



#SoloPR Transcript – 11/16/2011

This week's chat was sponsored by PitchPen



1. What are you doing right now to get more business for 2012?
2. If you work from a home office, are you pleased w/the set up and how it looks?
3. Client is trade show. How do you charge for three 10-hour days?
4. Client recently hired someone, now says out of money- seeks to renegotiate contract \$, w/same responsibilities. What to do?



[SoloPR 2:00pm via TweetGrid.com](#)

Wow! Can you believe our official hour is up? Thanks again to [@olgaorda](#) of [@pitchpennews](#) for sponsoring! [#solopr](#)



[prforsmallbiz 2:00pm via web](#)

Agreed. That can be left for a call or Skype RT [@3HatsComm](#) make it worth it. I'm not driving, fighting ATL traffic for 15min meeting. [#SoloPR](#)



[CommAMMO 2:00pm via TweetChat](#)

Yep. RT @joeldon: Seems like we are all over the roadmap when it comes to travel time reimbursement. [#solopr](#)



[dwannolsen](#) 2:00pm via TweetChat

RT @KristK: If I travel on client biz, I charge them. What I don't do is involve them if arrive early/stay late for personal reasons. [#solopr](#)



[CommAMMO](#) 2:00pm via TweetChat

yes RT @dwannolsen: RT @andywomyn: Q4 Hired to build bookcase at set \$. Run out of \$, but want bookcase...? Unacceptable in any prof [#solopr](#)



[dariasteigman](#) 1:59pm via TweetDeck

@KristK I agree. The extras are my business, my expense. [#solopr](#)



[jgombita](#) 1:59pm via web

@dconconi think of it like a per diem travel charge. (That's what associations, etc., do for volunteers.) [#solopr](#)



[3HatsComm](#) 1:59pm via TweetChat

@3HatsComm I'm careful not to itemize too much, looks like nickel n diming; just bill flat fees when applicable. [#SoloPR](#)



[joeldon](#) 1:59pm via TweetDeck

Seems like we are all over the roadmap when it comes to travel time reimbursement. [#solopr](#)



[GnosisArts](#) 1:59pm via TweetChat

Nice joining in everybody, I have to get back to class. See you next week! ^Brittney [#solopr](#)



[KateRobins](#) 1:59pm via TweetChat

@[SocialDani](#) Eat the difference. [#solopr](#)



[dconconi](#) 1:59pm via TweetChat

cleaner RT @[KristK](#): If I trvl on client biz, I charge. What I dont do is invlve them if arrive early/stay late for prsnl reasons. [#solopr](#)



[dwannolsen](#) 1:59pm via TweetChat

RT @[andywomyn](#): Q4 Hired to build bookcase at set \$. Run out of \$, but still want bookcase...? Unacceptable in any profession. [#solopr](#)



[dariasteigman](#) 1:59pm via TweetDeck

@[jgombita](#) Maybe b/c I'm in D.C., I see this stuff as junkets. Plus, don't want my clients to think I'm open to bartering. [#solopr](#)



[KellyeCrane](#) 1:58pm via TweetDeck

@[MuslimNewMedia](#) I've done a 20% discount for non-profits (depending on the non-profit, of course!) [#solopr](#)



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

RT @SoloPR: Nice RT @andywomyn: Q4 Hired to build bookcase at set \$. Run out of \$, but still want bookcase...? Unacceptable in any profession. [#solopr](#)



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

A3: For me, client travel means occasionally flying or an all-day drive, not an everyday thing.. [#solopr](#)



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

sensible RT @KristK: A3: If I travel on client biz, I charge. What I dont do is involve them if arr early/stay late 4 pers reasons. [#solopr](#)



[dariasteigman](#) 1:57pm via [TweetDeck](#)

BTW, I created an "Independent Smarts" Twitter list of [#solopr](#) chat participants. Trying to keep it (us) up to date: bit.ly/tFFaqa



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

@[akenn](#) Thank you! [#solopr](#)



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

@[MuslimNewMedia](#) Yes. [#solopr](#)



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

Right - I bill for 45 min of 'real' travel time, not 45 minutes to drive the 8 miles to NYC. RT @[3HatsComm](#)
I look at miles & time [#SoloPR](#)



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

A3: If I travel on client biz, I charge them. What I don't do is involve them if I arrive early/stay late for personal reasons. [#solopr](#)



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

@[TracyShryerPR](#) Of course! [#solopr](#)



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

A4 related question, re variable rates: do you have a discount rate for non-profits? [#solopr](#)



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

@[KateRobins](#) I take it [#solopr](#) is more interesting than your FREE PR webinar.... :-)



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

RT @[akenn](#): A4: great thing about this chat..participants (e.g. @[prforsmallbiz](#), @[MuslimNewMedia](#)) bring up angles you don't think of [#solopr](#)



[JasMollica](#) 1:55pm via [ÜberSocial for BlackBerry](#)

Are you embracing PR? I explain: wp.me/pKfjZ-gA [#u30pro](#) [#pr](#) [#solopr](#)



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

Would it be ok to stay after a few minutes to discuss the new offering? I missed last week. [#solopr](#)



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

Succinct! RT [@fransteps](#): a4: Input=output. [#solopr](#)



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

Nice RT [@dariasteigman](#): [@MuslimNewMedia](#) That's my philosophy. If your rate is negotiable, what's your value? [#solopr](#)



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

A4: great thing about this chat..participants (e.g. [@prforsmallbiz](#), [@MuslimNewMedia](#)) bring up angles you don't auto think of [#solopr](#)



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

[@KristK](#) If they understand the value of money, they won't hold it against you for not covering travel costs. It's a perk not a must [#solopr](#)



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

[@prforsmallbiz](#) [@commAMMO](#) [@KristK](#) I look at miles & time; not fair to bill client 23 miles away for ATL traffic making it an hour. [#SoloPR](#)



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

Amen! RT [@dariasteigman](#): [@MuslimNewMedia](#) That's my philosophy. If your rate is negotiable, what's your value? [#solopr](#)



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

A4: Can say: what is your new budget? Here are the priorities: we can do X and Y, but not Z. Z costs more than your budget. [#solopr](#)



[jgombita](#) 1:54pm via web

[@dariasteigman](#) [@KristK](#) [@commAMMO](#) but if you negotiate it (like a barter) as "instead of travel" is it still seen as a perk? [#solopr](#)



[prforsmallbiz](#) 1:54pm via web

RT [@dariasteigman](#) [@MuslimNewMedia](#) That's my philosophy. If your rate is negotiable, what's your value? [#solopr](#)



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

+1 RT [@karensim](#): A4: Renegotiate scope but never agree to do same work for less dollars [#solopr](#)



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

[@KristK](#) I sometimes agree with that. If they have to pay travel, they may decide I don't need to be on-site. [#solopr](#)



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

[@MuslimNewMedia](#) That's my philosophy. If your rate is negotiable, what's your value? [#solopr](#)



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

Interesting. RT @JanetLFalk: @dconconi Had the reverse happen. More work. Increased project invoice. #solopr



[prforsmallbiz](#) 1:53pm via [TweetGrid.com](#)

RT @SoloPR: Never ever- will lose credibility that way. RT @karensxim: A4: Renegotiate scope but never agree to do same work for less dollars #solopr



[SoloPR](#) 1:53pm via [TweetGrid.com](#)

@KateRobins We are irresistable, no? #solopr



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

Never ever- will lose credibility that way. RT @karensxim: A4: Renegotiate scope but never agree to do same work for less dollars #solopr



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

@jgombita Back in a past life, I got a full weekend in London paid by client (wd hv had to fly home 4 wkend.) #solopr



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

good when that happens! RT @JanetLFalk: Had the reverse happen. More work. Increased project invoice. #solopr



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

RT @karensxim: A4: Renegotiate scope but never agree to do same work for less dollars #solopr



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

Very well said RT [@karensxim](#): A4: Renegotiate scope but never agree to do same work for less dollars [#solopr](#)



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

[#solopr](#) A4: Rates that are renegotiated for less money means less work. Identify new priorities w/ client. Everyone wants clarity.



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

[@jgombita](#) Never. Better to pay for own vaca, extra night, etc. Keep client out of it. [#solopr](#)



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

a4: Input=output. [#solopr](#)



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

Scope + maybe effort level (only so much time on X) RT [@karensxim](#): A4: Renegotiate scope but never agree to do same work for less \$ [#solopr](#)



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

[@REDMEDIAPR](#) stay safe!!! [#solopr](#)



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

@[dconconi](#) Had the reverse happen. More work. Increased project invoice. [#soloPR](#)



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

@[REDMEDIAPR](#) Stay safe! [#solopr](#)



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

RT @[SoloPR](#): Q4: Client hired someone now says out of money- seeks to renegotiate contract \$, w/same responsibilities. What to do? [#solopr](#)



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

@[REDMEDIAPR](#) be safe! [#solopr](#)



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

RT @[karenswim](#) agreed, if you do that, then you are essentially cheapening your brand/service. Exactly!
^Brittney [#solopr](#)



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

@[JohnBowesPR](#) Exactly! [#solopr](#)



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

Well said! RT @[JohnBowesPR](#) Have to lower expectations when \$\$ is lowered. [#solopr](#)



[prforsmallbiz](#) 1:51pm via web

If it is a good/long-term client, we can rework deliverables. [#solopr](#)



[3HatsComm](#) 1:51pm via [TweetChat](#)

@[joeldon](#) Budgets are always tight, but some clients think they can turn support over to office staff, cut corners. [#SoloPR](#)



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

whoops - tornado warning so hoping off, catch you guys next week [#solopr](#)



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

A4: If it's a good client, might make some accom 2 nu realities. Most of the time, tho, we can't cut rate in half, eh? [#solopr](#)



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

I'm back. [#solopr](#)



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

@[dariasteigman](#) agreed. better to negotiate scope, not rate [#solopr](#)



[jgombita](#) 1:50pm via [web](#)

Curious @[dariasteigman](#) @[CommAMMO](#) rather than billing for travel, have you ever negotiated extra hotel night and add a mini holiday? [#solopr](#)



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

@REDMEDIAPR Stay safe! [#solopr](#)



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

RT @SoloPR: Q4: Client hired someone now says out of money- seeks to renegotiate contract \$, w/same responsibilities. What to do? [#solopr](#)



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@JohnBovesPR Exactly! [#solopr](#)



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

I'm back. [#solopr](#)



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

A4 cont;d: if you think you can trust them (big IF) then renegotiate based on lower deliverables - and get some \$\$ up front! [#solopr](#)



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

@[dariasteigman](#) agreed. better to negotiate scope, not rate [#solopr](#)



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

@[karensxim](#) agreed, if you do that, then you are essentially cheapening your brand/service. [#solopr](#)



[jgombita](#) 1:50pm via web

Curious @[dariasteigman](#) @[CommAMMO](#) rather than billing for travel, have you ever negotiated extra hotel night and add a mini holiday? [#solopr](#)



[prforsmallbiz](#) 1:50pm via web

I'm not in biz to do the same or more work for less \$. I'd wish them well & maybe refer to someone else who can help. [#solopr](#)



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

@[kareswim](#) - lighten the load if you have to ^Brittney [#solopr](#)



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

@[CommAMMO](#) They don't travel for free? At end of day, it's about putting together a "whole" project both parties can live with. [#solopr](#)



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

RT @[ScribnerPR](#): Did I read that correctly? "same responsibilities?" Renegotiate both fees and deliverables, theres no free lunch. [#solopr](#)



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

@[SoloPR](#) A4. Had this happen. We cut dedicated retainer, & billed project to project. Have to lower expectations when \$\$ is lowered. [#solopr](#)



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

A4: Renegotiate scope but never agree to do same work for less dollars [#solopr](#)



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

RT [@ScribnerPR](#): Q4 Did I read that correctly? "same responsibilities?" Renegotiate both fees and deliverables, there's no free lunch [#solopr](#)



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

Plan B FTW! RT [@dariasteigman](#): A4. Run away. We call that bait & switch. Option B: renegotiate the scope to fit the new budget. [#solopr](#)



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

A3 follow up -- 1 approach, which may not work for all scenarios or niches, is to offer training. Value is in clients' empowerment. [#solopr](#)



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

[@SoloPR](#) A4 wish them luck. [#solopr](#)



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

I bill for anything over a 45 minute drive. Been screwed b4 RT [@KristK](#) [@CommAMMO](#) I don't bill for travel if it's a 2-hour drive [#solopr](#)



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

A4: hopefully you found out b4 you spent too much time... [#solopr](#)



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

RT @SoloPR: Q4: Client rntly hired person, now out of money- seeks to renegotiate contract \$, w/same responsibilities. What 2 do? [#solopr](#)



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

RT @SoloPR: Q4: Client recently hired someone, now says out of money- seeks to renegotiate contract \$, w/same responsibilities [#solopr](#)



[dariasteigman](#) 1:49pm via TweetDeck

A4. Run away. We call that bait & switch. Option B: renegotiate the scope to fit the new budget. [#solopr](#)



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

RT @SoloPR: Q4: Client recently hired someone, now says out of money- seeks to renegotiate contract \$, w/same resps. What 2do? [#solopr](#)



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

@SoloPR Double doozy! [#solopr](#)



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

@jgombita, everything moves so quickly here, still trying to get the feel of [#tweetchats](#) I was referring to boring trade shows :-P [#solopr](#)



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

RT @SoloPR: Q4 Client recently hired someone, now says out of \$\$-seeks to renegot. contract \$, w/same responsibilities. What to do? [#solopr](#)



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

Q4 Did I read that correctly? "same responsibilities?" Renegotiate both fees and deliverables, there's no free lunch. [#solopr](#)



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

Davina, I find tight budgets play the key role these days @3HatsComm: how do you convince some clients of value...4 on-site support [#SoloPR](#)



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

@dariasteigman Agree - just not sure whether the client will! (I know, just bill it, right?) [#solopr](#)



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

RT @SoloPR: Q4: Client recently hired someone, now says out of money- seeks to renegotiate contract \$, w/same resp. What to do? [#solopr](#)



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

RT@SoloPR: Q4: Client recently hired someone, now says out of money-seeks 2 renegotiate contract \$, w/same responsibilities. What 2 do? [#solopr](#)



[prforsmallbiz](#) 1:48pm via web

@[3HatsComm](#) Have a concise plan that will attract revenue or brand awareness opportunities [#SoloPR](#)



[SoloPR](#) 1:47pm via TweetGrid.com

Q4: Client recently hired someone, now says out of money- seeks to renegotiate contract \$, w/same responsibilities. What to do? [#solopr](#)



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

@[GnosisArts](#) sorry, I'm not sure to which comment you are responding (not threaded). (Great to see you here participating!) [#solopr](#)



[KristK](#) 1:47pm via TweetGrid.com

@[CommAMMO](#) I don't bill for travel if it's a 2-hour drive, but a couple of 3-hour flight and layovers? heck, yes. [#solopr](#)



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

A3 - Show them your plan. Persuasiveness will play the biggest role of them all ^Brittney [#solopr](#)



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

RT @[3HatsComm](#) Q3 follow up Q: how do you convince some clients of value, the need for you to be onsite (and spend that \$)? [#SoloPR](#)



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

@[dconconi](#) Thanks for the good wishes. Will let you know. [#soloPR](#)



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

@[CommAMMO](#) I bill for travel, b/c it's still your time that you can't bill elsewhere. Unless you do other work on the plane... [#solopr](#)



[3HatsComm](#) 1:46pm via [TweetChat](#)

Q3 follow up Q: how do you convince some clients of value, the need for you to be onsite (and spend that \$)? [#SoloPR](#)



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

A3: Big difference between working with exhibitor, speaker or show itself. [#solopr](#)



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

@[KristK](#) Thx. Will contact you soon. [#soloPR](#)



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

@[jgombita](#) ya sometimes. I guess keeping your crowd engaged would be ideal for everyone and good for word of mouth [#solopr](#)



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

@[KristK](#) past life we differentiated from big agencies by telling client we didn't bill for travel. But the day rate was bigger... [#solopr](#)



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

@[TracyShryerPR](#) We really, really do! xxoo [#solopr](#)



[SoloPR](#) 1:45pm via [TweetGrid.com](#)

Glad you found the answers useful, @[JanetLFalk](#)! Q4 is coming up (and it's a doozy) ... [#solopr](#)



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

@[JanetLFalk](#) good luck! [#solopr](#)



[KristK](#) 1:45pm via [TweetGrid.com](#)

@[JanetLFalk](#) Happy to chat privately, if you wish. [#solopr](#)



[TracyShryerPR](#) 1:45pm via [TweetGrid.com](#)

@[karensxim](#) Giving Karen a virtual hug! We need to catch up! [#solopr](#)



[REDMEDIAPR](#) 1:45pm via [TweetDeck](#)

A3. bill show time, make sure to include prep and I always add 10% more time to est (but bill actual) bill for half of travel time [#solopr](#)



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

RT @[KellyeCrane](#):Beyond this Q, travel time often billed @ half your hourly rate (door2door). But, can also work that time for xtra \$ [#solopr](#)



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

@[CommAMMO](#) not yet. If they want me on-site, they're usually willing to pay the hassle-factor. [#solopr](#)



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

true dat. RT @[jgombita](#): A3, Not to mention working at a show is very tiring (and, quite frankly, often deadly dull). [#solopr](#)



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

This was my Q. Pitching biz for trade show. Prior PR pro retired. Tough to gauge needs of new industry. THANKS ALL ! [#soloPR](#)



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

RT @[KellyeCrane](#): A3:travel time is often billed at half your hourly rate (door to door). But, you can also work that time for xtra \$ [#solopr](#)



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

A3, Not to mention working at a show is very tiring (and, quite frankly, often deadly dull). [#solopr](#)



[GnosisArts](#) 1:43pm via [TweetChat](#)

@[KellyeCrane](#) It's nice to be flexible but when doing shows frequently don't you have to stick with a timeline?Don't be too available [#solopr](#)



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

Hello fellow PR lovers [#solopr](#)



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

A3: Beyond this Q, travel time is often billed at half your hourly rate (door to door). But, you can also work that time for xtra \$ [#solopr](#)



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

RT @[jgombita](#): You don't want to price yourself out of market, if you live way in the country, etc. Part of it is lifestyle choice. [#solopr](#)



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

A3: Clients may want you to abide by their per-diem policies and bill your room to their account. Others prefer to just be billed. [#solopr](#)



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

RT @[dconconi](#): as solos we can afford to be flexible with clients but dont underestimate the time at a show - hours you cant spend on other work [#solopr](#)



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

A3: If client feels ur support pushed budget limit at last show (even if work was great), might not get to do next one. B careful. [#solopr](#)



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

@[JanetLFalk](#) Sadly, it wasn't project creep so much as a partner who needed very little downtime. Love the partner, not the process. [#soloPR](#)



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

RT @KellyeCrane: A3: Also, be careful not to sell yourself short on the day rate. A 10-hr day can turn into a 16-hr one... [#solopr](#)



[jgombita](#) 1:42pm via web

@joeldon agree. You don't want to price yourself out of market, if you live way in the country, etc. Part of it is lifestyle choice. [#solopr](#)



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

Exactly. It's like a marriage. RT @dconconi: dont underestimate the time at a show - hours you cant spend on other work [#solopr](#)



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

@KristK Do you have any push-back from clients when billing for travel? [#solopr](#)



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

RT @dconconi: as solos we can afford to be flexible with clients but dont underestimate the time at a show - hours you cant spend on other work [#solopr](#)



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

as solos we can afford to be flexible with clients but dont underestimate the time at a show - hours you cant spend on other work [#solopr](#)



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

@[TracyShryerPR](#) Hellooooo! [#solopr](#)



[jgombita](#) 1:41pm via [TweetDeck](#)

RT @[KellyeCrane](#): A3: Also, be careful not to sell yourself short on the day rate. A 10-hr day can turn into a 16-hr one quick, fast, and in a hurry! [#solopr](#)



[3HatsComm](#) 1:41pm via [TweetChat](#)

This. RT @[KellyeCrane](#): Be careful not to sell yourself short. A 10-hr day can turn into a 16-hr one quick, fast, and in a hurry! [#SoloPR](#)



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

Interesting RT @[KristK](#): @[fransteps](#) I charge half of daily rate for travel days. [#solopr](#)



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

RT @[TracyShryerPR](#): popping in to say hello to my favorite group of people! [#solopr](#)



[KristK](#) 1:40pm via [TweetGrid.com](#)

Amen! RT @[KellyeCrane](#): A3: Be careful not to sell yourself short on the day rate. A 10-hr day can turn into a 16-hr one quick [#solopr](#)



[MuslimNewMedia](#) 1:40pm via [Twitpic](#)

still from office Skype [#solopr](#) twitpic.com/7f0r6o



[JanetLFalk](#) 1:40pm via [TweetDeck](#)

@[dariasteigman](#) Beware project creep ! [#soloPR](#)



[ScribnerPR](#) 1:40pm via [TweetDeck](#)

A3 Bill actual travel as hard cost, then an 8 hour daily rate to include travel time and work time. [#solopr](#)



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

RT @[KellyeCrane](#): Be careful not to sell yourself short on the day rate. 10-hr day can turn into 16-hrs quick, fast, and in a hurry! [#solopr](#)



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

@[TracyShryerPR](#) Hi Tracy! [#solopr](#)



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

@[CommAMMO](#) what about [#icchat](#)? (BTW, posted on Google+ today for [#brandchat](#) my notes re: corporate videos from earlier chat, etc.) [#solopr](#)



[dariasteigman](#) 1:40pm via [TweetDeck](#)

@[KellyeCrane](#) I agree. Had a day rate for one project (based on 10 hrs/day) w/ too many 16-hour days. [#solopr](#)



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

A3: Travel time is always dicey, have to work that out on project-by-project basis, no one right formula. [#solopr](#)



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

popping in to say hello to my favorite group of people! [#solopr](#)



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

RT [@prforsmallbiz](#): I rather come up with one project rate (instead of by the hour) for everything, which would also include travel [#solopr](#)



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

[@solopr](#) Your Q3 is leading to some complicated, but very enlightening answers. [#solopr](#)



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

[@joeldon](#) Day doesn't end when the exhibit floor closes. I base daily rate on 12-hour day, not 8 -- but I'm all theirs. [#solopr](#)



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

I rather come up with one project rate (instead of by the hour) for everything, which would also include travel [#solopr](#)



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

A3: Also, be careful not to sell yourself short on the day rate. A 10-hr day can turn into a 16-hr one quick, fast, and in a hurry! [#solopr](#)



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

@[joeldon](#) completely agree. Need to charge premium if you're using exclusive time. [#solopr](#)



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

A3: A solid rate for the hours put in I'd say. Your time is just as valuable as the content being shared during the trade show [#solopr](#)



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

@[KristK](#) I don't charge travel days when on retainer...but I do book the work time... [#solopr](#)



[prforsmallbiz](#) 1:38pm via web

A3) Charge hourly rate for active work + travel [#solopr](#)



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

@[KristK](#) That makes sense and so true, esp. bec. I live in Texas! If I have to leave state, it takes all day! [#solopr](#)



[stlpr](#) 1:38pm via web

[#solopr](#) A3: Trade show client = charge as project / flat rate. Clients get annoyed with separate charges. Just want single figure outlined.



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

RT @[joeldon](#): A2: You can purchase backdrops made for Skype video calls. [#solopr](#)



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

yep. RT@[KristK](#):@[fransteps](#) I charge half of daily rate for travel days. Doesn't matter where im going, travel sucks up the whole day. [#solopr](#)



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

A3: I find building it into the overall promo fee works best (so client doesn't get hung up on on-site hourly rate). [#solopr](#)



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

A3: When u are at trade show from 10-4, that's what I call "captive time." You can't work on other clients. Hence, 8 hour charge. [#solopr](#)



[KateRobins](#) 1:37pm via web

Sorry [#How](#) to communicate your event to mass markets. FREE PR webinar, I'm two-timing with [#solopr](#)



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

@[MuslimNewMedia](#) I get per diem for govt clients. Otherwise it's (reasonable) expenses. [#solopr](#)



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

@[GnosisArts](#) Welcome! Q3: Client is trade show. How do you charge for three 10-hour days? [#solopr](#)



[KristK](#) 1:37pm via [TweetGrid.com](#)

@[fransteps](#) I charge half of daily rate for travel days. Doesn't matter where I'm going, travel sucks up the whole day. [#solopr](#)



[prforsmallbiz](#) 1:37pm via [web](#)

Hi everyone, sorry I'm late [#solopr](#)



[TracyShryerPR](#) 1:37pm via [TweetGrid.com](#)

I'm getting real-time search results at [TweetGrid](#) [tweetgrid.com](#) [#solopr](#)



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

A3: would this be better as a project rate? I think so (and @[johnbowespr](#) beat me to this answer!) [#solopr](#)



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

Sorry [#solopr](#). Had to drop off to join How to communicate your event to mass markets. FREE PR webinar



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

Love the expertise here! RT @[KristK](#): A3: I've helped client with their shows past two years. DM me if you want exact terms. [#solopr](#)



[JohnBowesPR](#) 1:36pm via [TweetGrid.com](#)

RT @SoloPR: Q3: Client is trade show. How do you charge for three 10-hour days? [#solopr](#)



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

per diem as well? RT @karenswin: I have a day rate for onsite consulting, so for trade show I would provide a flat rate + travel [#solopr](#)



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

good! RT @KristK: A3: two daily rates -- one for on-site and another for travel days. Prep time is hourly. [#solopr](#)



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

Hi everyone, just joining in now from Ontario, Canada on behalf of Gnosisarts ^Brittney. What's the question? [#solopr](#)



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

A3: Have always just charged a flat 8 hours, regardless of how much time is working time. Clients never have issue. [#solopr](#)



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

@SoloPR A3. Could charge them hourly rate, w/ discount. Or put a package 2gether that adequately compensates PR Pro. [#solopr](#) [#solopr](#)



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

flat rate based on discount of actual hours to be spent at show (add on travel/per diem) [#solopr](#)



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

@[KristK](#) How do you charge on Travel days? I find that confusing. [#solopr](#)



[KristK](#) 1:36pm via [TweetGrid.com](#)

A3: I've helped client with their shows past two years. DM me if you want exact terms. [#solopr](#)



[SoloPR](#) 1:36pm via [TweetGrid.com](#)

RT @[WolcottPR](#): A3: Flat rate, plus preparation for the show. [#solopr](#)



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

@[jgombita](#) thanks, likewise! I've been chatless in Cleveland... [#solopr](#)



[3HatsComm](#) 1:35pm via [TweetChat](#)

With travel, expenses. RT @[WolcottPR](#): A3: Flat rate, plus preparation for the show. [#SoloPR](#)



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

RT @[karensxim](#): A3: I have a day rate for onsite consulting, so for trade show I would provide a flat rate + travel if needed [#solopr](#)



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

A3: two daily rates -- one for on-site and another for travel days. Prep time is hourly. [#solopr](#)



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

I've got something similar coming up. RT @SoloPR: Q3: Client is trade show. How do you charge for three 10-hour days? [#solopr](#)



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

A3: Trade shows = lots of pre-event prep, so hard to charge for just "on site" time. [#solopr](#)



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

RT @SoloPR: Q3: Client is trade show. How do you charge for three 10-hour days? [#solopr](#)



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

@MuslimNewMedia But then, there can't be any messiness between you and the wall hangings. Aye, there's the rub. :-) [#solopr](#)



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

@CommAMMO WOW! Haven't seen you in ANY chats for weeks. Great to see your mug, Sean. [#solopr](#)



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

A3: I have a day rate for onsite consulting, so for trade show I would provide a flat rate + travel if needed [#solopr](#)



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

RT@[joeldon](#):Google it & try eBay, u will find tons. And they are cheap. Effect is cool. @[dconconi](#)
@[karensxim](#): re; Skype backgrounds [#solopr](#)



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

A3: Flat rate, plus preparation for the show. [#solopr](#)



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

RT @[SoloPR](#): Q3: Client is trade show. How do you charge for three 10-hour days? [#solopr](#)



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

@[REDMEDIAPR](#) What a cool idea, had not even thought of FedEx Kinkos! [#solopr](#)



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

Hi everyone - I'm stoked to be able to drop in here... [#solopr](#)



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

i just have a couple of nice wall hangings and call it a day :) [#solopr](#)



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

RT @[SoloPR](#): Q3: Client is trade show. How do you charge for three 10-hour days? [#solopr](#)



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

@SoloPR @joeldon awesome idea! #solopr



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

RT @SoloPR: Q3: Client is trade show. How do you charge for three 10-hour days? #solopr



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

@fransteps Good one, spoiled by my nice iMac widescreen.. Great for multitasking. #SoloPR



[KristK](#) 1:33pm via TweetGrid.com

A2: I need a carnival cutout I can just stick my head through for skype -- suit with pretty office, not bikini babe. OK, maybe both #solopr



[joeldon](#) 1:33pm via TweetDeck

Google it and try eBay, you will find tons. And they are cheap. Effect is cool. @dconconi @karenskim: re; Skype backgrounds #solopr



[SoloPR](#) 1:33pm via TweetGrid.com

Q3: Client is trade show. How do you charge for three 10-hour days? #solopr



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

@akenn I did this. Had our logo done at fed-ex kinkos for backdrop - wasnt super \$\$ #solopr



[jgombita](#) 1:32pm via web

@[KristK](#) you can do that trick: if I haven't looked at this in six months (unless a contract, etc.) I can probably recycle this now. [#solopr](#)



[stlpr](#) 1:32pm via web

@[JanetLFalk](#) [#solopr](#) @[solopr](#) Janet, thxs for sharing. Another good app to know. Have a gr8 Thxgiving.



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

@[akenn](#) Try Staples. A couple there w/ good lower back support in mid-range pricing. Mine's 15 years old, from Healthy Back Store. [#solopr](#)



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

Really? Where? RT @[joeldon](#) A2: You can purchase backdrops made for Skype video calls. [#solopr](#)
[#solopr](#)



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

Really?? Like, on a stand that you setup behind you? RT @[joeldon](#): A2: You can purchase backdrops made for Skype video calls. [#solopr](#)



[jgombita](#) 1:31pm via web

@[joeldon](#) I need to send you the German garage door decals.... [#solopr](#)



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

@[joeldon](#) Oh wow, I was thinking of that the other day, recommendations? [#solopr](#)



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

seriously cool! Need to check this out. RT @[joeldon](#): A2: You can purchase backdrops made for Skype video calls. [#solopr](#)



[JanetLFalk](#) 1:31pm via [TweetDeck](#)

@[stlpr](#) Note Taker HD permits list-writing and hand-writing on iPad , iPhone. Full disclosure: my client. [#solopr](#)



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

Yes! RT @[olgaorda](#): I hear you @[JanetLFalk](#) - Often, doing a first class job with one client can have a lucrative domino effect... [#solopr](#)



[stlpr](#) 1:31pm via [web](#)

[#solopr](#) A2: Good office chair important. Have you tried stability ball? Awesome workout for abs w/out actual crunches.



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

A2: You can purchase backdrops made for Skype video calls. [#solopr](#)



[karens swim](#) 1:30pm via [HootSuite](#)

@[heatherrast](#) Thank you Heather! [#solopr](#)



[fransteps](#) 1:30pm via [TweetChat](#)

A2: Also, giant computer screen is gr8 investment after good chair. [#solopr](#)



[olgaorda](#) 1:30pm via [TweetGrid.com](#)

I hear you @ [JanetLFalk](#) - Often, doing a first class job with one client can have a lucrative domino effect... [#solopr](#)



[KristK](#) 1:30pm via [TweetGrid.com](#)

@ [jgombita](#) Much, much better than last year so slowly but surely making headway. [#solopr](#)



[SoloPR](#) 1:30pm via [TweetGrid.com](#)

As always, your answers to that question were both informative and entertaining! Q3 is up next... [#solopr](#)



[akenn](#) 1:30pm via [TweetChat](#)

@ [dariasteigman](#) I need a new chair. Any recommendations? [#solopr](#)



[S0nShyne](#) 1:30pm via [TweetCaster for Android](#)

Haha cute @ [KellyeCrane](#): Uh oh, pup has already destroyed ball that was supposed to last the while chat! [#solopr](#) [pic.twitter.com/9JPN5k8Z](#)



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

@ [dariasteigman](#) WHat'd'jya get? [#solopr](#)



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

Favorite part of my office (aside from good chair) - good lighting (and far from the kitchen) [#solopr](#)



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

RT [@dariasteigman](#): Agree w/ [@heatherrast](#). Good chair makes all the difference. Was one thing I invested in early on. [#solopr](#)



[stlpr](#) 1:29pm via [web](#)

[#solopr](#) [@solopr](#) [#A2](#) For list makers, Evernote is a wonderful app for laptop, smart phone, I-Pad, etc.. keeps thoughts well organized.



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

RT [@joeldon](#): A2: ... 5 years in fancy \$\$\$ office tower, only 1 client ever schlepped to us (once); we always met at their offices. [#solopr](#)



[jgombita](#) 1:29pm via [web](#)

So much for paperless office... RT [@KristK](#): A2: I'm a piler and stacker so office is perpetually an eye-sore... [#solopr](#)



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

[@akenn](#) Amen re: that! Close the door and see all the school projects kids stuffed back there when it was open. [#solopr](#)



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

[@joeldon](#) Also meet at hotel lobbies, coffee shops, etc. [#soloPR](#)



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

Fessing up on my messy office during [#solopr](#) chat. ow.ly/i/lq6T



[3HatsComm](#) 1:28pm via TweetChat

Lucky for me most clients aren't that techy yet. RT @[MuslimNewMedia](#): a2 works for me:) it cleans up pretty quick for Skype, etc. [#SoloPR](#)



[KristK](#) 1:28pm via TweetGrid.com

A2: Covered walls/shelves at old job with diplomas and awards to impress guests. Now all in boxes since dog doesnt appreciate. [#solopr](#)



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

Agree w/ @[heatherrast](#). Good chair makes all the difference. Was one thing I invested in early on. [#solopr](#)



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

A2: Also should note, 5 years in fancy \$\$\$ office tower, only 1 client ever schlepped to us (once); we always met at their offices. [#solopr](#)



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

@[KateRobins](#) Stop by when you are in town. [#soloPR](#)



[dconconi](#) 1:27pm via TweetChat

Ha! I do!RT @KateRobins: Yeah, check out the return discount area first and see all the storage systems peopleve since gotten over. [#solopr](#)



[jgombita](#) 1:27pm via web

A2. My gym has some of those "massage" chairs (which I adore). One for the office would be great, too. [#Christmaswishlist](#) [#solopr](#)



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

@[fransteps](#) @[KristK](#) My mom calls piles "floor files." :-) [#solopr](#)



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

RT @ [SoloDovePR](#): Congrats RT @[KellyeCrane](#) In case you missed it - Celebrating 16 Years & Counting [ow.ly/7vgli](#) [#solopr](#)



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

A2 I'd like more space, but some of that's b/c of my own disorganizational shortcomings. Sometimes things go in piles way too long. [#SoloPR](#)



[KateRobins](#) 1:27pm via TweetChat

@[JanetLFalk](#) Sounds divine! [#solopr](#)



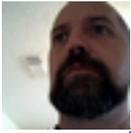
[ScribnerPR](#) 1:27pm via TweetDeck

A2. Besides needing an organizational specialist, my office will suffice. [#solopr](#)



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

@[dconconi](#) Yeah, check out the return discount area first and see all the storage systems people've since gotten over. [#solopr](#)



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

amen. RT @[karensxim](#): A1: Seeking new biz is just like job search, diamonds are in your own network, you just have to mine it properly [#solopr](#)



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

@[akenn](#) My treadmill's in living room. So I get to move around to move around. :) [#solopr](#)



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

@[KristK](#) Me, too. When the piles topple over, it's not a pretty site! [#solopr](#)



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

@[karensxim](#) @[SoloPR](#) [#solopr](#) Yes, our set up is clean, small & contained. Very little paper. Charles Eames furniture forces no clutter.



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

excellent point! RT @[MuslimNewMedia](#): a2 it cleans up pretty quick for Skype, etc. [#solopr](#)



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

A2: Also share space with stationary bike and treadmill - both of which give me the evil eye all day long [#solopr](#)



[JohnBowesPR](#) 1:26pm via Twitter for BlackBerry®

"@SoloPR: Q2: If you work from a home office, are you pleased w/the set up and how it looks? [#solopr](#)"



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

In NYC: Have an amazing view of the Queensboro Bridge and park across the way, now autumn-tinged leaves. Would not change it. [#soloPR](#)



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

A2. Argh! When it's good it's great. When it doesn't sync, or something, it's downtime. Rather a spiritual growth opportunity. [#solopr](#)



[KristK](#) 1:25pm via TweetGrid.com

A2: I'm a piler and stacker so office is perpetually an eye-sore. I keep meaning to get to it, but... [#solopr](#)



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

A2 Yes. I have it set up to be productive. Plus lots of light (corner office) and space to work -- and move around. [#solopr](#)



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

a2 its OK -- works for me:) it cleans up pretty quick for Skype, etc. [#solopr](#)



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

A2: Have done leased fancy, expensive offices and home base. Real estate is overrated. Any desk+chair will due. [#solopr](#)



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

A2: can't walk through IKEA w/o wanting to buy more storage but I resist so EOY will also be time to trash the excess clutter [#solopr](#)



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

Ugh! Sore sport w/ me! RT [@SoloPR](#): Q2: If you work from a home office, are you pleased w/the set up and how it looks? [#solopr](#)



[jgombita](#) 1:25pm via web

That brings up a good point [@kkellerpr](#): How many [#solopr](#) people feel we need to "experiment" with all or most SoMe tools/platforms?



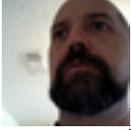
[karenskim](#) 1:25pm via TweetChat

A2: Yes, just changed it again, I like to mix it up so do this at least 3 times per year [#solopr](#)



[JohnBowesPR](#) 1:24pm via Twitter for BlackBerry®

[@solopr](#) A2. Home office could be bigger. Hard coordinating paper b/w other employees' home offices. Would like a space for us all [#solopr](#)



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

good afternoon! [#solopr](#)



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

@[olgaorda](#) Biz dev for our clients often comes before biz dev for ourselves, but we keep at it. [#soloPR](#)



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

A2: I've been thinking of this as my kids just started "sharing" my office space w/a desk of their own (for crafts, not PR) [#solopr](#)



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

RT @[SoloPR](#): Q2: If you work from a home office, are you pleased w/the set up and how it looks? [#solopr](#)



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

@[3HatsComm](#) I guess that phrase would work too, if we thought of @[kellyecrane](#) as our teacher! cc @[akenn](#) [#solopr](#)



[olgaorda](#) 1:24pm via TweetGrid.com

[#solopr](#) members are serious business development pros! excellent ideas here. RT @[soloPR](#) Excellent convo everyone, Q2 is coming up... [#solopr](#)



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

A2 yes, but always looking for new organization ideas to deal with the paper and I need a white board, must order that [#solopr](#)



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

@[KateRobins](#) Depends on client base/industry. Right now, I have no defined downtime, so it's all on me to carve it out. [#solopr](#)



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

RT @[SoloPR](#): Q2: If you work from a home office, are you pleased w/the set up and how it looks? [#solopr](#)



[tonymanolatos](#) 1:23pm via [Twitter for iPad](#)

“@[REDMEDIAPR](#): @[KellyeCrane](#) bully sticks are your best friend during con calls and chats [#puppy](#) [#solopr](#)” \$20 for a good-size bag at Costco.



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

I know what you mean @[kkellerpr](#). But I think we're getting a better sense of where to place resources (time, effort) in PR & SM. [#solopr](#)



[dconconi](#) 1:23pm via [TweetChat](#)

RT @[SoloPR](#): Q2: If you work from a home office, are you pleased w/the set up and how it looks? [#solopr](#)



[3HatsComm](#) 1:23pm via [TweetChat](#)

@[karensxim](#) @[dconconi](#) On streamlining processes, how do you get clients on board w/ say, workflow apps, cloud systems, etc.? [#solopr](#)



SoloPR 1:22pm via TweetGrid.com

Q2: If you work from a home office, are you pleased w/the set up and how it looks? [#solopr](#)



joeldon 1:22pm via TweetDeck

Judy, you are the penultimate "aside." @jgombita: As @karensxim is a true princess ... [#solopr](#)



jgombita 1:22pm via web

If I didn't like and respect you @akenn, I wouldn't tease you. Trust me. I'd be really formal. :-) [#solopr](#)



SoloPR 1:22pm via TweetGrid.com

Awesome! RT @fransteps: A1: I am planning to launch a client newsletter in 2012. Small, but mighty client newsletter that is! [#solopr](#)



karensxim 1:22pm via TweetChat

@jgombita I totally heart you :-) @joeldon you have stumbled into a mutual love fest :-) [#solopr](#)



fransteps 1:21pm via TweetChat

A1: I am planning to launch a client newsletter in 2012. Small, but mighty client newsletter that is! [#solopr](#)



dariasteigman 1:21pm via TweetDeck

@REDMEDIAPR When I covered U.S. Congress, could always count on Aug off. Now I have out my own time. [#solopr](#)



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

As [@karensxim](#) is a true princess [@joeldon](#), she has intimate knowledge of real diamonds. :-) [#solopr](#)



[SoloPR](#) 1:21pm via TweetGrid.com

Excellent convo everyone, Q2 is coming up... [#solopr](#)



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

RT [@dconconi](#): its also a good time to "clean house" - upgrade skills, streamline processes, re-examine "fit" with some clients... [#solopr](#)



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

[@KellyeCrane](#) bully sticks are your best friend during con calls and chats [#puppy](#) [#solopr](#)



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

RT [@karensxim](#): A1: Seeking new biz like job search,diamonds are in your own network, you just have to mine it properly [#solopr](#)



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

[@prweb](#) It's a rainy day in the ATL, so the whole town has cabin fever (including 4-legged citizens) [#solopr](#)



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

@[REDMEDIAPR](#) Tech is my specialty too! [#solopr](#)



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

RT @[karensxim](#): A1: Seeking new biz is just like job search,diamonds are in your own network, you just have to mine it properly [#solopr](#)



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

its also a good time to "clean house" - upgrade skills, streamline processes, re-examine "fit" with some clients... [#solopr](#)



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

@[joeldon](#) Why thank you Joe! :-) [#solopr](#)



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

Also, evolve relationships. This is always a great time to reconnect & recap the year with colleagues who could be referrals [#solopr](#)



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

@[dariasteigman](#) unless you have tech clients, then EOY is consumed with [#ces2012](#) lol [#solopr](#)



[SoloPR](#) 1:19pm via [TweetGrid.com](#)

@[jgomita](#) I know @[akenn](#) didn't mean to suck up-- it is I who chose to take it that way. :-) [#solopr](#)



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

@[KellyeCrane](#) :([#solopr](#) pup needs more stimulation, ha! Maybe he'd like to chat too?



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

@[jgombita](#) I was gonna go w/ teacher's pet but suck up works. ;-) @[akenn](#) @[kellyecrane](#) [#solopr](#)



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

Karen, well said. @[karensxim](#): A1: Seeking new biz like job search, diamonds are in your own network, you just have to mine it properly [#solopr](#)



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

@[jgombita](#) I guess I've been called worse things... [#solopr](#)



[jgombita 1:18pm via web](#)

Big fan of serendipity concept. RT @[JanetLFalk](#): Capitalizing on serendipitous intros and referrals. [#soloPR](#)



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

Yes! RT @[dconconi](#): Lots of proposal writing now as well. Seems prospective clients are "in the mood" to plan for 2012 too [#solopr](#)



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

so impt. RT @jgombita: Are u re-examining/recalibrating social component of PR efforts? Re-evaluating where/when to best spend time? [#solopr](#)



[KellyeCrane](#) 1:18pm via Twitter for iPhone

Uh oh, pup has already destroyed ball that was supposed to last the while chat! [#solopr](#)
<http://t.co/PQBdN6na>



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

Yes! RT @dconconi: Lots of proposal writing now as well. Seems prospective clients are "in the mood" to plan for 2012 too [#solopr](#)



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

so impt. RT @jgombita: Are u re-examining/recalibrating social component of PR efforts? Re-evaluating where/when to best spend time? [#solopr](#)



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

Build on your strengths RT @KristK: A1 Evaluating which skills I enjoy using most and finding projects where I can put them to use. [#solopr](#)



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

@dariasteigman is right. That's been on my to-do list for, oh, 6 months now! [#solopr](#)



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

A1: Seeking new biz is just like job search,diamonds are in your own network, you just have to mine it properly [#solopr](#)



[jgombita](#) 1:17pm via [web](#)

What a chat moderator suck up you are [@akenn...](#) ;-) cc [@kellyecrane](#) [#solopr](#)



[KristK](#) 1:17pm via [TweetGrid.com](#)

A1: Evaluating which skills I enjoy using most and finding projects where I can put them to use. [#solopr](#)



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

[@REDMEDIAPR](#) It's essential. End of year is a good time to work ON the biz. [@KristK](#) [#solopr](#)



[SoloPR](#) 1:16pm via [TweetGrid.com](#)

[@akenn](#) Ooh, extra points for a blog post reference! ;-) [#solopr](#)



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

Lots of proposal writing now as well. Seems prospective clients are "in the mood" to plan for 2012 too [#solopr](#)



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

Q1b. Are many of you re-examining / recalibrating social component of your PR efforts? Re-evaluating where/when to best spend time? [#solopr](#)



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

Capitalizing on serendipitous intros and referrals. [#soloPR](#)



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

A1: Discard notions/issues related to "competition"; partner with other PR pros [#solopr](#)



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

So hard to do but so essential RT [@dariasteigman](#): A1 Blocking out "thinking-to-doing" time & ID new opps to hit ground running. [#solopr](#)



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

A1 Strengthening or making new [#solopr](#) partnerships is one way to branch out too.



[akenn](#) 1:15pm via [web](#)

A1 though I'm thinking of the third point in [@kellyecrane](#) blog post, "challenge yourself" [#solopr](#)



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

A1: After going through numerous & unsuccessful RFPs this fall, I am burnt out! [#solopr](#)



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

RT @KellyeCrane: A1: One big step right now is to go to existing clients and propose new programs [#solopr](#)



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

Networking! RT @SoloPR: Q1: What are you doing right now to get more business for 2012? [#solopr](#)



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

@tonymanolatos Welcome, Tony. Glad to have you here. [#soloPR](#)



[KristK](#) 1:15pm via [TweetGrid.com](#)

RT @dariasteigman: A1 Blocking out "thinking-to-doing" time work on new products in pipeline & ID new opportunities [#solopr](#)



[jgombita](#) 1:15pm via [web](#)

GR8 that you continue to participate! RT @joeldon: A1: Leverage clients and network for referrals vs the downsides of cold calling. [#solopr](#)



[SoloPR](#) 1:15pm via [TweetGrid.com](#)

@tonymanolatos Welcome- glad to have you! [#solopr](#)



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

RT @KellyeCrane: Year-end social gatherings at industry orgs can be great spots for networking. People more cheerful/friendly. [#solopr](#)



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

Me too RT @3HatsComm A1 ...focusing on finishing 2011 strong, carrying over that biz to next year.
[#solopr](#)



[SoloPR](#) 1:14pm via TweetGrid.com

RT @joeldon: A1: Leverage clients and network for referrals vs the downsides of cold calling. [#solopr](#)



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

@tonymanolatos welcome!! [#solopr](#)



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

Yes! RT @joeldon: A1: Leverage clients and network for referrals vs the downsides of cold calling.
[#solopr](#)



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

@tonymanolatos Welcome! [#solopr](#)



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

A1: Year-end social gatherings at industry organizations can be great spots for networking. People more cheerful/friendly. [#solopr](#)



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

RT @jgombita: @olgaorda interesting. My monthly column on @nealschaffers blog focuses on the intersection of #PR and #SM. #solopr



dariasteigman 1:13pm via TweetDeck

A1 Blocking out "thinking-to-doing" time work on new products in pipeline & ID new opportunities to hit ground running. #solopr



tonymanolatos 1:13pm via Twitter for iPad

@SoloPR re Q1: I'm following this chat - for the first time. Good info. Tnx! More about me: linkd.in/bygeorgestrate... #soloPR



joeldon 1:13pm via TweetDeck

A1: Leverage clients and network for referrals vs the downsides of cold calling. #solopr



jgombita 1:13pm via web

@olgaorda interesting. My monthly column on @nealschaffer's blog focuses on the intersection of #PR and #SM. #solopr



KristK 1:13pm via TweetGrid.com

@ScribnerPR Love it. Good to see you again! #solopr



KateRobins 1:13pm via TweetChat

RT @karensxim: Definitely! RT @KellyeCrane: A1: One big step right now is to go to existing clients and propose new programs #solopr



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

Nice! RT @[3HatsComm](#): A1 Not enough for new biz, focusing on finishing 2011 strong, carrying over that biz to next year [#solopr](#)



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

RT @[SoloPR](#): Q1: What are you doing right now to get more business for 2012? [#solopr](#)



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

@[dconconi](#) @[karensxim](#) Thanks, guys! You're too kind. [#solopr](#)



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

Definitely! RT @[KellyeCrane](#): A1: One big step right now is to go to existing clients and propose new programs [#solopr](#)



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

A1: Talking to existing clients (and a few former ones) to assess their needs. Also setting my goals. [#solopr](#)



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

A1: Polishing new products and services, reaching out to existing clients with ideas for 2012 [#solopr](#)



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

A1: starting year in review updates with clients and proactively pitching ideas for Q1 (long leads you know...) [#solopr](#)



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

[@SoloPR](#) Q1. I make really sure customers are happy. Circulate among new folks dispersed by layoffs and form partnerships. [#solopr](#)



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

A1: One big step right now is to go to existing clients and propose new programs [#solopr](#)



[3HatsComm](#) 1:11pm via [TweetChat](#)

A1 Not enough for new biz, focusing on finishing 2011 strong, carrying over that biz to next year. [#solopr](#)



[olgaorda](#) 1:11pm via [TweetGrid.com](#)

RT [@SoloPR](#): Q1: What are you doing right now to get more business for 2012? [#solopr](#)



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

[@SoloPR](#) Gobble, giggle and gaggle! :) [#solopr](#)



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

RT [@SoloPR](#): Q1: What are you doing right now to get more business for 2012? [#solopr](#)



[SoloPR](#) 1:11pm via [TweetGrid.com](#)

@[ScribnerPR](#) Are you saying we gobble? Guilty as charged! :-)
[#solopr](#)



[olgaorda](#) 1:11pm via [TweetGrid.com](#)

@[karensxim](#) & @[dconconi](#) - thanks it's a pleasure to be here! look forward to help out [#soloPR](#)



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

RT @[SoloPR](#): Q1: What are you doing right now to get more business for 2012? [#solopr](#)



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

Go Kellye!! RT @[karensxim](#): Cheerful hello to everyone and congrats to @[KellyeCrane](#) on 16 years as solo! [#solopr](#)



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

RT @[SoloPR](#): Q1: What are you doing right now to get more business for 2012? [#solopr](#)



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

RT @[SoloPR](#): Q1: What are you doing right now to get more business for 2012? [#solopr](#)



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

Yes thank you! RT @[dconconi](#): @[PitchPenNews](#) thanks for sponsoring our [#solopr](#) chat today! [#solopr](#)



[ScribnerPR](#) 1:09pm via [TweetDeck](#)

Hi all, here for pre-turkey gobble chat:) Lori hailing from San Diego area [#solopr](#)



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

@[PitchPenNews](#) thanks for sponsoring our [#solopr](#) chat today!



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

Q1: What are you doing right now to get more business for 2012? [#solopr](#)



[12for12k](#) [karensim](#) 1:09pm via TweetChat

Cheerful hello to everyone and congrats to @[KellyeCrane](#) on 16 years as solo! [#solopr](#)



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

@[olgaorda](#) welcome! we have fun in there. [#solopr](#)



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

@[KateRobins](#) Lots of [#solopr](#) folks are always looking for new ways to find opportunities. Excited to share. :-)



[3HatsComm](#) 1:08pm via TweetDeck

Lunch and [#soloPR](#) chat, joining on dreary day in Atlanta.



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

RT @SoloPR: Today's chat is sponsored by PitchPen,a new service for consultants to pitch companies actively seeking PR help pitchpen.com [#soloPR](https://twitter.com/SoloPR)



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

@[KateRobins](#) - look forward to chatting with you :) thanks [#soloPR](#) members



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

@[SoloPR](#) don't talk to me. i'm on the pitchpen site. [#soloPR](#)



[SoloPR](#) 1:07pm via [TweetGrid.com](#)

Great crowd gathering..Q1 is coming up! [#soloPR](#)



[KristK](#) 1:07pm via [TweetGrid.com](#)

Enthusiastic hello to my [#soloPR](#) pals. Kristie here from MS Gulf Coast.



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

a sponsor - impressive! RT @[KateRobins](#): @[SoloPR](#) Wow. Our little chats all grown up. [#soloPR](#)



[olgaorda](#) 1:07pm via [TweetGrid.com](#)

@[dariasteigman](#) - it is for the PR and social media community - we're inclusive ! [#soloPR](#)



[SoloPR](#) 1:07pm via [TweetGrid.com](#)

@[KateRobins](#) Ha! @[olgaorda](#) and @[pitchpennews](#) is a great fit for us, doncha think? [#solopr](#)



[jenzings](#) 1:07pm via [TweetDeck](#)

Howdy folks! Here to learn from all you smarties! [#soloPR](#)



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

If the chat's gone dead on you it's because we're all filling out the form on the pitch pen site. [#solopr](#)



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

@[olgaorda](#) Hi Olga. Is PitchPen PR/media specific, or comms more broadly? [#solopr](#)



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

Clients will join PitchPen this Dec. – pls contact me if you have Qs [#soloPR](#)



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

I'm Olga & I run PitchPen. As a former consultant, I look forward to working w/ the [#solopr](#) community.



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

@[SoloPR](#) Wow. Our little chat's all grown up. [#solopr](#)



[KristK](#) 1:05pm via [TweetGrid.com](#)

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



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

Popping onto [#soloPR](#). [~ waves hello to the crew ~]



[SoloPR](#) 1:05pm via [TweetGrid.com](#)

Consultant participation in PitchPen is invite only- email membership@[pitchpen.com](#) with your name/experience/links to request invite [#solopr](#)



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

Today's chat is sponsored by PitchPen, a new service for consultants to pitch companies actively seeking PR help [pitchpen.com](#) [#solopr](#)



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

NYC-based [#soloPR](#) Pro w/ Wall Street, law firm, small biz and nonprofit experience. Also subcontract to busy solo-preneurs.



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

@[makasha](#) Good luck to you. [#solopr](#)



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

Been looking forward to this all morning! Diana from Toronto signing in. [#solopr](#)



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

More coffee! [#solopr](#)



[SocialDani](#) 1:03pm via TweetDeck

Hey friends! This is Danielle Inez from the [@diPRagency](#) in Memphis, TN! :) [#SoloPR](#)



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

@[MarketingMel](#) Will miss you too! [#solopr](#)



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

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



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

@[makasha](#) Be safe Makasha! [#solopr](#)



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

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



[SoloPR](#) 1:02pm via TweetGrid.com

If you're joining, please introduce yourself. This is @[KellyeCrane](#) moderating, Atlanta-based blogger at [soloprpro.com](#) #solopr



[SoloPR](#) 1:02pm via [TweetGrid.com](#)

@[AerialEllis](#) We read you loud and clear. :-) #solopr



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

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



[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)



[AerialEllis](#) 1:00pm via [TweetDeck](#)

Hello #solopr. Are you there?



[jenzings](#) 1:00pm via [TweetGrid.com](#)

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



[SoloPR](#) 1:00pm 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