



#SoloPR Transcript – 9/11/2013

Q1: Where do you source ideas when you're your own boss (staying creative/ways to brainstorm when you're solo)?

Q2: Facebook is *always* changing- how do you stay on top of it for clients?

Q3: What reporting tools do you use? Which are best for solos?



[SoloPR 1:57pm via Twubs](#)

Thanks everyone for joining and sharing your tips and wisdom today! Transcript up on [Solo PR Pro.com](#) tomorrow. [#solopr](#)



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

@[karensxim](#) Thanks Karen. I'll keep them coming for future chats. [#solopr](#)



[ImSocialSavvy 1:57pm via Twitter for iPad](#)

“@[karensxim](#): @[ImSocialSavvy](#) I capture things throughout the week and stick them in a doc, at end of month makes it easier [#solopr](#)” Thnx!



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

@[gregwbrooks](#) Bye Greg! [#solopr](#)



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

@[karensxim](#) Thanks, Karen! First (sadly) I must change out of my jeans. Sigh. [#solopr](#)



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

@[jendonovansf](#) Great questions and I'm looking forward to reading the transcript [#solopr](#)



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

Gotta scoot folks -- concall in four minutes. Have a great day, all! [#soloPR](#)



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

Me too! RT @[karensxim](#): @[ImSocialSavvy](#) I capture things throughout the week and stick them in a doc, at end of month makes it easier [#solopr](#)



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

@[KellyeCrane](#) *sigh* [#solopr](#)



[KristK](#) 1:55pm via Twubs

@[mlaffs](#) As part of planning meeting, identify success measures, tracking tools and who's resp for it. [#solopr](#)



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

@[ImSocialSavvy](#) I capture things throughout the week and stick them in a doc, at end of month makes it easier [#solopr](#)



[KellyeCrane](#) 1:55pm via [tchat.io](#)

@[ImSocialSavvy](#) Also, you can make sure you do a monthly report, so it's not too too much at once! [#solopr](#)



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

A little quieter today as I sat back and read all the awesome answers to the questions I submitted. Thanks everyone! [#solopr](#)



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

@[akenn](#) I'd recommend 'quintly' anyway! [#solopr](#) [#reporting](#)



[mlaffs](#) 1:54pm via [Tweetbot for Mac](#)

@[KristK](#) @[PRjeff](#) you and @[dloehr](#) would get along [#snoopydance](#) [#solopr](#)



[KellyeCrane](#) 1:54pm via [tchat.io](#)

@[akenn](#) Yes, I think @[hootsuite](#) is going to have to change the way they handle reports- they aren't even intuitive to build. [#solopr](#)

[akenn](#) 1:54pm via [tchat.io](#)

@[karenswym](#) I know. I've only heard good things about @[SproutSocial](#). [#solopr](#)



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

@[KristK](#) @[PRjeff](#) I am *spectacularly* shallow and use checks in my mailbox as a primary measurement tool. ;) [#solopr](#)



[alysiacook](#) 1:53pm via Twitter for iPhone

RT @[akenn](#): A3. Great way to frame it is to think in case study mode. What would you like to highlight about your work with X? [#solopr](#)



[karensxim](#) 1:53pm via Twubs

@[dariasteigman](#) Bye Daria, drive safely! [#solopr](#)



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

@[alysiacook](#) Interesting mix. Glad to see that they will more readily recognize impact of your counsel. [#soloPR](#)



[fhundt](#) 1:53pm via HootSuite

RT @[LoisMarketing](#): Your focus should be on learning from your CLIENTS' industries, not the PR industry! [#soloPR](#) |SO true!



[KellyeCrane](#) 1:53pm via tchat.io

@[ImSocialSavvy](#) I think this is a universal challenge for anyone working with clients, so don't feel bad. [#solopr](#)



[KristK](#) 1:53pm via Twubs

@[PRjeff](#) Think Snoopy [#solopr](#)



[karensxim](#) 1:53pm via Twubs

@[akenn](#) I used to do those until I switched to @[SproutSocial](#) [#solopr](#)



[ImSocialSavvy](#) 1:53pm via Twitter for iPad

@[akenn](#) [#solopr](#) I second that. Quite useless



[mlaffs](#) 1:52pm via Tweetbot for Mac

@[KristK](#) what are some of your favorite approaches to this? [#soloPR](#)



[SoloPR](#) 1:52pm via Twubs

Follow-up: RT @[ImSocialSavvy](#) A3: [#solopr](#) I have a hard time remembering to measure outcomes... How can I buckle down to steadily keep track?



[PRjeff](#) 1:52pm via tchat.io

Is there video? RT @[KristK](#): A3: Key measurement: # of times each month I do a happy dance in my office. [#solopr](#) [#solopr](#)



[karenschwim](#) 1:52pm via Twubs

@[SoloPR](#) You know me, it's more like dang I can do better! ;-) [#solopr](#)



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

Sorry, [#solopr](#) friends. Distracted, and now popping off early to prep for my 3:00 p.m. mtg. Catch you later!



[KristK](#) 1:52pm via Twubs

A3: Key measurement: # of times each month I do a happy dance in my office. [#solopr](#)

[akenn 1:51pm via tchat.io](#)

A3. Anyone besides me find the Hootsuite reports confusing? esp the whole points system for ordering them? [#solopr](#)



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

Love it! RT @[SoloPR](#): Sometimes you have to say, "dang I'm good!" J MT @[karensxim](#): A3: I like measuring what I do, motivates me! [#solopr](#)



[SoloPR 1:51pm via Twubs](#)

RT @[akenn](#) A3. Great way to frame it is to think in case study mode. What would you like to highlight about your work with X? [#solopr](#)



[lmSocialSavvy 1:51pm via Twitter for iPad](#)

A3: [#solopr](#) I have a hard time remembering to measure outcomes, until it's time to evaluate. How can I buckle down to steadily keep track?



[SoloPR 1:51pm via Twubs](#)

Sometimes you have to say, "dang I'm good!" J MT @[karensxim](#): A3: I like measuring what I do, motivates me! [#solopr](#)



[alysiacook 1:51pm via Twitter for iPhone](#)

@[JanetLFalk](#) Clients are Chambers, Ecodevers, municipalities, so results are new members, new biz in town, or improved incentives. [#solopr](#)



[KellyeCrane 1:50pm via tchat.io](#)

A3: And if you're young, give thanks for the 'net, so you never had to spend time at the copier, building clip books. :-) [#solopr](#)



[karenskim](#) 1:50pm via Twubs

A3: I hate the "doing of" reports but frankly I like measuring what I do, motivates me! [#solopr](#)



[KristK](#) 1:49pm via Twubs

RT @[KellyeCrane](#) you never know when there will be a staff change at your client. Document your track record! [#solopr](#)



[mbarber](#) 1:49pm via Twitter for Mac

@[KeeyanaHall](#) @[SproutSocial](#) has a 30-day trial you can check out. Investment is well worth it. @ [JasminMartin](#) [#solopr](#)



[PRjeff](#) 1:49pm via tchat.io

Good insurance policy. RT @[KristK](#): A3: Client may say no need for report, but I still do them (even just for my files...). [#solopr](#) [#solopr](#)



[morgancarrie](#) 1:49pm via Mobile Web (M5)

RT @[jendonovansf](#): MT @[KellyeCrane](#): You never know when there will be a staff change at your client. Document your track record! [#solopr](#)



[karenskim](#) 1:49pm via Twubs

Yes! RT @[KellyeCrane](#) A3: Add'l pt: even if your client is thrilled w/you, it's important to do reporting as a historical record. [#solopr](#)



[KristK](#) 1:48pm via Twubs

A3: Client may say no need for report, but I still do them (even just for my files, case studies, records). [#solopr](#)



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

RT @[akenn](#): A3. Great way to frame it is to think in case study mode. What would you like to highlight about your work with X? [#solopr](#)



[alysiacook 1:48pm via Twitter for iPhone](#)

@[gregwbrooks](#) Depends. Eyerolls by colleagues or about colleagues? [#solopr](#)



[SoloPR 1:48pm via Twubs](#)

Good RT @[alysiacook](#) A3 No "reporting" since deliverables are public speaking/strategic plans;I do ask clients for results from those [#solopr](#)



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

@[PRjeff](#) @[ImpactMktPR](#) Agree. For me, my dogs insist on going on walks - and I enjoy taking them - so breaking away is a must for me. [#solopr](#)



[PRjeff 1:48pm via tchat.io](#)

Yep - If PR retainer is too low, they need to fix it. RT @[KristK](#): A3: Educate client on what THEY need to measure too. [#solopr](#) [#solopr](#)

[akenn 1:48pm via tchat.io](#)

A3. Great way to frame it is to think in case study mode. What would you like to highlight about your work with X? [#solopr](#)



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

MT @[KellyeCrane](#): You never know when there will be a staff change at your client. Document your track record! [#solopr](#)



[KellyeCrane](#) 1:48pm via [tchat.io](#)

Follow-up to my last tweet: you never know when there will be a staff change at your client. Document your track record! [#solopr](#)



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

@[gregwbrooks](#) I thought for sure you were already keeping that spreadsheet. [#solopr](#)



[KellyeCrane](#) 1:47pm via [tchat.io](#)

A3: Addt'l pt: even if your client is thrilled w/you, it's important to do reporting as a historical record. [#solopr](#)



[KristK](#) 1:47pm via [Twubs](#)

A3: Educate client on what THEY need to measure too. Frustrating when they don't track attendance at event you didn't attend, etc. [#solopr](#)



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

@[alysiacoook](#) Do they truly tell you they got leads/clients? I worked w/ attorneys who were reluctant to tie press coverage to new biz. [#soloPR](#)



[karensxim](#) 1:46pm via [Twubs](#)

@[hopwood](#) Lol! Not debating, more like singing at its funeral :-)
[#solopr](#)



[gregwbrooks](#) 1:46pm via [web](#)

If I maintain a spreadsheet of eyeroll-generating moments from colleagues, does that count as reporting? [#solopr](#)



[KellyeCrane](#) 1:46pm via [tchat.io](#)

@[hopwood](#) Certainly not! Just a chorus of anti-AVE exclamations here. :-)
[#solopr](#)



[mlaffs](#) 1:46pm via [Tweetbot for Mac](#)

@[mdbarber](#) @[jendonovansf](#) my core client base/field has never used AVEs, I can see how the tool solves certain problems I deal with [#soloPR](#)



[PaulaJohns](#) 1:45pm via [Twubs](#)

Signing off early to attend planning meeting. Thanks for another great discussion! [#solopr](#)



[karens swim](#) 1:45pm via [Twubs](#)

@[mdbarber](#) Bye, have a great afternoon! [#solopr](#)



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

Hello everyone. Checking in late. What's this, PR people debating AVE? Surely not. [#solopr](#)



[CjShaffer1](#) 1:45pm via [TweetDeck](#)

@[KristK](#) Exactly, \$ value is ACTUAL \$ value, not AVE [#solopr](#)



[alysiacook](#) 1:45pm via [HootSuite](#)

A3. No "reporting" since deliverables are public speaking/strategic plans; I do ask clients for results from those. [#solopr](#)



[SoloPR 1:45pm via Twubs](#)

RT @[KristK](#) A3: When I tie PR activities to \$, I want to show impact for client (sales, donations, leads, enrollment, membership) [#solopr](#)



[KeeyanaHall 1:44pm via HootSuite](#)

@ [JasminMartin](#) @[mdbarber](#) I've been curious but didn't know if I should make the investment. I think I'll check it out now! [#solopr](#)



[SoloPR 1:44pm via Twubs](#)

MT @[ImSocialSavvy](#) A2 [#solopr](#) I pay attention to how businesses I admire make use of new features. Then, I decide how it works for my clients



[mdbarber 1:44pm via tchat.io](#)

Need to run a bit early today folks. Have a great day! Wonderful conversation. [#solopr](#)



[KristK 1:44pm via Twubs](#)

A3: When I tie PR activities to \$\$, I want to show impact for client (sales, donations, leads, enrollment, membership) No AVE [#solopr](#)



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

@[Aniketh](#) Thanks for the helpful resources today! [#soloPR](#)



[JasminMartin 1:44pm via HootSuite](#)

@[Aniketh](#) thanks! I'll check it out [#solopr](#)



[KellyeCrane](#) 1:44pm via tchat.io

@[3HatsComm](#) I've been testing Oktopost (thx to @[TomMartin](#)'s original post on them). A few things lacking, but overall cool prod. [#solopr](#)



[ImSocialSavvy](#) 1:43pm via Twitter for iPad

A2 [#solopr](#) I pay special attention to how businesses I admire make use of new features. Then, I decide how it works for my clients



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

RIGHT! RT @[PRjeff](#): A3: I'd never use AVEs. Why would PR want to be in the same boat as advertising? They don't use PR equivalents. [#solopr](#)



[SoloPR](#) 1:42pm via Twubs

Good pt- not all same RT @[KristK](#) A3: Reports range from one-page project updates or in-depth analysis of research. All different. [#solopr](#)



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

@[mdbarber](#) @ [JasminMartin](#) Depending on the data you tweeps are looking for [demographicspro.com](#) is a cool one too! [#solopr](#)

[3HatsComm](#) 1:42pm via Twubs

@[TomMartin](#) Will check out Oktopost [#solopr](#)



[SproutSocial](#) 1:42pm via Sprout Social

@ [JasminMartin](#) Appreciate the [#sproutlove](#), Jasmin! Thank you. [#solopr](#)



[KristK 1:42pm via Twubs](#)

Amen! RT @[PRjeff](#) A3: I'd never use AVEs. Why would PR want to be in the same boat as advertising? They don't use PR equivalents. [#solopr](#)



[SoloPR 1:42pm via Twubs](#)

Yes! RT @[CjShaffer1](#) A3. Google Analytics - easy to convey \$ value added to their business by your actions, social, PR etc [#solopr](#)



[mdbarber 1:41pm via tchat.io](#)

BINGO! RT @[PRjeff](#): A3: I'd never use AVEs. Why would PR want to be in the same boat as AD? They don't use PR equivalents. [#solopr](#) [#solopr](#)



[PRjeff 1:41pm via tchat.io](#)

A3: I'd never use AVEs. Why would PR want to be in the same boat as advertising? They don't use PR equivalents. [#solopr](#)



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

@[mdbarber](#) Me too! [#solopr](#)



[KellyeCrane 1:41pm via tchat.io](#)

@[mdbarber](#) How do you obtain your samples when doing a survey? [#solopr](#)



[KristK 1:41pm via Twubs](#)

A3: Reports range from one-page project updates or in-depth analysis of research. All different. [#solopr](#)



[mdbarber](#) 1:40pm via [tchat.io](#)

@[jendonovansf](#) Many people are not which I find frustrating. I keep hoping we'll get there. ;-)
[#solopr](#)



[SoloPR](#) 1:40pm via [Twubs](#)

RT @[mdbarber](#) A3 --Sometimes I do an electronic survey as a benchmark and then run it again at intervals during the campaign. [#solopr](#)



[CjShaffer1](#) 1:40pm via [TweetDeck](#)

A3. Google Analytics [#solopr](#) It's easy to convey \$ value added to their business by your actions, social, PR etc and easy to understand



[SproutSocial](#) 1:40pm via [Sprout Social](#)

@[mdbarber](#) Thanks for the shout-out, Mary! [#solopr](#)



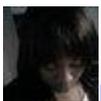
[TomMartin](#) 1:40pm via [HootSuite](#)

A3: been using Oktopost to manage a few campaigns lately - use their reporting (conversions) - easy and clients love [#solopr](#)



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

Aren't we already there? RT @[mdbarber](#): A3: we need to get beyond just counting clips and AVE. We need to measure outcomes instead. [#solopr](#)



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

Yes! RT @[KellyeCrane](#): A3: My best reporting tool is MS Word, believe it or not -- most of my reporting is high level. [#solopr](#)



[mdbarber 1:40pm via tchat.io](#)

I agree. They are wonderful. RT @ [JasminMartin](#): @[mdbarber](#) i LOVE @[SproutSocial](#)! They are great for social media analytics [#solopr](#) [#solopr](#)



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

@[gregwbros](#) @[KellyeCrane](#) Also ties to Q of whether you're their strategic counsel (i.e., high level) or just executing tasks. [#solopr](#)



[KellyeCrane 1:40pm via tchat.io](#)

@[gregwbros](#) Agree- especially with invoicing. Even if they don't realize it, they don't want the detail. Less is more! [#solopr](#)



[mdbarber 1:39pm via tchat.io](#)

A3 -- Good info on measurement at [prsa.org](#) [#solopr](#)



[mdbarber 1:39pm via tchat.io](#)

A3 -- I'll say it...we need to get beyond just counting clips and AVE. We need to measure outcomes instead. [#solopr](#)



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

@[mdbarber](#) i LOVE @[SproutSocial](#)! They are great for social media analytics [#solopr](#)



[PRjeff 1:39pm via tchat.io](#)

You use/recommend them? RT @mdbarber: A3 -- ...the analytics that come w/ @SproutSocial are really good. #solopr #solopr



[SoloPR 1:39pm via Twubs](#)

MT @gregwbrooks Clients do not WANT endless detail-level reporting -- that does not communicate the value of your work. #solopr



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

@decillis @KellyeCrane Me as well! #solopr



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

@mdbarber @SproutSocial Hopefully I can justify that cost soon. #solopr



[SoloPR 1:38pm via Twubs](#)

Nice! RT @dariasteigman A3 Depends what you're reporting. I try to minimize the reports & maximize the doing. #solopr



[mdbarber 1:38pm via tchat.io](#)

A3 -- Sometimes I do an electronic survey as a benchmark and then run it again at intervals during the campaign. #solopr



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

@KellyeCrane My cheapness may figure into this as well. #solopr



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

@[KellyeCrane](#) Honestly, I'd love to use something, but nothing is good enough. [#controlfreak](#)
[#solopr](#)



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

RT @[mdbarber](#): A3 -- If you're measuring social network impressions, the analytics that come with @[SproutSocial](#) are really good. [#solopr](#)



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

A3 Depends what you're reporting. I try to minimize the reports & maximize the doing. [#solopr](#)



[mdbarber](#) 1:38pm via [tchat.io](#)

A3 -- If you're measuring social network impressions, the analytics that come with @[SproutSocial](#) are really good. [#solopr](#)



[SoloPR](#) 1:37pm via [Twubs](#)

RT @[mdbarber](#) A3 -- Reporting tools depend on what you're measuring. I usually do a custom report because each is so different. [#solopr](#)



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

@[KellyeCrane](#) YES! Clients do not WANT endless detail-level reporting -- that does not communicate the value of your work. [#solopr](#)



[mdbarber](#) 1:37pm via [tchat.io](#)

Mine too RT @[gregwbrooks](#): @[decillis](#) I count nothing. My gigs are usually structured with minimal weekly reporting. [#solopr](#) [#solopr](#)



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

@[KellyeCrane](#) @[decillis](#) That's been my method, thought I could find some new tips by asking :) [#solopr](#)

[akenn 1:37pm via tchat.io](#)

A3. Hi Betsy. Welcome to the group [picture us sitting around folding chairs in church basement] Some of us can relate to your story [#solopr](#)



[mdbarber 1:37pm via tchat.io](#)

A3 -- Reporting tools depend on what your measuring. I usually do a custom report because each is so different. [#solopr](#)



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

@[decillis](#) @[SoloPR](#) I count nothing -- we should be friends. :) (My gigs are usually structured with minimal weekly reporting.) [#solopr](#)



[KellyeCrane 1:36pm via tchat.io](#)

@[decillis](#) Same here! I manually pull it all together (with help) like a crazy person. [#solopr](#)



[DuaneDrzadinski 1:36pm via Twitter for iPhone](#)

@[dariasteigman](#) @[gregwbrooks](#) @[LoisMarketing](#) Guess I've been an "outside" perspective my whole life! Good for everyone I meet. :) [#soloPR](#)



[mdbarber 1:36pm via tchat.io](#)

@[jendonovansf](#) Thanks. [#solopr](#)



[KellyeCrane 1:36pm via tchat.io](#)

A3: My best reporting tool is MS Word, believe it or not -- most of my reporting is high level. [#solopr](#)



[karenskim](#) 1:36pm via Twubs

@[KeeyanaHall](#) *waving* So glad you're here :-) [#solopr](#)



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

Aside: I really, really hate when someone starts sending me stuff I didn't sign up for & then makes me jump through hoops to unsub. [#solopr](#)



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

@[mdbarber](#) @[SoloPR](#) Reporting results for clients [#solopr](#)



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

@[SoloPR](#) A3: Hi my name is Betsy & I have control issues. I manually count a lot of stuff. Every tool I've used has missed something. [#solopr](#)

[akenn](#) 1:35pm via tchat.io

A3. @[KristK](#) will have some good, different answers for this one! [#solopr](#)



[KeeyanaHall](#) 1:35pm via HootSuite

About to catch the last half of [#solopr](#). Hey friends! *waves*



[mdbarber](#) 1:35pm via tchat.io

What type of reporting? MT @[SoloPR](#): from @[jendonovansf](#): Q3 - What reporting tools do you use? Which are best for solos? [#solopr](#) [#solopr](#)



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

@[SoloPR](#) Thanks! [#solopr](#)



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

RT @[SoloPR](#): Here's another one from @[jendonovansf](#): What reporting tools do you use? Which are best for solos? [#solopr](#)



[KristK](#) 1:34pm via Twubs

RT @[SoloPR](#) Here's another one from @[jendonovansf](#): What reporting tools do you use? Which are best for solos? [#solopr](#)



[ImpactMktPR](#) 1:34pm via Twitter for iPhone

Great to see you all, if only for a bit! Gotta run. Kelleye can't wait to hear wire news. [#solopr](#)



[karenswym](#) 1:34pm via Twubs

RT @[SoloPR](#) Here's another one from @[jendonovansf](#): What reporting tools do you use? Which are best for solos? [#solopr](#)



[SoloPR](#) 1:34pm via Twubs

Here's another one from @[jendonovansf](#): What reporting tools do you use? Which are best for solos? [#solopr](#)



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

@[KellyeCrane](#) :) Hope it'd be useful to you too :) [#solopr](#)



[KristK](#) 1:33pm via Twubs

RT @[mdbarber](#) A2 - Follow people whose opinions I trust, also All Facebook. Lots of misinformation, which is why I rely on experts. [#solopr](#)



[SoloPR](#) 1:33pm via Twubs

Nice tips on Q2 - thanks, everyone! Q3 is up next... [#solopr](#)



[KellyeCrane](#) 1:32pm via tchat.io

@[decillis](#) Ha- that is awesome! I think for [#solopr](#) that idiot is me. :-)) [#solopr](#)



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

Related to the last tweet: I'm that idiot for many people that want to know about FB. [#solopr](#)



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

Seriously. J RT @[ImpactMktPR](#): Time for self? What's that? LOL @[PRjeff](#) @[PaulaJohns](#) [#solopr](#)



[PRProblemSolver](#) 1:31pm via TweetChat powered by oneQube

RT @[decillis](#) strive to always have 1 idiot in ur network that gets way too excited about stuff you need to stay on top of. [#solopr](#)



[PRProblemSolver](#) 1:31pm via TweetChat powered by oneQube

@[dariasteigman](#) howdy! good to see you too! [#solopr](#)



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

A2: I think you should strive to always have 1 idiot in ur network that gets way too excited about stuff you need to stay on top of. [#solopr](#)



[KellyeCrane](#) 1:31pm via tchat.io

A2: Also, running experiments with Solo PR's FB page (and elsewhere) helps me understand before I do anything w/clients. [#solopr](#)



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

B2C may not be your 'sweet spot' but don't be too quick to dismiss it as a [#soloPR](#). Important to keep options open to grow practice [#soloPR](#)



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

@[PRProblemSolver](#) Hello Mustafa {~~waving~~}. Good to "see" you. [#solopr](#)



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

@[dariasteigman](#) @[akenn](#) Ditto. [#solopr](#)



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

Amen @[mdbarber](#): A2 - Follow ppl who trust opinions & also All Facebook. Lots of misinfo out there which is why I rely on experts. [#solopr](#)



[PRProblemSolver](#) 1:30pm via TweetChat powered by oneQube

@[akenn](#) changed it a while back when i rebranded the shop :) [#solopr](#)



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

@[gregwbrooks](#) I didn't speak to an "experience" Greg. LOL! [#soloPR](#)



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

@[gregwbrooks](#) Me neither. I help them set the strategy (if they need to be there), but I leave the Facebook day-to-day to them. [#solopr](#)



[karenswim](#) 1:29pm via Twubs

True RT @[jendonovansf](#) A2: News about FB changes usually spread like wildfire, so it's not too hard to stay up to speed. [#solopr](#)



[ImpactMktPR](#) 1:29pm via Twitter for iPhone

@[PRSASCC](#) speakers great! Just had Content Marketing for PR. Great pros, food, and wine = time4self! @[mlaffs](#) @[jendonovansf](#) [#solopr](#)



[mdbarber](#) 1:29pm via tchat.io

A2 - Follow people whose opinions I trust & also All Facebook. Lots of misinformation out there which is why I rely on experts. [#solopr](#)



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

@[LoisMarketing](#) Yes, but some people *are* selling picks and shovels -- I was speaking beyond your specific experience. [#solopr](#)



[KellyeCrane](#) 1:29pm via tchat.io

A2: I don't try to hop right on the breaking news- I let others kick the tires and then read what they find out. [#solopr](#) [#solopr](#)



[alysiacook](#) 1:29pm via Twitter for iPhone

@[gregwbrooks](#) @[SoloPR](#) A2. Neither do I. Yay me! [#solopr](#)



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

A2: News about FB changes usually spread like wildfire, so it's not too hard to stay up to speed. [#solopr](#)

[akenn](#) 1:29pm via tchat.io

@[PRProblemSolver](#) Hi Mustafa. New Twitter name? I like it!! [#solopr](#)



[karenswim](#) 1:28pm via Twubs

RT @ [JasminMartin](#) Q2: I look at tech blogs or follow web gurus to keep me updated with social site changes. [#solopr](#)



[KellyeCrane](#) 1:28pm via tchat.io

A2: I've written before on the [#solopr](#) blog about my "it pays to wait" philosophy: [soloprpro.com/it-pays-to-wai...](#) [#solopr](#)



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

@[akenn](#) Since I don't manage FB pages (or focus on FB marketing), I count on outside resources to keep me up to date. [#solopr](#)



[JasminMartin](#) 1:28pm via HootSuite

Q2: I look at tech blogs or follow web gurus to keep me updated with social site changes.
[#solopr](#)



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

I have B2C clients where both Facebook and Pinterest are working well. You commit to staying on top of changes to best advise them! [#soloPR](#)



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

A2: [#tourismchat](#) and Tourism Geeks also get off on changes, so we're regularly sharing changes with great enthusiasm. [#solopr](#)



[PRProblemSolver](#) 1:27pm via [TweetChat powered by oneQube](#)

joining late, but hi peeps! [#solopr](#)



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

Ditto. RT [@akenn](#): A2. I follow people who are "experts" and read their blogs about the latest changes. [#solopr](#)



[PaulaJohns](#) 1:27pm via [Twubs](#)

Same...RT [@akenn](#): A2. Serious answer is I follow people who are "experts" and read their blogs about the latest changes. [#solopr](#)



[alysiacook](#) 1:27pm via [Twitter for iPhone](#)

RT [@SoloPR](#): Yes, AllFacebook is helpful RT [@karensxim](#) A2: I have found [AllFacebook.com](#) to be a good resource [#solopr](#)



[karensxim](#) 1:27pm via [Twubs](#)

Yes! RT @akenn A2. Serious answer is I follow people who are "experts" and read their blogs about the latest changes. [#solopr](#)



[SoloPR 1:27pm via Twubs](#)

MT @decillis @SoloPR It's one of my biggest tools for business development, so just natural usage & trying to break things. [#funtimes](#) [#solopr](#)



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

@jendonovansf FB page, ads, networking, keeping up with potential clients and current ones. Tons of ways. [#solopr](#)



[mlaffs 1:27pm via Tweetbot for Mac](#)

@SoloPR just like any other shifting tech tool - make good quality content, tactics are secondary [#soloPR](#)



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

@gregwbrooks I'm not selling picks and shovels Greg. I'm helping clients grow. [#soloPR](#)



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

@SoloPR A2: Appalling truth: I don't manage FB for clients. [#snoopydance](#) [#soloPR](#)



[KristK 1:26pm via Twubs](#)

RT @SoloPR Q2: Facebook is *always* changing- how do you stay on top of it for clients? [#solopr](#)



[SoloPR 1:26pm via Twubs](#)

Yes, AllFacebook is helpful RT @[karensxim](#) A2: I have found [AllFacebook.com](#) to be a good resource [#solopr](#)



[PRjeff](#) 1:26pm via [Tweet Button](#)

RT @[karensxim](#): A2: I have found [AllFacebook.com](#) to be a good resource [#solopr](#)



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

@[decillis](#) @[SoloPR](#) How are you using Facebook for biz dev? [#solopr](#)



[mlaffs](#) 1:26pm via [Tweetbot for Mac](#)

@[jendonovansf](#) @[smcsfo](#) Mom is in town, so we'll have to see! [#soloPR](#)



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

If you're a [#soloPR](#) waiting for the dryer timer to sound in a moment .. shame shame shame! :) [#Housewives](#) [#Margaritas](#) ;) ;)



[karensxim](#) 1:26pm via [Twubs](#)

A2: I have found [AllFacebook.com](#) to be a good resource [#solopr](#)



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

Other social nets, too RT @[SoloPR](#): Q2: Facebook is *always* changing- how do you stay on top of it for clients? [#solopr](#)

[akenn](#) 1:25pm via [tchat.io](#)

A2. Serious answer is I follow people who are "experts" and read their blogs about the latest changes. [#solopr](#)

[akenn 1:25pm via tchat.io](#)

A2. IDK. I can barely keep up with it myself, personally! [#solopr](#)



[karenswym 1:25pm via Twubs](#)

RT [@SoloPR](#) Q2: Facebook is *always* changing- how do you stay on top of it for clients? [#solopr](#)



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

[@SoloPR](#) It's one of my biggest tools for business development, so just natural usage and then trying to break things. [#funtime](#) [#solopr](#)



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

[@LoisMarketing](#) Depends. Peter Shankman and a handful of others have made a fortune selling picks and shovels to the miners. [#solopr](#)



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

[@mlaffs](#) [@smcsfo](#) Gotcha. Next event is 9/23 if you're available. [#solopr](#)



[mlaffs 1:25pm via Tweetbot for Mac](#)

[@dariasteigman](#) whomp whomp [#solopr](#)



[mlaffs 1:25pm via Tweetbot for Mac](#)

[@jendonovansf](#) I know a few people who've been active with [@smcsfo](#), though I haven't been to many of the events myself [#solopr](#)



[mdbarber](#) 1:25pm via [Tweet Button](#)

RT @[SoloPR](#): Q2: Facebook is *always* changing- how do you stay on top of it for clients? [#solopr](#)



[ImpactMktPR](#) 1:24pm via [Twitter for iPhone](#)

Time for self? What's that? Lol! @[PRjeff](#) @[PaulaJohns](#) [#solopr](#)



[SoloPR](#) 1:24pm via [Twubs](#)

Q2: Facebook is *always* changing- how do you stay on top of it for clients? [#solopr](#)



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

@[mlaffs](#) Oh really? Do tell :) [#solopr](#)



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

A1 What? No one is getting creativity from Jersey Shore or the Housewives of [name your city]? [#solopr](#)



[JenMarsikFriess](#) 1:24pm via [Twitter for Mac](#)

I want the transcript to this one! RT @[karenswym](#): @[akenn](#) @[mdbarber](#) @[KristK](#) maybe we should have a solo hubbys meet-up :) [#solopr](#)



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

Your focus should be on learning from your CLIENTS' industries, not the PR industry! [#soloPR](#)

[3HatsComm](#) 1:24pm via [Twubs](#)

I've always thought so :) RT @[dariasteigman](#) @[KristK](#) Isn't everything helped by drinking margaritas? "By the pool" for bonus points. [#solopr](#)



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

A1. I mix up what I'm reading or listening to. Go from newspaper to fiction to non-fiction book (and usually @[cbcradio](#) programs). [#solopr](#)



[PaulaJohns](#) 1:23pm via Twubs

Mine would definitely join. :) RT @[KristK](#): Support group? RT @[karensxim](#) @[akenn](#) @[mbarber](#) @[KristK](#) maybe a solo hubbys meet-up :-)
[#solopr](#)



[mlaffs](#) 1:23pm via Tweetbot for Mac

@[jendonovansf](#) hi, I think we are neighbors and have some mutual friends in common - we should meet up! [#soloPR](#)



[SoloPR](#) 1:23pm via Twubs

Terrific tips, everyone! Q2 is up next... [#solopr](#)



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

@[gregwbrooks](#) If it makes you feel better, the guy that I live with would disagree. Although he said he wouldn't date online me. [#solopr](#)



[SoloPR](#) 1:23pm via Twubs

RT @[alysiacoock](#) A1. Industry conf/roundtables that my clients attend are another great source. Watch what topics ppl respond to. [#solopr](#)



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

@[KristK](#) Isn't everything helped by drinking margaritas? "By the pool" for bonus points. [#solopr](#)



[ImpactMktPR](#) 1:22pm via Twitter for iPhone

@[amysept](#) Hi Amy. Welcome to [#solopr](#), Amy.



[KristK](#) 1:22pm via Twubs

RT @[alysiacook](#) A1. Industry confs/roundtables that my clients attend are another great source. Watch what topics ppl respond to. [#solopr](#)



[KellyeCrane](#) 1:22pm via tchat.io

@[decillis](#) @[akenn](#) If @[prtini](#)'s coworkers talk as fast as she does, I'm sure it gets quite lively! (hey Heather!) :-) [#solopr](#)

[akenn](#) 1:22pm via web

@[gregwbrooks](#) @[mdbarber](#) @[KristK](#) sorry, Greg: "spouse" or "roommate"! [#solopr](#)



[gregwbrooks](#) 1:22pm via web

@[decillis](#) @[akenn](#) I... I am saddened by this. [#solopr](#) [#crusheddreams](#)



[alysiacook](#) 1:22pm via Twitter for iPhone

RT @[LoisMarketing](#): Look at industries related to your clients' and learn from what's working among them [#soloPR](#)



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

@[KellyeCrane](#) Thanks Kellye. Always room for more fresh ideas from smart professionals. [#solopr](#)



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

@[gregwbrooks](#) @[LoisMarketing](#) I think it's about both "inside" talent & "outside" perspectives. Sometimes the wide angle lens helps. [#solopr](#)



[KristK](#) 1:21pm via Twubs

Support group? RT @[karens swim](#) @[akenn](#) @[mdbarber](#) @[KristK](#) maybe we should have a solo hubbys meet-up :-)
[#solopr](#)



[mlaffs](#) 1:21pm via Tweetbot for Mac

@[ImSocialSavvy](#) that's dangerous for me when I'm working from home - can be a huge time suck! [#soloPR](#)



[mdbarber](#) 1:21pm via tchat.io

You're too funny! RT @[gregwbrooks](#): @[mdbarber](#) @[akenn](#) @[KristK](#) DO NOT CALL MY HUSBAND. Ahem. [#solopr](#) [#solopr](#)



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

Thanks Mary! RT @[mdbarber](#): @[jendonovansf](#) that was a good question. Thanks for asking. We always get fresh ideas with it. [#solopr](#)



[KellyeCrane](#) 1:21pm via tchat.io

@[jendonovansf](#) Yes, even the most experienced Solo PR Pro needs a reality check (or a sympathetic ear!) now and then. Great Q. [#solopr](#)



[mdbarber](#) 1:21pm via tchat.io

@[jendonovansf](#) that was a good question. Thanks for asking. We always get fresh ideas with it. [#solopr](#)



[KristK](#) 1:21pm via Twubs

A1: As frenzied as our lives can be, my sanity, creativity benefits when I step back, read, relax, drink margaritas by the pool. [#solopr](#)



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

Look at industries related to your clients' and learn from what's working among them [#soloPR](#)



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

A1. Industry conferences/roundtables that my clients attend are another great source. Watch what topics ppl respond to. [#solopr](#)



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

@[akenn](#) @[mdbarber](#) @[KristK](#) maybe we should have a solo hubbys meet-up :-)[#solopr](#)



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

@[akenn](#) I'm not the best at vocalizing ideas. In person, I'm not quiet the loudmouth I am online. [#solopr](#)



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

@[mdbarber](#) @[akenn](#) @[KristK](#) DO NOT CALL MY HUSBAND. Ahem. [#solopr](#)



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

@[LoisMarketing](#) Not a bad idea at all -- I don't discount my fellow practitioners, but no one has the corner on good ideas. [#solopr](#)



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

Thanks everyone on [#solopr](#) to the great inspiration ideas to Q1 today. Glad I posed it to Kellye!!



[SoloPR](#) 1:19pm via [Twubs](#)

The Solo PR Pros LI group has great discussions w/people who aren't nec on Twitter MT
@[KristK](#) A1: LinkedIn has become a good source [#solopr](#)

[akenn](#) 1:19pm via [tchat.io](#)

@[decillis](#) why??? [#solopr](#)



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

@[mdbarber](#) @[KristK](#) You might want to check a reservoir of case studies at [worldsbestcasestudies.com](#) too :) [#solopr](#)



[PRjeff](#) 1:18pm via [tchat.io](#)

Yes, have to make time for yourself! RT @[PaulaJohns](#): A1 I read a lot. And take long walks, which gives me time to think. [#solopr](#) [#solopr](#)



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

@[akenn](#) I accidentally was in an Inspiration Friday meeting at @[prtini](#)'s office. Love the idea, but will avoid Fridays there. ;) [#solopr](#)



[mdbarber](#) 1:18pm via [tchat.io](#)

That would be hysterical! RT @akenn: @KristK how funny would it be if we called each other's husbands?? #solopr #solopr



[KristK 1:18pm via Twubs](#)

A1: LinkedIn has become a good source to find thought-leaders, group discussions, etc. #solopr



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

+1 This too. RT @LoisMarketing: If I want fresh ideas for PR -- I don't go to PR pros. I'd rather have a view from outside in :) #soloPR

[akenn 1:18pm via tchat.io](#)

@KristK how funny would it be if we called each other's husbands?? #solopr



[SoloPR 1:17pm via Twubs](#)

RT @mdbarber Same here. Proofs 2 MT @akenn, @KristK I run biz probs by my husband who has completely diff exp/approach #solopr

[akenn 1:17pm via tchat.io](#)

A1. I shared this a couple of days ago (& others prob saw too) but love @prtini's creativity tips: prtini.com/creative-tools/ #solopr



[alysiacook 1:17pm via Twitter for iPhone](#)

@LoisMarketing Great idea! #fresh #solopr



[SoloPR 1:17pm via Twubs](#)

Good pt! RT @LoisMarketing If I want fresh ideas for PR -- I don't go to fellow PR pros. I'd rather have a view from outside in :) #soloPR



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

A1. Tap my informal advisory group. Also [#solopr](#) friends. Read a lot. Blog (which forces me to think smart & interesting).



[KellyeCrane](#) 1:16pm via tchat.io

A1: Love folks sharing their fave case study resources! Another great one is @[MarketingProfs](#) [#solopr](#)



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

RT @[Aniketh](#): A1: I look up for case studies & the most interesting ones are found here -> [worldsbestcasestudies.com](#) [#solopr](#)



[mdbarber](#) 1:16pm via tchat.io

A1 - Lots of resources on @[PRSA](#) website. Use the search field to explore. [#solopr](#)



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

If I want fresh ideas for PR -- I don't go to fellow PR pros. Is that terrible? I'd rather have a view from outside in :) [#soloPR](#)



[mdbarber](#) 1:15pm via tchat.io

Good point. RT @[KristK](#): A1: PRSA's Silver Anvil winning case studies are a good resource too. [prsa.org/Awards/Search#...](#) [#solopr](#) [#solopr](#)



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

@[jendonovansf](#) I do this by creating an action group on [#whatsapp](#) @[alysiacoock](#) [#solopr](#) // Clients are an excellent source of new ideas.



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

A1: Twitter has become my greatest brainstorming resource! One article leads to another & another till I'm down the bunny hole [#solopr](#)



[karensxim](#) 1:15pm via Twubs

RT @[KristK](#) A1: PRSA's Silver Anvil winning case studies are a good resource too. prsa.org/Awards/Search#... [#solopr](#)



[SoloPR](#) 1:15pm via Twubs

Welcome those just joining! We're talking about how you brainstorm & stay creative as a [#solopr](#)



[KristK](#) 1:15pm via Twubs

A1: PRSA's Silver Anvil winning case studies are a good resource too. prsa.org/Awards/Search#... [#solopr](#)

[akenn](#) 1:14pm via tchat.io

@[decillis](#) mine works in big corp env so sometimes he will explain to me that it's NOT a problem, just something I'm not used to [#solopr](#)



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

When brainstorming I go outside my inner circle. I loved taking a client's interns to dinner the other night! Bright and fresh! [#soloPR](#) A1



[JasminMartin](#) 1:14pm via HootSuite

A1: I like to bounce ideas around with colleagues. Sometimes my own thoughts aren't polished enough [#solopr](#)



[mdbarber 1:14pm via tchat.io](#)

Same here. Proofs 2 MT @[akenn](#), @[KristK](#) I run biz probs by my husband who has completely diff exp/approach & fresh insight [#solopr](#) [#solopr](#)



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

I've done this for particular projects, too MT @[KristK](#): A1: have a secret FB group of PR pals I like and trust. [#solopr](#)



[mlaffs 1:13pm via Tweetbot for Mac](#)

Sneaking in to [#soloPR](#) late - it's been a while!



[KristK 1:13pm via Twubs](#)

Me too (mine, not yours) MT @[akenn](#) I run biz probs by my husband who has completely different exp/approach & fresh insight [#solopr](#)



[JanetLFalk 1:13pm via web](#)

Hi friends. NYC-based PR pro for small biz, consultants, nonprofits, law firms, financial services. Happy to be back with [#solopr](#)



[SoloPR 1:13pm via Twubs](#)

RT @[dariasteigman](#) A1 Own boss, but not living under a rock (well, not today). Everyone needs smart people they can bounce ideas off. [#solopr](#)



[mdbarber 1:13pm via tchat.io](#)

Exactly! RT @[KristK](#): A1: Theme=circle of friends, colleagues. No need to brainstorm alone. [#solopr](#) [#solopr](#)



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

@[akenn](#) Love that! My boyfriend offers the same type of insight. Fresh, unbiased, and new. [#solopr](#)



[karenschwim](#) 1:13pm via [Twubs](#)

RT @[dariasteigman](#) A1 Own boss, but not living under a rock (well, not today). Everyone needs smart people they can bounce ideas off. [#solopr](#)



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

@[akenn](#) You are so lucky. Mine usually says, "I don't understand why that's a problem." [#solopr](#)



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

@[Aniketh](#) Thanks for sharing the case study resource - I've never seen that one! [#solopr](#)



[mlaffs](#) 1:12pm via [Tweetbot for Mac](#)

@[IAmKWestra](#) hi, Kathy, that's my hometown! @[shonali](#) is near you too. [#soloPR](#)



[KristK](#) 1:12pm via [Twubs](#)

A1: Theme=circle of friends, colleagues. No need to brainstorm alone. [#solopr](#)



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

Great answer RT @alysiacook: A1. Clients are an excellent source of new ideas. Regularly ask them what keeps them up at night. [#solopr](#)

[akenn 1:12pm via tchat.io](#)

If it's a biz problem that I'm stumped with (vs PR) I run it by my husband who has completely different exp/approach & fresh insight [#solopr](#)



[ImSocialSavvy 1:12pm via Twitter for iPad](#)

So much love in [#solopr](#) twitter chat! Join in if you're free :-)



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

A1: Randomly, I used to use Timehop to remind myself of what I was thinking a year ago and that would bring up ideas. Can't anymore. [#solopr](#)



[SoloPR 1:12pm via Twubs](#)

RT @PaulaJohns A1 I read a lot. And take long walks, which gives me time to think. [#solopr](#)



[JenMarsikFriess 1:12pm via Twitter for Mac](#)

This MT @KellyeCrane: A1: I'm biased, but the Solo PR Pro community resources are my go-to for ideas, reality checks. [#solopr](#) [#solopr](#)



[mdbarber 1:12pm via Tweet Button](#)

RT @SoloPR: Members of Solo PR PRO Premium get access to a private FB group, where we share client specifics soloprpro.com/members/ [#solopr](#)



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

A1. Clients are an excellent source of new ideas. Regularly ask them what keeps them up at night. [#solopr](#)



[SoloPR 1:11pm via Twubs](#)

Members of Solo PR PRO Premium get access to a private FB group, where we share client specifics soloprpro.com/members/ [#solopr](#)



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

Look at what's working for businesses outside your client's and your sphere. Consider their creative approaches [#soloPR](#) A1



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

A1 Own boss, but not living under a rock (well, not today). Everyone needs smart people they can bounce ideas off. [#solopr](#)



[Aniketh 1:11pm via web](#)

A1: Also go back to my drawing board to figure if I can leverage a utility :) [#solopr](#)



[KristK 1:11pm via Twubs](#)

A1: I have a secret FB group of PR pals I like and trust. We support each other personally and professionally. [#solopr](#)



[ImSocialSavvy 1:10pm via Twitter for iPad](#)

@[KristK](#) I'm based out of DC but work on projects nationwide! [#solopr](#)



[mdbarber 1:10pm via tchat.io](#)

@[ImSocialSavvy](#) We think we are, but we're a bit biased. Lots of good ideas being shared though. [#solopr](#)



[KristK 1:10pm via Twubs](#)

A1: Read, follow industry trends. Spend time outdoors and at museums. [#solopr](#)



[alysiacook 1:10pm via HootSuite](#)

A1. I bounce ideas off trusted colleagues like @[pagetx](#) & others in [#solopr](#) to flesh out pros/cons of those ideas.



[jendonovansf 1:10pm via TweetDeck](#)

RT @[SoloPR](#): Q1: Where do you source ideas when you're your own boss (staying creative/ways to brainstorm when you're solo)? [#solopr](#)



[SoloPR 1:10pm via Twubs](#)

RT @[mdbarber](#) A1 - I have different groups of pros I get together with regularly. We brainstorm and strategize [#solopr](#)



[jendonovansf 1:10pm via TweetDeck](#)

RT @[karensxim](#): A1: That's one of the great benefits of the SoloPR group, brainstorming partners! [#solopr](#)



[LoisMarketing 1:10pm via TweetDeck](#)

I heart you [#soloPR](#) friends but it's good to step away from it all to create fresh new ideas, think for yourself and for your client. A1



[dariasteigman 1:10pm via TweetDeck](#)

Great Q. RT @SoloPR: Q1: Where do you source ideas when you're your own boss (staying creative/ways to brainstorm when you're solo)? #solopr



[PaulaJohns](#) 1:10pm via Twubs

A1 I read a lot. And take long walks, which gives me time to think. #solopr



[mdbarber](#) 1:10pm via tchat.io

A1 - I also ping the Solopr group on Facebook. Lots of great discussions there. One of many well-worth-it member benefits. #solopr



[ImSocialSavvy](#) 1:09pm via Twitter for iPad

@[mdbarber](#) Thanks Mary, I've heard you guys are a great bunch #solopr



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

A1: I look up for case studies & the most interesting ones are found here -> worldsbestcasestudies.com #solopr



[KellyeCrane](#) 1:09pm via tchat.io

@[IAmKWestra](#) Hi Kathy- so glad you could make it! #solopr



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

@[ImSocialSavvy](#) Hi Sharon, welcome aboard. Happy to have you on #solopr

[akenn](#) 1:09pm via tchat.io

A1. Honestly forums like this (weekly chat, FB page) are helpful. I love to read too & draw inspiration from articles & books. #solopr



[KellyeCrane](#) 1:09pm via [tchat.io](#)

A1: I'm biased J, but the various Solo PR Pro community resources are my go-to for ideas, reality checks. [#solopr](#) [#solopr](#)



[IAmKWestra](#) 1:08pm via [web](#)

[#solopr](#) Joining from Silver Spring, MD, for my first SoloPR chat. Hi, everybody, and thanks Kellye for this community.



[PaulaJohns](#) 1:08pm via [Twubs](#)

@[decillis](#) Love the "bad" name. Definitely stands out! :) [#solopr](#)



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

I step away from the computer, tablet and phone and channel the inner creative Lois. Rediscover MY thinking. :)) [#soloPR](#) A1



[karenschwim](#) 1:08pm via [Twubs](#)

In addition to the group, read, connect with others outside of industry [#solopr](#)



[KristK](#) 1:08pm via [Twubs](#)

RT @[SoloPR](#) Q1: Where do you source ideas when you're your own boss (staying creative/ways to brainstorm when you're solo)? [#solopr](#)



[mdbarber](#) 1:08pm via [tchat.io](#)

A1 - I have different groups of pros I get together with regularly. We brainstorm and strategies with each other regularly. [#solopr](#)



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

@[SoloPR](#) A1: I'm lucky to have @[gebencomm](#) offices to pop into, but I also talk daily with tourism/pr pros. Always be talking. [#solopr](#)



[karensxim](#) 1:07pm via Twubs

A1: That's one of the great benefits of the SoloPR group, brainstorming partners! [#solopr](#)



[KellyeCrane](#) 1:07pm via tchat.io

@[decillis](#) It suits you. :-) [#solopr](#)



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

Thanks [#solopr](#) for using my questions as Q1 today!



[karensxim](#) 1:07pm via Twubs

RT @[SoloPR](#) Q1: Where do you source ideas when you're your own boss (staying creative/ways to brainstorm when you're solo)? [#solopr](#)



[karensxim](#) 1:07pm via Twubs

@ [_JasminMartin](#) Hi Jasmin! :-)
[#solopr](#)



[mdbarber](#) 1:07pm via Tweet Button

RT @[SoloPR](#): Q1: Where do you source ideas when you're your own boss (staying creative/ways to brainstorm when you're solo)? [#solopr](#)



[SoloPR 1:06pm via Twubs](#)

Q1: Where do you source ideas when you're your own boss (staying creative/ways to brainstorm when you're solo)? [#solopr](#)



[alysiacook 1:06pm via Twitter for iPhone](#)

@[ImSocialSavvy](#) Welcome! [#solopr](#)



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

Hi all from sunny Atlanta! Fall is coming -- I just know it! :) Solo pro working with clients in financial svcs, tech, motorsport [#soloPR](#)



[KristK 1:06pm via Twubs](#)

@[ImSocialSavvy](#) Welcome Sharon! Where are you based? [#solopr](#)



[karenswim 1:06pm via Twubs](#)

@[ImSocialSavvy](#) Hi Sharon, glad you're here! [#solopr](#)



[JasminMartin 1:06pm via HootSuite](#)

I'm here! Jasmin from Los Angeles :) [#solopr](#)



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

Wasn't it nice of client to free me from 2 pm mtg so I can join y'all on [#solopr](#) before I head downtown? (And pretend I can say y'all.)



[SoloPR](#) 1:05pm via [Twubs](#)

If you're new (to this chat, or to [#solopr](#)), don't be shy -- this is a very welcoming group! Q1 is coming up...



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

Hola [#solopr](#)! I'm Betsy of [@BADConsulting](#). And yes, those are my initials, not a random idiot move on my part. ;)



[mdbarber](#) 1:05pm via [tchat.io](#)

[@ImSocialSavvy](#) Hi Sharon. Welcome to the gang. [#solopr](#)



[alysiacook](#) 1:05pm via [Twitter for iPhone](#)

From Austin, TX. Trainer, facilitator, strategic planner helping organizations succeed. 19 year in biz, 9 months solo [#solopr](#)



[ImSocialSavvy](#) 1:05pm via [Twitter for iPad](#)

[#solopr](#) Hi everyone! I'm a newbie. My name is Sharon, principal consultant of Social Savvy PR, Happy to be here!



[ruthseeley](#) 1:04pm via [HootSuite](#)

RT [@KristK](#): RT [@SoloPR](#) It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields.



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

Hello, [#solopr](#). Joining from D.C., where real people really live. Strategist, writer, 20+-year biz owner.



[MilaU5 1:04pm via RoundTeam](#)

RT @[KellyeCrane](#): RT @[SoloPR](#): It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields.



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

RT @[SoloPR](#): Welcome everyone- I see we have a lot of veterans joining today. It's going to be a great one! [#solopr](#)



[KristK 1:04pm via Twubs](#)

Howdy to my [#solopr](#) pals. Kristie here from the MS Gulf Coast (22+ yrs exp, 9 as solo, APR, PR prof).



[SoloPR 1:04pm via Twubs](#)

Welcome everyone- I see we have a lot of veterans joining today. It's going to be a great one! [#solopr](#)



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

Good morning from San Francisco! Jennifer Donovan, founder of Nova Communications, is here. Looking forward to it! [#solopr](#)



[PaulaJohns 1:03pm via Twubs](#)

Stepping in to say hello -- 13-year solo PR pro from San Diego area. [#solopr](#)



[KristK 1:03pm via Twubs](#)

RT @SoloPR It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields.



[mdbarber](#) 1:03pm via [tchat.io](#)

Good morning from Anchorage. Mary here. Hope you're all having a good week. Pouring rain here. We've now had 9" in 5-1/2 weeks. [#solopr](#)



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

RT @SoloPR: It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields.



[karenswim](#) 1:02pm via [Twubs](#)

RT @SoloPR It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields.



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

RT @SoloPR: If you're joining, please introduce yourself. This is @[KellyeCrane](#), Atlanta-based founder of [soloprpro](#) [dot] com. [#solopr](#)



[SoloPR](#) 1:02pm via [Twubs](#)

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



[SoloPR](#) 1:02pm via [Twubs](#)

It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields.