

#SoloPR Transcript – 5/30/2012

1. For reporter queries on Twitter: other than [@helpareporter](#), [@profnet](#) & [@SourceBottle](#) who else do you follow?
2. Prepping for a pitch is exhausting but fun. How do you stay motivated to keep business flowing?
3. What do you think of women-focused groups? (women & men can answer) If female, are you active in these?
4. I see we're talking about health insurance! Let's continue the discussion as Q4: what do you do for coverage?



SoloPR May 30, 2:01pm via TweetGrid.com

Remember, we keep chatting on the hashtag all week -- transcript will be posted tomorrow. Have a great week everyone! [#solopr](#)



JanetLFalk May 30, 2:01pm via TweetDeck

Later [#soloPR](#) pals. Always a pleasure thanks to [@KellyeCrane](#)



KristK May 30, 2:01pm via TweetGrid.com

RT [@dariasteigman](#): A4 Beware "gap" plans, b/c each is new, opens you up to preexisting conditions. Find one, suck it up and keep. [#solopr](#)



SoloPR May 30, 2:00pm via TweetGrid.com

Yes- continual coverage very imp! RT [@dariasteigman](#): A4 Beware "gap" plans, b/c each is new, opens you up to preexisting conditions. [#solopr](#)



dariasteigman May 30, 2:00pm via TweetDeck

[@mbarber](#) Meet well, build well. Good to see you! [#solopr](#)



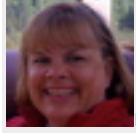
SoloDovePR May 30, 2:00pm via HootSuite

RT @KristK: A4: Some get insurance for day-to-day needs; others for worst-case. Find a plan that covers what keeps you awake. #solopr



JasMollica May 30, 2:00pm via TweetDeck

@jgombita I wanted to check the water temp first. :) #solopr



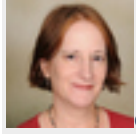
mdbarber May 30, 2:00pm via TweetChat

Great chatting today everyone. See you in a bit. Off to meet some deadlines and build some networks. #solopr



SoloPR May 30, 2:00pm via TweetGrid.com

Oh wow- our official time is up. Thanks everyone for taking time out of this holiday week to join in! #solopr



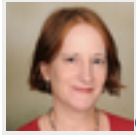
dariasteigman May 30, 2:00pm via TweetDeck

RT @KristK: A4: Some get insurance for day-to-day needs; others for worst-case. Find a plan that covers what keeps you awake. #solopr



JasMollica May 30, 1:59pm via TweetDeck

@SoloPR I'm lucky to share my wife's coverage.. has been a very big help in not having to worry about insurance. #solopr



dariasteigman May 30, 1:59pm via TweetDeck

A4 Beware "gap" plans, b/c each is new, opens you up to preexisting conditions. Find one, suck it up and keep. (Yeah, it sucks). #solopr



SoloPR May 30, 1:59pm via TweetGrid.com

RT @KristK: A4: Some get insurance for day-to-day needs; others for worst-case. Find a plan that covers what keeps you awake. #solopr



SoloPR May 30, 1:59pm via TweetGrid.com

@KateRobins Hate to hear that. #solopr



JanetLFalk May 30, 1:58pm via TweetDeck

Gender gap in pay nyti.ms/KqcA4M #soloPR



KristK May 30, 1:58pm via TweetGrid.com

A4: Some get insurance for day-to-day needs; others for worst-case. Find a plan that covers what keeps you awake..#solopr



jgombita May 30, 1:58pm via web

RT @SourceBottle: We've been around for a bit, but about to launch North American site that's covering women's interests; stay tuned #solopr



RebeccaEdgar May 30, 1:58pm via TweetChat

@akenn same goes for female academics in many places.#solopr



KellyeCrane May 30, 1:58pm via TweetDeck

A4: If you're about to go #solopr, your employer's COBRA plan (though expensive) will give you the best coverage 'til it expires.



KateRobins May 30, 1:58pm via TweetChat

@KristK ...and that worked out? good! #solopr



KateRobins May 30, 1:57pm via TweetChat

@mdbarber Thanks for that, MD. #solopr



SoloPR May 30, 1:56pm via TweetGrid.com

From what I've seen, this works best RT @KristK: A4: We used a local insurance broker/agent to find best fit for our needs, worries #solopr



KateRobins May 30, 1:56pm via TweetChat

@SoloPR We did after getting turned down everywhere for preexisting. He gave up. #solopr



mdbarber May 30, 1:56pm via TweetChat

A4 - Here's the link to PRSA's insurance benefits for members:bit.ly/JQtWFB. Lots of other benefits 2: bit.ly/MYjj7K#solopr



Dariasteigman May 30, 1:56pm via TweetDeck

A4: A tip: Looking for insurance? Ask doctors. They know which cos. are good, which cause headaches. [#solopr](#)



RebeccaEdgar May 30, 1:56pm via web

[#solopr](#) MT [@SourceBottle](#) [@KristK](#) ...been around for a bit, but about to launch a North American site covering women's interests. Stay tuned



SoloDovePR May 30, 1:56pm via HootSuite

A3 I'm part a female focused group. It helps b/c they focus on things specific to women in the workplace [#solopr](#)



jgombita May 30, 1:56pm via web

[@jennykaypollock](#) y.w.. Bulk of Larissa Grunig's "lecture" is at the front end (first 21 min). Also answers student questions at end. [#solopr](#)



KristK May 30, 1:55pm via TweetGrid.com

[@SoloPR](#) Ah, you're gonna make me blush. [#solopr](#)



SoloPR May 30, 1:55pm via TweetGrid.com

RT [@jgombita](#): It's housed on [@prconversations](#): Grunig PR Masterclass: Insight into diversity & excellence j.mp/JjcBZg#solopr



MuslimNewMedia May 30, 1:55pm via TweetChat

a4 coverage through wife's employer.. [#solopr](#)



KristK May 30, 1:55pm via TweetGrid.com

A4: We used a local insurance broker/agent to find best fit for our needs, worries. [#solopr](#)



KateRobins May 30, 1:55pm via TweetChat

[@SoloPR](#) Is it still a pink-collar ghetto? Is there still a pink collar? [#solopr](#)



SoloDovePR May 30, 1:54pm via HootSuite

Very true RT @akenn: ...if you look at PR Week's issue of PR industry CEOs you'd never know PR is female dominated industry #solopr



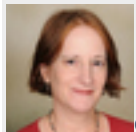
MuslimNewMedia May 30, 1:54pm via TweetChat

@KristK and shave the beard, lol... @akenn true enough, point taken. not seeing them at CEO level - yet. go get 'em ladies! #solopr



3HatsComm May 30, 1:54pm via TweetChat

@akenn Oh, I don't see that many either.. it's just of the RFPs I've seen, some have asked for - IMO - too much. #soloPR



dariasteigman May 30, 1:54pm via TweetDeck

A4 Biggest challenge of solo coverage is you have no champion. But better than no coverage. One accident & you're bankrupt. #solopr



jgombita May 30, 1:54pm via web

@JasMollica don't dip...JUMP right in! #solopr



KellyeCrane May 30, 1:54pm via TweetDeck

Me too. We're the lucky ones. RT @JanetLFalk: @SoloPRHusband has insurance from employer. #soloPR



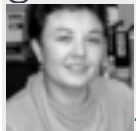
jennykaypollock May 30, 1:54pm via TweetChat

@jgombita Thanks I will check it out after this! #solopr



SoloPR May 30, 1:53pm via TweetGrid.com

@KristK Did you use an insurance broker to find your plan, or your own legwork? #solopr



jgombita May 30, 1:53pm via web

It's housed on @prconversations, @jennykaypollock: Grunig PR Masterclass: Insight into diversity & excellence j.mp/JcBZg #solopr



SoloPR May 30, 1:53pm via TweetGrid.com

RT @KristK: @KateRobins We found an individual plan more affordable -- Humana, BCBS -- than those from assns. #solopr



KateRobins May 30, 1:53pm via TweetChat

@JanetLFalk But thanks for the reply. Informal survey kinda goin on here. #solopr



mdbarber May 30, 1:52pm via TweetChat

RT @SoloPR: Q4: I see were talking about health insurance! Lets continue the discussion as Q4: what do you do for coverage? #solopr



SoloPR May 30, 1:52pm via TweetGrid.com

Ugh, it's true RT @akenn: ...if you look at PR Week's issue of PR industry CEOs you'd never know PR is female dominated industry #solopr



KateRobins May 30, 1:52pm via TweetChat

@JanetLFalk Groan... #solopr



KristK May 30, 1:52pm via TweetGrid.com

A4: Gambled for a couple of years and went without. Now have indiv plan w high deductible. Keep deductible in savings. #solopr



KateRobins May 30, 1:52pm via TweetChat

@KristK Thanks. #solopr



dariasteigman May 30, 1:52pm via TweetDeck

@SoloPR Purchase as a solo (Carefirst). Took biggest deductible I could get to keep cost down. #solopr



KellyeCrane May 30, 1:51pm via TweetDeck

@MuslimNewMedia Had to laugh at the "outside your niche" part. Hee #solopr



akenn May 30, 1:51pm via TweetChat

@3HatsComm how do you get RFPs? (Mine have only ever come from personal referrals, kinda chicken/egg thing...)#solopr



KristK May 30, 1:51pm via TweetGrid.com

RT @SoloPR: Q4: I see we're talking about health insurance! What do you do for coverage? #solopr



jennykaypollock May 30, 1:51pm via TweetChat

@jgombita I have not seen that do you have a link? #solopr



KateRobins May 30, 1:51pm via TweetChat

@3HatsComm got it. thanks. #solopr



JanetLFalk May 30, 1:51pm via TweetDeck

@SoloPR Husband has insurance from employer. #soloPR



SoloPR May 30, 1:50pm via TweetGrid.com

Q4: I see we're talking about health insurance! Let's continue the discussion as Q4: what do you do for coverage? #solopr



akenn May 30, 1:50pm via TweetChat

@MuslimNewMedia not to rant, but if you look at PR Week's issue of PR industry CEOs you'd never know PR is female dominated industry #solopr



mdbarber May 30, 1:50pm via TweetChat

@KateRobins I think it has been successful for many but am not sure. Email membership@prsa.org for details. Also website. #solopr



KristK May 30, 1:49pm via TweetGrid.com

@MuslimNewMedia Might have to show a bit of leg. #solopr



KateRobins May 30, 1:49pm via TweetChat

@JanetLFalk Do you take it? Know anyone who does? Very int in hearing about useful ins for preexisting conds not job-linked. #solopr



jgombita May 30, 1:49pm via web

Have you watched #PR Masterclass video w/ the Grunigs, @SoloPR? Lauri says at this rate women will achieve parity in about 300 yrs #solopr



SoloPR May 30, 1:49pm via TweetGrid.com

Interesting discussion (though I guess this group is biased toward cross-gender networking!). Q4 is next... #solopr



3HatsComm May 30, 1:49pm via TweetChat

@KateRobins Sorry, talking about excessive RFPs that want it all w/ out commitment (i.e. you don't marry cow if milk is free).#soloPR



KristK May 30, 1:49pm via TweetGrid.com

@KateRobins We found an individual plan more affordable -- Humana, BCBS -- than those from assns. #solopr



MuslimNewMedia May 30, 1:49pm via TweetChat

a3 because the PR field is largely female dominated, i often wonder if i d get more biz outside my niche as a cross dresser, lol #solopr



mdbarber May 30, 1:48pm via TweetChat

RT @KellyCrane: A2: Staying in front of contacts I know Id like to work with (via networking) is fun and fruitful. #solopr



KateRobins May 30, 1:48pm via TweetChat

@mdbarber Anyone take it? Any good? Anyone know?#solopr



jennykaypollock May 30, 1:48pm via TweetDeck

RT @KellyCrane: A2: Staying in front of contacts I know I'd like to work with (via networking) is fun and fruitful. #solopr



KateRobins May 30, 1:47pm via TweetChat

@MuslimNewMedia What's very beta, very could be big?#solopr



SoloPR May 30, 1:47pm via TweetGrid.com

MT @jgombita: A3. I think they are very beneficial. I get tired of talk of "quotas" when needle has hardly moved in last 10 yrs#solopr



JanetLFalk May 30, 1:47pm via TweetDeck

@KateRobins Freelancers Union also has insurance #solopr



KristK May 30, 1:47pm via TweetGrid.com

@jgombita I knew @WomeninPR wasn't US-based but didn't know it was Aussie. #solopr



RebeccaEdgar May 30, 1:47pm via TweetChat

A3: years ago, part of a wom mentoring program. Did help to see sr women kicking a** in "old white dude" telecom industry.#solopr



jennykaypollock May 30, 1:47pm via TweetChat

@JanetLFalk Interesting. Is there a reason for that? #solopr



mdbarber May 30, 1:46pm via TweetChat

PRSA offers insurance to members: RT @KateRobins: What do all these solo types do for health care? (Whoops, jumping the fence.) #solopr



KellyeCrane May 30, 1:46pm via TweetDeck

@dariasteigman Hee. Thanks for that. :-) #solopr



MuslimNewMedia May 30, 1:46pm via TweetChat

@SoloPR its very beta, but an interesting angle / alternative to Linked In. could be big. working on custom pages for early adopters #solopr



KateRobins May 30, 1:46pm via TweetChat

@3HatsComm See free milk/cow where? #solopr



jennykaypollock May 30, 1:46pm via web

A3: I the only women only group I am active in is [@trisgmasorority](#) and it is wonderful! [@SoloPR](#) [#solopr](#)



JasMollica May 30, 1:46pm via TweetDeck

Dipping in to [#solopr](#)...



JanetLFalk May 30, 1:45pm via TweetDeck

I DO enjoy networking with women. I subcontract to 4 women solo-preneurs. [#soloPR](#)



KellyeCrane May 30, 1:45pm via TweetDeck

A3: I know a lot of women value the camaraderie and support from these groups. And especially if your industry targets women... [#solopr](#)



mdbarber May 30, 1:45pm via TweetChat

Not familiar with it. RT [@KristK](#): A3: Anyone checked out [@WomeninPR?](#) [#solopr](#)



jgombita May 30, 1:45pm via web

You realize [@WomeninPR](#) is based in Melbourne, Australia, [@KristK?](#) [#solopr](#)



thepruittagency May 30, 1:45pm via TweetDeck

RT [@KellyeCrane](#): A2: Staying in front of contacts I know I'd like to work with (via networking) is fun and fruitful. [#solopr](#)



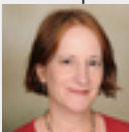
mdbarber May 30, 1:44pm via TweetChat

RT: [dariasteigman](#) A3 Not a big fan. I find women who join predisposed to want "women only." But that's not how the world works. [#solopr](#)



3HatsComm May 30, 1:44pm via TweetChat

Often too many hoops, too much required. See also, free milk/cow. RT [@KristK](#): [@KateRobins](#) Always came up short in RFP process. [#soloPR](#)



dariasteigman May 30, 1:44pm via TweetDeck

[@KellyeCrane](#) And win, I'm sure. [#solopr](#)



KateRobins May 30, 1:44pm via TweetChat

@KristK What do all these solo types do for health care? (Whoops, jumping the fence.) #solopr



JanetLFalk May 30, 1:44pm via TweetDeck

@KristK WICI NY was not a mix, but not necc good. Everyone hustling for biz, myself included. #soloPR



SoloPR May 30, 1:44pm via TweetGrid.com

@MuslimNewMedia Sounds interesting! Hopefully you can share w/us some of what you find. #solopr



jgombita May 30, 1:43pm via web

A3. I think they are very beneficial. I get tired of outside talk of "quotas" etc when the needle has hardly moved in last 10 years. #solopr



dariasteigman May 30, 1:43pm via TweetDeck

A3 Not a big fan. I find women who join predisposed to want "women only." But that's not how the world works. #solopr



KristK May 30, 1:43pm via TweetGrid.com

A3: Anyone checked out @WomeninPR? #solopr



KateRobins May 30, 1:43pm via TweetChat

@KristK Thanks. Agree. #solopr



KellyeCrane May 30, 1:43pm via TweetDeck

A3: My industry of specialization (tech) is male dominated, and I just go head to head with the guys. :-) #solopr



JanetLFalk May 30, 1:43pm via TweetDeck

Also volunteer for 100 Women in Hedge Funds. Fun, but yet to get a drip of business. #soloPR



KristK May 30, 1:42pm via TweetGrid.com

@JanetLFalk #WICI in TX was like that too -- journalists, writers, PR, Adv., designers, corporate, agency. Good mix. #solopr



stlpr May 30, 1:42pm via web

#solopr A3: Women groups can be powerful. Need to find business group versus group about discussing feelings.



SoloPR May 30, 1:42pm via TweetGrid.com

Good to know RT @JanetLFalk: Have been to NAWBO 2 x; not more or less productive than other groups #solopr



KristK May 30, 1:42pm via TweetGrid.com

@KateRobins WOM, mostly referrals from PR pros. Always came up short in RFP selection process. #solopr



MuslimNewMedia May 30, 1:41pm via TweetChat

a3 2/2 I think genders use SM differently so it will be interesting to see if we can tweak the platform for them. Too early to tell. #solopr



mdbarber May 30, 1:41pm via TweetChat

Q3 - Join groups based on how well they mesh w what I need. I looks for building networks so if a women's group can... #solopr



KellyeCrane May 30, 1:41pm via TweetDeck

A3: I consider myself the "f word" (feminist), yet I've never invested effort in women-focused groups. #solopr



JanetLFalk May 30, 1:41pm via TweetDeck

@KristK #WICI in NYC is mostly solos., web designers, not only PR. #soloPR



stlpr May 30, 1:41pm via web

#solopr @SoloPR A2: If you land the successful pitch for client, you've proven your worth, and made client successful w/ earned media.



KateRobins May 30, 1:41pm via TweetChat

RT @akenn: Gender isnt important to me if group is focused on PR or other biz issues. #solopr



MuslimNewMedia May 30, 1:40pm via TweetChat

a3 working with a new B2B social media startup, one of the beta testers is a women-based group.
1/2 #solopr



KateRobins May 30, 1:40pm via TweetChat

@KristK How'd you build that? RFPs or WOM? #solopr



KristK May 30, 1:40pm via TweetGrid.com

A3: Local chamber started Women Entrepreneurs group. Been meaning to attend but... #solopr



SoloPR May 30, 1:40pm via TweetGrid.com

@mdbarber Most of the ones I see are smaller/regional, so not really applicable to call them out. #solopr



JanetLFalk May 30, 1:40pm via TweetDeck

Have been to NAWBO 2 x; not more or less productive than other groups #soloPR



EddyPerry May 30, 1:40pm via TweetDeck

wonderful chat today, but i must get on a con call. until next time...#solopr



akenn May 30, 1:39pm via TweetChat

Gender isn't important to me if group is focused on PR or other biz issues. #solopr



KristK May 30, 1:39pm via TweetGrid.com

A3: Used to belong to Women In Communications Inc. (WICI) in TX. Thought they understand challenge of work-life balance. #solopr



KristK May 30, 1:38pm via TweetGrid.com

RT @SoloPR: Q3: What do you think of women-focused groups? (women & men can answer) If female, are you active in these? #solopr



mdbarber May 30, 1:38pm via TweetChat

Such as? RT @SoloPR: Q3: What do you think of women-focused groups? (women & men can answer) If female, are you active in these? #solopr



KateRobins May 30, 1:38pm via TweetChat

RT @SoloPR: Yes, we give good pep talks! RT @akenn: A2: fellow Twitter chatters are great help in motivation department too! #solopr



EaddyPerry May 30, 1:38pm via TweetGrid.com

RT @SoloPR: Q3: What do you think of women-focused groups? (women & men can answer) If female, are you active in these? #solopr



KristK May 30, 1:38pm via TweetGrid.com

A2: My "newest" client has been with me for nearly 3 years now. Most are 5+. New biz hasn't been priority. #solopr



MikulB May 30, 1:38pm via HootSuite

RT @KellyeCrane: A2: Let me note that some #solopr pros are bigger gamblers- take more chances to get the big win. Just depends on your...



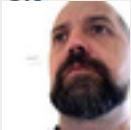
SoloPR May 30, 1:38pm via TweetGrid.com

Q3: What do you think of women-focused groups? (women & men can answer) If female, are you active in these? #solopr



RebeccaEdgar May 30, 1:37pm via TweetChat

@jgombita ohhh, I bet. Did it get into any dirty campaign stuff? #solopr



MuslimNewMedia May 30, 1:37pm via TweetChat

A2 -- 4 me its a mix -- connections, networking, lead to a RFP. I dont seek out or 'cold call' RFP proposals #solopr



Barbara36 May 30, 1:37pm via TweetDeck

RT @KellyeCrane: A2: Let me note that some #solopr pros are bigger gamblers- take more chances to get the big win. Just depends on your personality.



KateRobins May 30, 1:37pm via TweetChat

@akenn No choice but to star that one for later. :) #solopr



KateRobins May 30, 1:36pm via TweetChat

RT @JanetLFalk: @KristK Not a fan of RFP. Prefer referrals and my own contacts. #solopr



SoloPR May 30, 1:36pm via TweetGrid.com

Good stuff on Q2! Q3 is coming up... #solopr



KateRobins May 30, 1:36pm via TweetChat

RT @KellyeCrane: A2: Also believe anything worth doing is worth doing well. If I decide to pursue an opp, it gets my best effort. #solopr



mdbarber May 30, 1:36pm via TweetChat

Very effective! RT @dariasteigman: A2 Stay top of mind w/ prospects by adding value. EG - Send note w/ an article theyd find useful #solopr



KellyeCrane May 30, 1:35pm via TweetDeck

A2: Let me note that some #solopr pros are bigger gamblers- take more chances to get the big win. Just depends on your personality.



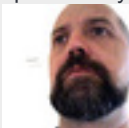
dariasteigman May 30, 1:35pm via TweetDeck

@3HatsComm Some good baseball all around, despite injuries. I'm going to see the Braves on Friday. #soloPR



jgombita May 30, 1:35pm via web

@RebeccaEdgar I was at @CPRSToronto AGM last night and heard Mayor Ford's former press secretary speak. Very interesting... #solopr



MuslimNewMedia May 30, 1:34pm via TweetChat

@akenn no i havent --- i'll check it out, thx! I was able to find a source for the article anyway despite @haro, lol #solopr



SoloPR May 30, 1:34pm via TweetGrid.com

RT @dariasteigman: A2 Also stay top of mind w/ prospects by adding value. Send a note w/ an article they'd find useful, for ex. #solopr



KateRobins May 30, 1:34pm via TweetChat

RT @KristK: A2: I focus more on building connections than responding to RFPs. #solopr



mbarber May 30, 1:34pm via TweetChat

Seems more effective here too. Might vary by niche? RT @KristK: A2: I focus more on building connections than responding to RFPs. #solopr



JanetLFalk May 30, 1:34pm via TweetDeck

@KristK Not a fan of RFP. Prefer referrals and my own contacts. #soloPR



SoloPR May 30, 1:34pm via TweetGrid.com

MT @GreenerGrassMkt: A2. Budget out several hours per week... New biz helps keep you energized #solopr



KristK May 30, 1:34pm via TweetGrid.com

A2: This question reminds me of "The Pitch" on AMC. #solopr



KristK May 30, 1:33pm via TweetGrid.com

A2: I focus more on building connections than responding to RFPs. #solopr



KellyeCrane May 30, 1:33pm via TweetDeck

A2: Also believe anything worth doing is worth doing well. If I decide to pursue an opp, it gets my best effort. #solopr



jgombita May 30, 1:33pm via web

IRL networking easier w/ SoMe RT @KellyeCrane: A2: Staying in front of contacts I know I'd like to work with is fun and fruitful. #solopr



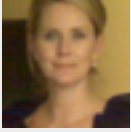
KateRobins May 30, 1:32pm via TweetChat

MT @KellyeCrane: A2: I like to pursue opps where've a very good chance of winning bz. Lots of failed new biz pitches're a drain, IMO #solopr



3HatsComm May 30, 1:32pm via TweetChat

@dariasteigman Heh, the Nats in 1st right now .. and the Braves actually won yesterday. :) #soloPR



RebeccaEdgar May 30, 1:32pm via TweetChat

And smart RT @KellyeCrane: A2: Staying in front of contacts I know I'd like to work with (via networking) is fun and fruitful.#soloPR



GreenerGrassMkt May 30, 1:32pm via TweetDeck

@akenn @MuslimNewMedia Bloggerlinkup is a great source. More for guest blogging then traditional #pr . but great results#soloPR



dariasteigman May 30, 1:32pm via TweetDeck

A2 Also stay top of mind w/ prospects by adding value. Send a note w/ an article they'd find useful, for ex. #soloPR



akenn May 30, 1:32pm via TweetChat

So true RT @KellyeCrane A2: Staying in front of contacts I know I'd like to work with (via networking) is fun and fruitful.#soloPR



RebeccaEdgar May 30, 1:31pm via TweetChat

Hello @jgombita ! Great to be back. One class during summer (new/fun one). Hope you're well. #soloPR



mdbarber May 30, 1:31pm via TweetChat

LOL! RT @3HatsComm: @dariasteigman Sunny vacations, shiny new Apple porn, those [bleep] bills - theres plenty to keep me going. ;-) #soloPR



EddyPerry May 30, 1:31pm via TweetDeck

RT @KellyeCrane: A2: Staying in front of contacts I know I'd like to work with (via networking) is fun and fruitful. #soloPR



mariaalexandra May 30, 1:31pm via TweetDeck

@mdbarber Great advice on #soloPR Mary! Thanks.. I have been a little away from Twitter for a few months.. How have you been?



akenn May 30, 1:31pm via TweetChat

@MuslimNewMedia have you heard of [BloggerLinkUp.com](#)? #solopr



BenchmarkEmail May 30, 1:31pm via web

@KellyeCrane Love the #solopr chat! When Twitter seems inactive for you, see whose feed is jumping. What are they doing different?



SoloPR May 30, 1:31pm via TweetGrid.com

Yes, we give good pep talks! RT @akenn: A2: fellow Twitter chatters are great help in motivation department too! #solopr



GreenerGrassMkt May 30, 1:31pm via TweetDeck

A2. Budget out several hours per week (start with one or two per day) and build from there. New biz helps keep you energized #solopr



dariasteigman May 30, 1:30pm via TweetDeck

@3HatsComm And my baseball tickets. :) #soloPR



EddyPerry May 30, 1:30pm via TweetChat

RT @mdbarber: A2 - Before starting the pitch, make sure it's something you can, and want to, win. If it's not, don't waste time. #solopr



KateRobins May 30, 1:30pm via TweetChat

MT @MikulB: @mdbarber Watching your online presence develop's like watching your kid take first steps, say first words. #geekout #solopr



KellyeCrane May 30, 1:30pm via TweetDeck

A2: Staying in front of contacts I know I'd like to work with (via networking) is fun and fruitful. #solopr



3HatsComm May 30, 1:30pm via TweetChat

@dariasteigman Sunny vacations, shiny new Apple porn, those [bleep] bills - there's plenty to keep me going. ;-)#soloPR



4DPR May 30, 1:30pm via HootSuite

#SoloPR pros...Strategies for Growth, Even in Down
Timesnyti.ms/KlcHKc #NYTimes #smallbusiness#entrepreneurship



mariaalexandra May 30, 1:30pm via TweetDeck

RT @mdbarber: A2 - Before starting the pitch, make sure it's something you can, and want to, win. If it's not, don't waste time. #soloPR



dariasteigman May 30, 1:29pm via TweetDeck

@KellyeCrane Agree: need to allocate biz dev efforts wisely. One colleague maps everything so she can see what came from where. #soloPR



mdbarber May 30, 1:29pm via TweetChat

A2 - Before starting the pitch, make sure it's something you can, and want to, win. If it's not, don't waste time. #soloPR



KateRobins May 30, 1:29pm via TweetChat

lurking #soloPR



GreenerGrassMkt May 30, 1:29pm via TweetDeck

@MuslimNewMedia Last time I checked, you had to be within a certain alexa ranking (top 1million I think) #soloPR



SoloPR May 30, 1:29pm via TweetGrid.com

MT @mdbarber: A2 - Always a challenge but try to budget time for pitches as if it was a client. #soloPR



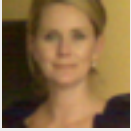
KristK May 30, 1:29pm via TweetGrid.com

A2: Preparing for workshops, presentations more than client pitches these days. #soloPR



akenn May 30, 1:28pm via TweetChat

A2: fellow Twitter chatters are great help in motivation department too! #soloPR



RebeccaEdgar May 30, 1:28pm via TweetChat

A2: as a relative newbie to solo, I struggle with this/often contemplate going back to corporate. Then I remember the hours... #solopr



mdbarber May 30, 1:28pm via TweetChat

Good point: RT @KristK: A2: I try to have diversity among clients, projects -big-small, long or short-term, industry.#solopr



mdbarber May 30, 1:28pm via TweetChat

Taking it to the bottomline: RT @dariasteigman: A2 I've found "No Work? No Pay" can be a quite effective motivator. :)#solopr #solopr



dariasteigman May 30, 1:28pm via TweetDeck

@MuslimNewMedia Probably not. At one level, I get it. But there should be a category for bloggers, & not just the link-baiting kind. #solopr



jgombita May 30, 1:28pm via web

You all done classes for the semester @RebeccaEdgar? Great to see you back in #solopr



KellyeCrane May 30, 1:28pm via TweetDeck

A2: I like to pursue opps where I have a very good chance of winning the biz. Lots of failed new biz pitches are a drain, IMO#solopr



EaddyPerry May 30, 1:28pm via TweetGrid.com

RT @KristK: A2: I try to have diversity among clients, projects -- big-small, long or short-term, industry. Keeps me thinking.#solopr



KristK May 30, 1:27pm via TweetGrid.com

A2: I try to have diversity among clients, projects -- big-small, long or short-term, industry. Keeps me thinking. #solopr



mdbarber May 30, 1:27pm via TweetChat

A2 - Always a challenge but try to budget time for pitches as if was a client. Allows me (sometimes) to keep up w other biz too. #solopr



EddyPerry May 30, 1:27pm via TweetDeck

sooo very true!!! RT @dariasteigman: A2 I've found "No Work? No Pay" can be a quite effective motivator. :) #solopr



MuslimNewMedia May 30, 1:26pm via TweetChat

@dariasteigman you couldnt register as media unless your outlet had a certain amount of traffic or circ...dont know if thats changed #solopr



SoloPR May 30, 1:26pm via TweetGrid.com

Good RT @JanetLFalk: A2 Have set a target of busienss for the year and need to reach my goal #solopr



akenn May 30, 1:26pm via TweetChat

A2: It's important to get out of solo mode when you have new biz opp. Run pitch by another person 1st. Compare to online resources. #solopr



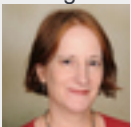
SoloPR May 30, 1:26pm via TweetGrid.com

LOL! RT @dariasteigman: A2 I've found "No Work? No Pay" can be a quite effective motivator. :) #solopr



RebeccaEdgar May 30, 1:26pm via TweetChat

RT @SoloPR: Q2: Prepping for a pitch is exhausting but fun. How do you stay motivated to keep business flowing? #solopr



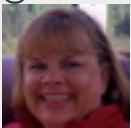
dariasteigman May 30, 1:25pm via TweetDeck

A2 I've found "No Work? No Pay" can be a quite effective motivator. :) #solopr



jgombita May 30, 1:25pm via web

BTW @KristK. Noticed promo at bottom of @cision's enewsletter. Not a member yet? Register here! @SeekOrShout Plus two Seek examples. #solopr



mdbarber May 30, 1:25pm via TweetChat

RT @SoloPR: Q2: Prepping for a pitch is exhausting but fun. How do you stay motivated to keep business flowing? #solopr



JanetLFalk May 30, 1:25pm via TweetDeck

A2 Have set a target of busienss for the year and need to mreach my goal. #soloPR



KristK May 30, 1:25pm via TweetGrid.com

RT @SoloPR: Q2: Prepping for a pitch is exhausting but fun. How do you stay motivated to keep business flowing? #solopr



pictoronto May 30, 1:25pm via HootSuite

You have your own web site - but does it bring you any business? 8 things to check for ow.ly/bcjoj via @DigitalHetal #solopr



MikulB May 30, 1:25pm via HootSuite

@mdbarber Watching your online presence develop is like watching your child take it's first steps and say its first words. #geekout #soloPR



EddyPerry May 30, 1:24pm via TweetGrid.com

RT @SoloPR: Q2: Prepping for a pitch is exhausting but fun. How do you stay motivated to keep business flowing? #solopr



akenn May 30, 1:24pm via TweetChat

@JanetLFalk and each reporter/editor may have their fave social media or comm preferences #solopr



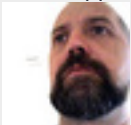
MuslimNewMedia May 30, 1:24pm via TweetChat

@jgombita aw thx :) #solopr



SoloPR May 30, 1:24pm via TweetGrid.com

Q2: Prepping for a pitch is exhausting but fun. How do you stay motivated to keep business flowing? #solopr



MuslimNewMedia May 30, 1:24pm via TweetChat

+1 RT @KristK: A1: I dont always respond to queries but use them to guide outreach to my priority media. Gives me sense of whats hot #solopr



jgombita May 30, 1:23pm via web

You are a big deal in the eyes of your #solopr mates @MuslimNewMedia! c @dariasteigman @haro



SoloPR May 30, 1:23pm via TweetGrid.com

Enjoyed these tips, everyone! Q2 is up next... #solopr



jgombita May 30, 1:23pm via web

And reason it was posed in 1 of @NealSchaffer's LI groups @SoloPR was b/c the queries revolved around (Toronto-based) TECH startups! #solopr



dariasteigman May 30, 1:22pm via TweetDeck

@MuslimNewMedia So @haro has now imposed limits on what it considers "big enough" to count? #solopr



JanetLFalk May 30, 1:22pm via TweetDeck

@akenn Not every venue is appropriate for every client. Have to differentiate. and match. #soloPR



KellyeCrane May 30, 1:22pm via TweetDeck

@KristK You are so smart (re: watching trends)! #solopr



MuslimNewMedia May 30, 1:22pm via TweetChat

@KellyeCrane yep, really turned me off of them. #solopr



mndbarber May 30, 1:22pm via TweetChat

That's the issue. RT @akenn: Yikes - sounds like a lot of monitoring to keep up with queries in so many different places. #solopr



SoloPR May 30, 1:21pm via TweetGrid.com

Yes, have to pick what works for you MT @akenn: Yikes-sounds like a lot of monitoring to keep up in so many different places. #solopr



RebeccaEdgar May 30, 1:21pm via TweetChat

Smart MT @KristK: A1: dont always respond to queries but use them to guide outreach to priority media. Gives sense of whats hot... #solopr



KellyeCrane May 30, 1:20pm via TweetDeck

@MuslimNewMedia Boo on that! :-) #solopr



akenn May 30, 1:20pm via TweetChat

Yikes - sounds like a lot of monitoring to keep up with queries in so many different places. #solopr



mdbarber May 30, 1:20pm via TweetChat

@SoloPR FB & Twitter. More FB. It's interesting to watch the community build...and the comments on FB. Real slice of life.#solopr



SoloPR May 30, 1:20pm via TweetGrid.com

Yes! MT @jgombita: A1. Also happening on LI Groups. Noticed query from a Toronto reporter in one of @NealSchaffer's groups. #solopr



KristK May 30, 1:19pm via TweetGrid.com

A1: I've received queries via LinkedIn groups that have paid off in coverage. #solopr



jgombita May 30, 1:19pm via web

A1. Also happening on LinkedIn Groups, @KellyeCrane. Noticed query from a Toronto-based reporter in one of @NealSchaffer's groups. #solopr



SoloPR May 30, 1:19pm via TweetGrid.com

Good to know RT @3HatsComm: @KristK I've had some success via tweets, @haro .. all vary per client, pitch, story.#solopr



SoloPR May 30, 1:19pm via TweetGrid.com

@mdbarber Nice - what are they using? #solopr



KristK May 30, 1:19pm via TweetGrid.com

A1: I don't always respond to queries but use them to guide outreach to my priority media. Gives me sense of what's hot, trending #solopr



MuslimNewMedia May 30, 1:18pm via TweetChat

disenchanted with @haro when i needed a source for my blog. I wasn't 'big' enough, lol. Not friendly to niche markets and interests. #solopr



KristK May 30, 1:18pm via TweetGrid.com

@jgombita Not so much. #solopr



KristK May 30, 1:17pm via TweetGrid.com

A1: @newswise offers medical, science and research queries as a member-benefit. Not via Twitter. #solopr



mdbarber May 30, 1:17pm via TweetChat

A1 -- Many of our local reporters/media are using social quite well for stories and engagement. Probably depends on the market tho. #solopr



SoloPR May 30, 1:17pm via TweetGrid.com

Interesting RT @akenn: I hate depending on @haro's free emails-has become very sporadic. Guess you get what you pay for! #solopr



3HatsComm May 30, 1:17pm via TweetChat

@KristK I've had some success via tweets, @haro .. all vary per client, pitch, story. #soloPR



JanetLFalk May 30, 1:16pm via TweetDeck

@KristK Agreed. #HARO is more B2C and entertainment. Also books in progress. #soloPR



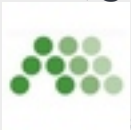
KellyeCrane May 30, 1:16pm via TweetDeck

A1: I hear some reporters friend trusted sources on Facebook and issue queries there. #solopr



jgombita May 30, 1:16pm via web

Curious, @KristK: was @haro better (for your client needs) when it was independent? #solopr



stlpr May 30, 1:16pm via web

Happy Summer fellow #solopr @SoloPR tweeps! Sit back to a great discussion.



JanetLFalk May 30, 1:15pm via TweetDeck

@akenn has the paid #HARO paid off for anyone? #soloPR



SoloPR May 30, 1:15pm via TweetGrid.com

Great! RT @akenn: I also follow @reporterconxn. Here's my Twitter list if anyone's interested in following: twitter.com/#!/akenn/pr-le... #solopr



jgombita May 30, 1:15pm via web

From @SeekOrShout: E-mail us at [sosadmin\[at\]cision\[dot\]com](mailto:sosadmin[at]cision[dot]com) [for more information] #solopr



KristK May 30, 1:15pm via TweetGrid.com

A1: @haro queries are rarely a good fit for my clients. #solopr



mdbarber May 30, 1:15pm via TweetChat

Same: MT @KellyeCrane: A1: better results from following individuals (keep em in private Twitter lists, organized by client) #solopr



akenn May 30, 1:15pm via TweetChat

I hate depending on @haro's free emails-has become very sporadic. Guess you get what you pay for! #solopr



KellyeCrane May 30, 1:14pm via TweetDeck

A1: I've seen better results from following individuals (keep 'em in private Twitter lists, organized by client) #solopr



RebeccaEdgar May 30, 1:14pm via TweetChat

Hello! Waving from Toronto suburbs. #solopr



jgombita May 30, 1:14pm via TweetChat

RT @akenn: I also follow @reporterconxn. Here's my Twitter list if anyone's interested in following: twitter.com/#!/akenn/pr-le... #solopr



3HatsComm May 30, 1:14pm via TweetChat

Thx. RT @akenn: I also follow @reporterconxn. Heres my Twitter list if anyones interested in following: twitter.com/#!/akenn/pr-le... #soloPR



mdbarber May 30, 1:14pm via TweetChat

Agree. RT @KelyeCrane: A1: Personally, I havent had success with these (depends on industry, I think). #soloPR



KristK May 30, 1:14pm via TweetGrid.com

A1: Ive been a fan of @ProfNet for years now, but then my clients are health, educ, and assn. #soloPR



jgombita May 30, 1:13pm via web

I think @KristK I first read about @SeekOrShout in @cisionnewsletter, six months ago. Didn't go on at that time, but did for beta. #soloPR



SoloDovePR May 30, 1:13pm via HootSuite

RT @SoloPR: Q1: For reporter queries on Twitter: other than @helpareporter, @ProfNet & @SourceBottle who else do you follow? #soloPR



SoloPR May 30, 1:13pm via TweetGrid.com

Nice! RT @akenn: Had lucky experience last wk where saw freelance writer tweet query out of the blue - led to interview w my client #soloPR



akenn May 30, 1:13pm via TweetChat

I also follow @reporterconxn. Here's my Twitter list if anyone's interested in following: twitter.com/#!/akenn/pr-le... #soloPR



KristK May 30, 1:12pm via TweetGrid.com

@jgombita Hmm, I'm a @cision customer and hadn't heard about @SeekOrShout. Guess they need to Shout more. #soloPR



jgombita May 30, 1:12pm via web

@SandraSays if you're primarily in the B2C end of things, I think it's probably worthwhile. General stream pretty active with Seeks. #soloPR



SoloPR May 30, 1:12pm via TweetGrid.com

RT @jgombita: A1. I'm on @SeekOrShout. Not overly active, but have received some interest in things I've promoted (Shout). #solopr



SandraSays May 30, 1:12pm via TweetDeck

Ditto. MT @KellyeCrane: A1: Personally, I haven't had success with these #solopr



MuslimNewMedia May 30, 1:12pm via TweetChat

@KristK @SourceBottle is an Australia based platform somewhat similar to HARO, but easier. I keep tabs on it just in case. #solopr



KristK May 30, 1:11pm via TweetGrid.com

RT @jgombita: A1. I'm on @SeekOrShout. Not overly active, but have received some interest in things I've promoted (Shout). #solopr



KellyeCrane May 30, 1:11pm via TweetDeck

A1: Personally, I haven't had success with these (depends on industry, I think). #solopr



akenn May 30, 1:11pm via TweetChat

Had lucky experience last week where saw freelance writer tweet query out of the blue - led to interview w my client #solopr



JanetLFalk May 30, 1:11pm via TweetDeck

NYC-based #soloPR for small biz, consultants, nonprofits, law firm, Wall Street. Overcast today.



SandraSays May 30, 1:10pm via TweetDeck

@jgombita I haven't tried seek or shout yet. do you recommend? #solopr



SoloPR May 30, 1:10pm via TweetGrid.com

Q1 is from @akenn, FYI #solopr



EddyPerry May 30, 1:10pm via TweetGrid.com

RT @SoloPR: Q1: For reporter queries on Twitter: other than @helpareporter, @ProfNet & @SourceBottle who else do you follow? #solopr



MikulB May 30, 1:10pm via HootSuite

joining #soloPR from Toronto...



jgombita May 30, 1:10pm via web

A1. I'm on @SeekOrShout. Not overly active, but have received some interest in things I've promoted (Shout).#solopr



akenn May 30, 1:10pm via TweetChat

Thx for Q1. I'm trying to put more discipline around using Twitter for pitching. #solopr



SoloPR May 30, 1:10pm via TweetGrid.com

#solopr



KristK May 30, 1:09pm via TweetGrid.com

A1: I haven't heard of @SourceBottle. What's their niche?#solopr



mdbarber May 30, 1:09pm via TweetChat

RT @SoloPR: Q1: For reporter queries on Twitter: other than @helpareporter, @ProfNet & @SourceBottle who else do you follow? #solopr



KellyeCrane May 30, 1:08pm via TweetDeck

RT @SoloPR: Q1: For reporter queries on Twitter: other than @helpareporter, @ProfNet & @SourceBottle who else do you follow? #solopr



KristK May 30, 1:08pm via TweetGrid.com

RT @SoloPR: Q1: For reporter queries on Twitter: other than @helpareporter, @ProfNet & @SourceBottle who else do you follow? #solopr



SoloPR May 30, 1:08pm via TweetGrid.com

Q1: For reporter queries on Twitter: other than @helpareporter, @ProfNet & @SourceBottle who else do you follow? #solopr



3HatsComm May 30, 1:08pm via web

Joining #soloPR chat from this warm, sunny day in Atlanta.



SoloPR May 30, 1:07pm via TweetGrid.com

Feeling a wave of mushiness overcoming me as I see you all logging on! Q1 is coming up... #soloPR



SoloPR May 30, 1:06pm via TweetGrid.com

Some super smarties are on board! Lets give it a shot... Welcome everyone! #soloPR



tracybb May 30, 1:06pm via web

@SoloPR Sorry to miss #soloPR chat today. Doing @HubSpot Facebook marketing webinar this morning.



mdbarber May 30, 1:05pm via TweetChat

I'm here but we can always take the week off too. Lots going on. #soloPR



SoloPR May 30, 1:05pm via TweetGrid.com

@MuslimNewMedia @KristK Signs of life! :-) #soloPR



akenn May 30, 1:05pm via TweetChat

Me too RT @KristK @SoloPR just logging on. #soloPR



KristK May 30, 1:05pm 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) #soloPR



dariasteigman May 30, 1:04pm via TweetDeck

Hi, @SoloPR, I'm here and popping in. But if we're "light" on attendance, I'm okay will canceling #soloPR



MuslimNewMedia May 30, 1:04pm via TweetChat

well, im here, lol #soloPR



KristK May 30, 1:04pm via TweetGrid.com

@SoloPR just logging on. #soloPR



KellyeCrane May 30, 1:04pm via TweetDeck

RT @SoloPR: Seems like a ghost town on all of twitter this week. Should we cancel, or forge ahead? #soloPR



SoloPR May 30, 1:03pm via TweetGrid.com

Seems like a ghost town on all of twitter this week. Should we cancel, or forge ahead? #soloPR



SoloPR May 30, 1:02pm via TweetGrid.com

Haven't heard from many folks about today, so I'm wondering if most ppl took my advice and took this week off?! #soloPR



SoloPR May 30, 1:01pm via TweetGrid.com

If you're joining, please introduce yourself. This is @KellyeCrane moderating, Atlanta-based blogger at soloprpro.com #soloPR



SoloPR May 30, 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