**prforsmallbiz** 12:28pm via web

MT @AerialEllis We do about 60% of biz on referrals/relationships, about 25% on LinkedIn connections. #solopr



**dariasteigman** 12:28pm via TweetDeck

@cloudspark Exactly. That's why I always have a "valid until" date. Gives option to rescope, re-price. @JanetLFalk #solopr



**AerialEllis** 12:28pm via TweetDeck

The strength of most business is in referrals. We do about 60% of biz on referrals/relationships, about 25% on LinkedIn connections. #solopr



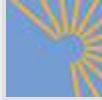
**karensxim** 12:28pm via TweetChat

@JanetLFalk @darasteigman You'd be surprised, I've seen companies come back a year later after choosing no one #solopr



**jgombita** 12:27pm via web

Personal interest? RT @jenzings: A1: Re: budgets for digital, are clients receptive to cost/time to measure from what u r seeing? #soloPR



**cloudspark** 12:27pm via web

@JanetLFalk @dariasteigman you can't be certain that what you proposed in june is still valid - look at growth of tablets, etc. #solopr



**LoisMarketing** 12:27pm via TweetDeck

@KelliyeCrane Yes, that's just it. Evaluate from standpoint of your expertise and the scope of work. @AerialEllis #solopr A1



**dariasteigman** 12:27pm via TweetDeck

@JanetLFalk @prforsmallbiz Usually, I'm fine--as long as scope hasn't changed. But gives me the option to re-price if needed. #solopr



**JasMollica** 12:26pm via TweetDeck

RT @AerialEllis: RFPs feel like a burden but when they come through...WOW! It has to be the right fit. Can't hit the jackpot everytime. #solopr



**MarketingMel** 12:26pm via TweetDeck

@prforsmallbiz @cloudspark Same here. 30 day expiration. #soloPR



**KellyeCrane** 12:26pm via TweetDeck

@LoisMarketing @AerialEllis Great points. I think a lot also depends on industry, re: RFP results. #solopr



**karensxim** 12:26pm via TweetChat

@prforsmallbiz When I do, yes I do put an expiration on the response, carry over from Corp days #solopr



**prforsmallbiz** 12:26pm via web

@cloudspark @dariasteigman What do you do if someone wants to move fwd after the exp date? #solopr



**JanetLFalk** 12:26pm via TweetDeck

@dariasteigman what happens when date passes and no one is picked? Have an RFP pending since 7/31?#soloPR



**SoloPR** 12:26pm via TweetGrid.com

RT @LoisMarketing: Concerned to see many dismissing #RFPs altogether - evaluate each, don't readily dismiss as cattle call! #solopr



**RegineNelson** 12:25pm via HootSuite

RT @lisavielee: Sometimes training clients on social/digital media can be revenue generating short-term w/out draining long-term #soloPR



**cloudspark** 12:25pm via web

@prforsmallbiz i always do, 30 days. #solopr



**LoisMarketing** 12:25pm via TweetDeck

@AerialEllis Good point -- glad to see you seek the right fit :) #solopr



**AerialEllis** 12:25pm via TweetDeck

RT @KellyeCrane: @KristK Yes, I never do cattle call RFPs! Referrals can also produce tire kickers, unfortunately. Have to weed thru to the gems! #solopr



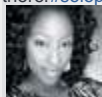
**dariasteigman** 12:25pm via TweetDeck

@prforsmallbiz I put them on. Proposal good until X date, then reserve right to revise. #soloPR



**AerialEllis** 12:25pm via TweetDeck

RT @LoisMarketing: Concerned to see many dismissing #RFPs altogether - evaluate each, don't readily dismiss as cattle call! Great opps are there!#solopr



**AerialEllis** 12:25pm via TweetDeck

RFPs feel like a burden but when they come through...WOW! It has to be the right fit. Can't hit the jackpot everytime. #solopr



**LoisMarketing** 12:25pm via TweetDeck

Concerned to see many dismissing #RFPs altogether - evaluate each, don't readily dismiss as cattle call! Great opps are there! #solopr



**lisavielee** 12:25pm via TweetDeck

Sometimes training clients on social/digital media can be revenue generating short-term w/out draining long-term #soloPR



**jgombita** 12:25pm via TweetChat

RT @PRjeff: @KellyeCrane Need to get PR on the reality list, and put advertising on the wish list. #solopr



**KellyeCrane** 12:25pm via TweetDeck

@KristK Yes, I never do cattle call RFPs! Referrals can also produce tire kickers, unfortunately. Have to weed thru to the gems! #solopr



**jenzings** 12:24pm via TweetDeck

A1: Re: budgets for digital, are clients receptive to cost/time to measure from what y'all are seeing?#soloPR



**prforsmallbiz** 12:24pm via web

Do you put expiration date or other implications on your RFP's? #soloPR



**sales\_lima** 12:24pm via TweetDeck

RT @KellyeCrane: A1: Don't tell anyone (hee hee), but if client has ad budget, try to get some of that allocated to your socmed efforts. #solopr



**KristofferHowes** 12:24pm via TweetChat

RT @AerialEllis: @prforsmallbiz Had a client that spent way extra in 1 area with no #ROI. Redirected \$ to #PR & had results instant. #solopr



**RegineNelson** 12:24pm via HootSuite

Never thought of that. RT @loismarketing: Never dismiss an RFP unless it is out of ur scope. And if it is, assemble a team and bid! #solopr



**GnosisArts** 12:24pm via TweetChat

I have to run to an appointment, great discussion today! Looking forward to Next Wednesday ^ Cara #solopr



**criticalmention** 12:23pm via TweetDeck

@jgombita Agreed. Diving head first in digital w/out doing the right research can do more harm than good#solopr



**KristK** 12:23pm via TweetGrid.com

A1: Providing a proposal to a referral is different than the cattle call of RFP. Happy to spell out initial thoughts#solopr



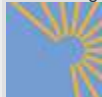
**MarketingMel** 12:23pm via TweetDeck

@karensim @KristK Agree on RFP's being a waste compared to WOM or better yet Face to Face! #soloPR



**7wavesCathy** 12:23pm via HootSuite

Oh the lengths i go to work outside! #solopr [ow.ly/i/jWPJ](http://ow.ly/i/jWPJ)



**cloudspark** 12:23pm via web

@3HatsComm @KellyeCrane no have an informal policy to pass on all tire kickers. #solopr



**SoloPR** 12:23pm via TweetGrid.com

RT @LoisMarketing: I'm also seeing budgets increasing particularly for social media training and implementation, more buy-in #solopr



**prforsmallbiz** 12:23pm via web

Yes 100% RT @PRjeff @KellyeCrane Need to get PR on the reality list, and put advertising on the wish list. #solopr



**AerialEllis** 12:23pm via TweetDeck

@prforsmallbiz Very true. Had a client that spent way extra in one area with no ROI. Redirected dollars to PR & had results instant. #solopr



**jgombita** 12:23pm via web

@dariasteigman very true. Provides #solopr people with a chance to stretch their financial, persuasive-counsel muscles, too.



**dariasteigman** 12:22pm via TweetDeck

@rockstarjen [-waving back-] Sorry to miss you. But work is always a good thing. :) #solopr



**karenswym** 12:22pm via TweetChat

@rockstarjen \*waving back\* We miss you Jen! #solopr



**KristofferHowes** 12:22pm via TweetChat

@garrettkuk ;-) #solopr



**PRjeff** 12:22pm via TweetChat

I can't even spell RFP. @KristK: A1: RFPs have never been source of clients 4 me. Word-of-mouth referrals yield much better results. #solopr



**dariasteigman** 12:22pm via TweetDeck

@LoisMarketing Agreed. That's our role. But I'm finding a lot of cos. not ready to hear what they need to hear. #solopr



**3HatsComm** 12:22pm via TweetChat

RT @KellyeCrane: A1 PR is on wish list, but may not have green light. Beware tire kickers! <<WORD! #solopr



**rockstarjen** 12:22pm via TweetDeck

[waving] at my #solopr peeps. sorry to miss the chat yet again!



**PRjeff** 12:21pm via TweetChat

@KellyeCrane Need to get PR on the reality list, and put advertising on the wish list. #solopr



**LoisMarketing** 12:21pm via TweetDeck

Never dismiss an RFP unless it is out of your scope. And if it is, assemble a team and bid! #solopr A1



**KellyeCrane** 12:21pm via TweetDeck

@KristK Agree, but often those referrals want a proposal (what will you do/how much). Doesn't always lead to contract. #solopr



**garrettkuk** 12:21pm via HootSuite

i thought this was the Vatican's territory? RT @gnosisarts: @KristofferHower thanks for popping in :) ! ^Cara #solopr



**jgombita** 12:21pm via TweetDeck

RT @AerialEllis: I also say having a good mix of clients is what keeps business strong & promising. Return clients with replenishing budgets. @#solopr



**jenzings** 12:21pm via TweetChat

RT @karensxim: Same here RT @KristK: A1: RFPs have never been source of clients for me. Word-of-mouth referrals yield much better results. #solopr



**jenzings** 12:21pm via web

RT @jgombita: @criticalmention except one needs to be cautious re: digital--still largely untested. Maybe under-promise and over-deliver. #solopr



**karensxim** 12:21pm via TweetChat

Same here RT @KristK: A1: RFPs have never been source of clients for me. Word-of-mouth referrals yield much better results. #solopr



**katcalbes** 12:21pm via HootSuite

Shoot - meant to jump into #solopr chat - will listen in!



**jgombita** 12:21pm via web

@criticalmention except one needs to be cautious re: digital--still largely untested. Maybe under-promise and over-deliver. #solopr



**lisavielee** 12:21pm via TweetDeck

Have to continue biz dev. always RT @AerialEllis: I also say having a good mix of clients keeps business strong & promising. @#solopr



**3HatsComm** 12:21pm via TweetChat

RT @farida\_h: RT @LoisMarketing: @dariasteigman These are times when u evaluate what works best, streamline & eliminate rest #solopr



**RegineNelson** 12:21pm via HootSuite

Me as well. RT @kristk: A1: RFPs have never been source of clients for me. Word-of-mouth referrals yield much better results. #solopr



**prforsmallbiz** 12:21pm via web

I have gotten a LOT of requests for proposals the past wk or two. Some proven to be tire kickers. #solopr



**dariasteigman** 12:21pm via TweetDeck

@jgombita That's the macro level. At micro (co.) level, you eventually have to spend \$\$ to figure out how to work smart. #solopr



**PRjeff** 12:20pm via TweetChat

@karensxim Had to pipe in for a bit. In the midst of a new biz proposal, then off to the PRSA-PHX luncheon. #solopr



**KristK** 12:20pm via TweetGrid.com

A1: RFPs have never been source of clients for me. Word-of-mouth referrals yield much better results. #solopr



**JanetLFalk** 12:20pm via TweetDeck

@KristK What about referrals? #soloPR



**Speakeasy\_Media** 12:20pm via HootSuite

@criticalmation @SoloPR no need to worry -- we're a forgiving and welcoming bunch #solopr



**LoisMarketing** 12:20pm via TweetDeck

@dariasteigman This is a key time for us to strengthen our roles as their advisors by pointing out what is and isn't working #solopr A1



**KristofferHowes** 12:20pm via TweetChat

RT @KellyeCrane: ... seeing lots of requests for proposals. #PR is on wish list, but may not have green light. Beware tire kickers! #solopr



**SoloPR** 12:20pm via TweetGrid.com

Great! RT @AerialEllis: 2011 have been surprisingly great for budgets. Hoping for that same momentum in 2012. \*knocking on wood\* #solopr



**RegineNelson** 12:20pm via HootSuite

RT @kellyecrane: A1: But, seeing lots of RFPs. PR is on wish list, but may not have green light. Beware tire kickers! #solopr



**prforsmallbiz** 12:20pm via web

RT @KellyeCrane: But, seeing lots of requests for proposals. PR is on wish list, but may not have green light. Beware tire kickers! #solopr



**farida\_h** 12:20pm via TweetChat

RT @LoisMarketing: @dariasteigman @farida\_h These are times when u evaluate what works best, streamline & eliminate rest #solopr A1 #solopr



**AerialEllis** 12:20pm via TweetDeck

I also say having a good mix of clients is what keeps business strong & promising. Return clients with replenishing budgets. @solopr



**karensxim** 12:20pm via TweetChat

Agree RT @KristK: RT @LoisMarketing: These are the times when you evaluate what works best, streamline, and eliminate the rest #solopr



**SoloPR** 12:20pm via TweetGrid.com



RT @prforsmallbiz: I've had clients who have spent extra in ads 1 mo & saw no ROI. They put that \$ twds extra PR the following mo #solopr



**karensxim** 12:20pm via TweetChat

RT @KellyeCrane: But, seeing lots of requests for proposals. PR is on wish list, but may not have green light. Beware tire kickers! #solopr



**criticalmention** 12:20pm via TweetDeck

more & more organizations leaning towards the digital which makes sense since that is where consumers are going & industry is headed #soloPR



**PRjeff** 12:19pm via TweetChat

Hoo-ray! RT @prforsmallbiz: I've had clients who spent extra in ads 1 mo & saw no ROI. They put that \$ twds extra PR the following mo #solopr



**KristK** 12:19pm via TweetGrid.com

RT @LoisMarketing: These are the times when you evaluate what works best, streamline, and eliminate the rest #solopr



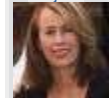
**Speakeasy\_Media** 12:19pm via web

RT @cloudspark: @KellyeCrane another reason to slay silos - better budgets #solopr



**karensxim** 12:19pm via TweetChat

@PRjeff Lol, love "silo carnage" #solopr



**PaulaJohns** 12:19pm via TweetDeck

Sorry to miss #solopr. Juggling a little too much today. Will look for transcript -- looks like good discussion!



**KellyeCrane** 12:19pm via TweetDeck

A1: But, seeing lots of requests for proposals. PR is on wish list, but may not have green light. Beware tire kickers! #solopr



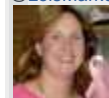
**GnosisArts** 12:19pm via TweetChat

RT @MarketingMel: A. 1 I agree that clients are interested in more online strategies including social media ^Cara #solopr



**dariasteigman** 12:19pm via TweetDeck

@LoisMarketing Ideally, but cos. aren't doing that b/c that's an "investment" too. @farida\_h #solopr



**KristK** 12:18pm via TweetGrid.com

A1: Orgs seem to want to build reserves back up before committing to spending on new projects. #solopr



**PRjeff** 12:18pm via TweetChat

Love idea of silo carnage dotting the landscape. RT @cloudspark: @KellyeCrane another reason to slay silos - better budgets #solopr



**SeriousPR** 12:18pm via TweetDeck

RT @LoisMarketing: I'm also seeing budgets increasing particularly for social media training and implementation, more buy-in #solopr A1



**KristofferHowes** 12:18pm via TweetChat

RT @prforsmallbiz: Ive had clients who have spent extra in ads 1 mo & saw no ROI. They put that \$ twds extra PR the following month. #solopr



**AerialEllis** 12:18pm via TweetDeck

What is I really appreciate is when a client understands the need for a substantial online/social media budget even its not used. #solopr



**LoisMarketing** 12:18pm via TweetDeck

@dariasteigman @farida\_h These are the times when you evaluate what works best, streamline, and eliminate the rest #solopr A1



**jgombita** 12:18pm via web

If it's a double-dip recession (as many economists predict), break point may be long ways off @dariasteigman @3HatsComm (hi all btw) #solopr



**dariasteigman** 12:18pm via TweetDeck

@3HatsComm They will always be "pet" priorities. But eventually cos. have to invest forward to succeed.#solopr



**garrettkuk** 12:18pm via HootSuite

@cloudspark @LoisMarketing @kellycrane@3hatscomm coming soon: #ATLSoloPR ;) #solopr cc @Speakeasy\_Media



**GnosisArts** 12:18pm via TweetChat

@KristofferHower thanks for popping in :) ! ^ Cara #solopr



**prforsmallbiz** 12:17pm via web

I've had clients who have spent extra in ads 1 mo & saw there was no ROI. They put that \$ twds extra PR the following mo #solopr



**dariasteigman** 12:17pm via TweetDeck

@farida\_h Sadly true. Q: when have we oversqueezed? Cos. keep saying do more, but when does something come off the plate? #solopr



**3HatsComm** 12:17pm via TweetChat

RT @SoloPR: Youd think theyd have suffocated by now! RT @dariasteigman: Cos. holding their breath-reluctance to spend new monies #solopr



**RegineNelson** 12:17pm via HootSuite

A1: A lot of smaller businesses are taking the DIY approach. Short-term project work is also becoming common. #SoloPR



**prforsmallbiz** 12:17pm via web

Yes MT @KellyeCrane: A1: If client has ad budget, try to get some of that allocated to ur socmed efforts #solopr



**lisavielee** 12:17pm via TweetDeck

Agree! RT @cloudspark: @KellyeCrane another reason to slay silos - better budgets #solopr



**karenschwim** 12:16pm via TweetChat

Yes indeed! RT @cloudspark: @KellyeCrane another reason to slay silos - better budgets #soloPR



**KellyeCrane** 12:16pm via TweetDeck

Yes! RT @cloudspark: @KellyeCrane another reason to slay silos - better budgets #soloPR



**3HatsComm** 12:16pm via TweetChat

@dariasteigman IDK and I still see 'waste' on projects I wouldn't recommend but clients want them. Break point = priorities/results? #soloPR



**AerialEllis** 12:16pm via TweetDeck

2011 have been surprisingly great for budgets. Hoping for that same momentum in 2012. \*knocking on wood\* #soloPR



**criticalmention** 12:16pm via web

@SoloPR @Speakeasy\_Media Yes thank you! Was a bit lost on my first #soloPR :(



**MarketingMel** 12:16pm via TweetDeck

A. 1 I agree that clients are interested in more online strategies including social media #soloPR



**cloudspark** 12:16pm via web

@KellyeCrane another reason to slay silos - better budgets #soloPR



**SoloPR** 12:16pm via TweetGrid.com

You'd think they'd have suffocated by now! RT @dariasteigman: So far, flat. Cos. holding their breath-reluctance to spend new monies #soloPR



**KristK** 12:16pm via TweetGrid.com

@JanetLFalk Good mix of clients, keep 'em happy and coming back for more. And keep fingers crossed. #soloPR



**farida\_h** 12:16pm via TweetChat

RT @KellyeCrane: A1: Dont tell anyone (hee hee), but if client has ad budget, try to get some of that allocated to ur socmed efforts #soloPR



**rappublicist** 12:16pm via TweetDeck

RT @AerialEllis: Seeing budget increases for branding, social media/mktg, rep mgmt. Other 2012 budgets look flat. Seeing a lot of do more pay less. #soloPR



12for12! **karensxim** 12:16pm via TweetChat

Thanks @KristK and @dariasteigman, y'all inspire me :- ) #soloPR



**cloudspark** 12:16pm via HootSuite

RT @Speakeasy\_Media: A1 digital marketing is taking an increasing share of mktg budgets in 2012ow.ly/79KWh #soloPR



**farida\_h** 12:15pm via TweetChat

@dariasteigman With the Euro zone mess, I'm afraid there's no breaking point in the near future. #soloPR



**RegineNelson** 12:15pm via HootSuite

RT @karensxim: A1: Shaky global economy and uncertainty that comes with election year have made ppl cautious #solopr



**SoloPR** 12:15pm via TweetGrid.com

Thx for link RT @Speakeasy\_Media: A1 digital marketing is taking an increasing share of mktg budgets in 2012ow.ly/79KWWh #solopr



**KristK** 12:15pm via TweetGrid.com

Good insight, as usual RT @karensxim: A1: Shaky global economy and uncertainty that comes with election year have made ppl cautious #solopr



**karensxim** 12:15pm via TweetChat

RT @Speakeasy\_Media: A1 digital marketing is taking an increasing share of mktg budgets in 2012ow.ly/79KWWh #solopr



**JanetLFalk** 12:15pm via TweetDeck

@KristK good for you. what's the key to yur success?#soloPR



**MarketingMel** 12:14pm via TweetDeck

RT @LoisMarketing: I'm also seeing budgets increasing particularly for social media training and implementation, more buy-in #solopr A1



**KellyeCrane** 12:14pm via TweetDeck

A1: Don't tell anyone (hee hee), but if client has ad budget, try to get some of that allocated to your socmed efforts. #solopr



**KristofferHowes** 12:14pm via TweetChat

I saw @GnosisArts was here, so I thought I'd pop in.#solopr



**dariasteigman** 12:14pm via TweetDeck

Exactly. RT @karensxim: A1: Shaky global economy and uncertainty that comes with election year have made ppl cautious #solopr



**JanetLFalk** 12:14pm via TweetDeck

Hi from NYC. #soloPR pro with law firm, Wall Street, smal biz , nonprofit clients. also sub-contract



**AerialEllis** 12:14pm via TweetDeck

Seeing budget increases for branding, social media/mktg, rep mgmt. Other 2012 budgets look flat. Seeing a lot of do more pay less. #solopr



**dariasteigman** 12:14pm via TweetDeck

3+ years now. What's the break point? RT @3HatsComm: Still seeing a lot of "do more with less" going around, tight budgets. #solopr



**LoisMarketing** 12:14pm via TweetDeck

I'm also seeing budgets increasing particularly for social media training and implementation, more buy-in #soloprA1



**KristK** 12:13pm via TweetGrid.com

A1: 2011 will be best year to date, but not sure what 2012 holds. #solopr



**karensxim** 12:13pm via TweetChat

A1: Shaky global economy and uncertainty that comes with election year have made ppl cautious #solopr



**farida\_h** 12:13pm via TweetChat

A1: Tough to really pinpoint tht one. Every client has diff budget capacities. In general, people seem to be less willing to spend #solopr



**Speakeasy\_Media** 12:13pm via HootSuite

A1 digital marketing is taking an increasing share of mktg budgets in 2012 [ow.ly/79KWh](http://ow.ly/79KWh) #solopr



**SoloPR** 12:13pm via TweetGrid.com

RT @prforsmallbiz: A1) Clients' budgets for 2012 are flat, however, some are looking for ways to cut costs.#solopr



**RegineNelson** 12:13pm via HootSuite

A1) Clients' budgets for 2012 are increasing for internal comms and social media. #soloPR



**dariasteigman** 12:12pm via TweetDeck

So far, flat. Cos. holding their breath -- a reluctance to spend new monies. #solopr



**MarketingMel** 12:12pm via TweetDeck

Yum! RT @KristK: @LoisMarketing@3hatcomm@kellyecrane very Southern day here -- I'm having shrimp & grits for lunch with sweet tea #solopr



**3HatsComm** 12:12pm via TweetChat

@prforsmallbiz Agreed, still seeing a lot of "do more with less" going around, tight budgets. #solopr



**SoloPR** 12:12pm via TweetGrid.com

Continuing trend in recent years RT @cloudspark: q1 seeing increases for social, lower for trade events.#solopr



**LoisMarketing** 12:12pm via TweetDeck

@KristK @cloudspark Hi! #solopr



**KristK** 12:12pm via TweetGrid.com

@LoisMarketing @marketingmel @3hatcomm@kellyecrane very Southern day here -- I'm having shrimp & grits for lunch with sweet tea #solopr



**karensxim** 12:12pm via TweetChat

A1: So far (but not all are in) flat for 2012 #solopr



**cloudspark** 12:11pm via web

@LoisMarketing i think it makes 5 of us from atl on the#solopr chat @kellyecrane, @garretkuk, @3hatscommyou and me



**3HatsComm** 12:11pm via TweetChat

@LoisMarketing @MarketingMel @KristK Kinda unmotivating, too nice to be stuck inside working. ;-)#solopr



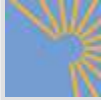
**prforsmallbiz** 12:11pm via web

A1) Clients' budgets for 2012 are flat, however, some are looking for ways to cut costs. #solopr



**karensxim** 12:11pm via TweetChat

RT @SoloPR: Last wks newsltr (signup: [eepurl.com/dwfFD](http://eepurl.com/dwfFD)) Pro Tip was re: 2012 client budgets. Seeing budget increases/decreases? #solopr



**cloudspark** 12:10pm via web

@KellyeCrane q1 seeing increases for social, lower for trade events. #solopr



**TracyShryerPR** 12:10pm via TweetGrid.com

Hello from Chicagol #solopr



**SoloPR** 12:10pm via TweetGrid.com

RT Q1: Last wk's newsletter (signup: [eepurl.com/dwfFD](http://eepurl.com/dwfFD)) Pro Tip was re: 2012 client budgets. Seeing budget increases/decreases? #solopr



**LoisMarketing** 12:10pm via TweetDeck

@MarketingMel @KristK @3HatsComm Beautiful day and beautiful color here in Atlanta too. It's been a gorgeous fall! #solopr



**criticalmention** 12:09pm via TweetDeck

Just a little intro/background- we are a real time broadcast monitoring company based in NYC :) #solopr



**GnosisArts** 12:09pm via TweetChat

@MarketingMel haha yes :), it's definitely a great way for us interns to learn! Hope she can join us ^ Cara #solopr



**KellyeCrane** 12:09pm via TweetDeck

Q1: Last week's newsletter (signup: [eepurl.com/dwfFD](http://eepurl.com/dwfFD)) Pro Tip was re: 2012 client budget plans. Seeing budget increases/decreases? #solopr