#SoloPR Transcript – 10/2/2013

Q1: How much time would you say you spend a week on promotional activities (social, blogging, networking, etc.)? #solopr

Q2: We've discussed topics related to Q2 before, but let's refresh: Do you use news wires & if so, how often? How do you choose when? #solopr

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1. **SoloPR** @SoloPR 7h

   Thanks everyone for joining! Remember, we chat on the hashtag all week. Transcript up tomorrow. #**solopr**

   Expand

2. **Maura Lafferty** @mlaffs 7h

   @KateRobins @gregwbrooks see http://www.theatlantic.com/technology/archive/2013/09/the-failures-of-

crowdfunding-no-kickstarter-cannot-support-an-opera-company/280118/ … for a taste of some of the issues in this space #**soloPR**

View summary

3. **SoloPR** @SoloPR7h

   This was a really fun and insight-filled chat, so I will choose to focus on the first 49 minutes! :-) #**solopr**

   Expand

4. **Jasmin Martin** @ JasminMartin7h

   @JanetLFalk same here! #**solopr**

   View conversation

5. **SoloPR** @SoloPR7h

   OK folks, we could try switching to another hashtag, but we're almost out of time so let's just call it. #**solopr**

   Expand

6. **Mary Deming Barber** @mdbarber7h

   @dariasteigman @3HatsComm -- that's for sure. Sheesh! They haven't been around for a while though. #**solopr**

   View conversation

7. **Janet L. Falk** @JanetLFalk7h

@karenswim Most of my work is #MediaRelations. Clients want broader exposure, brand awareness in #B2B setting. #**soloPR**

View conversation

8. **Maura Lafferty** @mlaffs7h

@KateRobins @gregwbrooks the thin air is my pitch for going bigger/broader, but it's tough going depending on the client #**soloPR**

View conversation

9. **Karen Swim** @karenswim7h

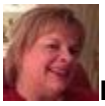
True RT @KellyeCrane @gregwbrooks @mdbarber @decillis Of course, it's not the media relations of old (thank goodness!) #**solopr**

Expand

10. **Daria Steigman** @dariasteigman7h

@mdbarber @3HatsComm Now we REALLY need those margaritas. #**solopr**

View conversation

11.  **Mary Deming Barber** @mdbarber7h

@KellyeCrane Oh come on. I used to love (not) spending my day driving around to hand deliver releases. #**solopr**

View conversation

12. **Jennifer Donovan** @jendonovansf7h

@SoloPR @gregwbrooks @mdbarber @decillis Thanks! It's usually much easier that people make it out to be! #**solopr**

View conversation

13. **Alison Kenney** @akenn7h

@mdbarber @3hatscomm even @snobmobbin? #**solopr**

View conversation

14. **Maura Lafferty** @mlaffs7h

@KateRobins @gregwbrooks performing arts/classical music is my background - most of the solid retainer work is for media relations #**soloPR**

View conversation

15. **SoloPR** @SoloPR7h

Well said! RT @jendonovansf @gregwbrooks @mdbarber @decillis All about building the relationships and telling the right story. #**solopr**

Expand

16. **ZenYinger** @ZenYinger7h

I had a diff. exp.I don't interact wth @Klout but have a pretty decent score based mostly on my #Twitter interact/ns @ChanteDNewcomb #**solopr**

View conversation

17. **Kellye Crane** @KellyeCrane7h

@gregwbrooks @mdbarber @decillis Of course, it's not the media relations of old (thank goodness!) #**solopr**

Expand

18. **Kristie Aylett, APR** @KristK7h

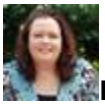
A2: Helping clients reach key audiences w their messages and inspiring action. Right article in right outlet is one way to do that. #**solopr**

Expand

19. **Kate Robins** @KateRobins7h

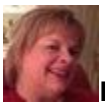
@mlaffs @gregwbrooks #**solopr** what niche is that? air's getting awfully thin in media rel, tho.

View conversation

20.  **Davina Brewer @3hats** @3HatsComm7h

@dariasteigman Same. #**solopr**

View conversation

21.  **Mary Deming Barber** @mdbarber7h

Ha! Me too! RT @dariasteigman: FWIW, I'm going thru and block/reporting every single one of these idiots. #**solopr** #**solopr**

View conversation

22.

Alison Kenney @akenn7h

Yes, well-said RT @joeldon Media relations: disintermediated by social comms and content engineering. Natural evolution of PR biz. #**solopr**

Expand

23. **Karen Swim** @karenswim7h

I still do (and love) media relations for clients #**solopr**

Expand

24. **Joel Don** @joeldon7h

Some companies use those scores for hiring & agency/solo selection, can't totally ignore. RT @ZenYinger: .@valaafshaar @klout @Kred #**solopr**

Expand

25. **Chanté D. Newcomb** @ChanteDNewcomb7h

Well, you know it's a great #tag when the bots come out to play. Wow. #**solopr**

Expand

26. **Mary Deming Barber** @mdbarber7h

27. Exactly. What is problem we r trying 2 solve RT @jendonovansf: All about building relationships and telling right story. #**solopr** #**solopr**

View conversation

28. **Daria Steigman** @dariasteigman7h

29. FWIW, I'm going thru and block/reporting every single one of these idiots. #**solopr**

    Expand

30. **SoloPR** @SoloPR7h

31. RT @joeldon Media relations: disintermediated by social comms and content engineering. Natural evolution of PR biz. #**solopr**

    Expand

32. **Karen Swim** @karenswim7h

    @ZenYinger Completely disagree. Klout works on an algorithm that no one understands and is not representative of what you can do #**solopr**

    View conversation

33. **Jennifer Donovan** @jendonovansf7h

    @KellyeCrane @gregwbrooks @mdbarber @decillis All about building the relationships and telling the right story. #**solopr**

    View conversation

34. **SoloPR** @SoloPR7h

    Oh, look how popular we are -- the losers have showed up! :-p #**solopr**

Expand

35. **Paula Johns** @PaulaJohns7h

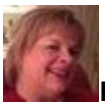
36. Gotta run -- great chatting with you all today. #**solopr**

    Expand

37. **Donovan** @jendonovansf7h

38. RT @joeldon: Media relations: disintermediated by social comms and content engineering. Natural evolution of PR biz. #**solopr**

    Expand

39.  **Mary Deming Barber** @mdbarber7h

    @JanetLFalk agree but I see it as more of a "whole comm" sphere and based on problem solving. #**solopr**

    View conversation

40. **Kellye Crane** @KellyeCrane7h

    @gregwbrooks @mdbarber @decillis That person who specializes in getting top biz press is worth their weight in gold! #**solopr**

    View conversation

41. **Gnosis Media Group** @GnosisArts7h

    Interesting. Which wire do you prefer, and why? @morgancarrie #**solopr**

    Expand

42. **Joel Don** @joeldon7h

    Media relations: disintermediated by social comms and content engineering. Natural evolution of PR biz. #**solopr**

    Expand

43. **ZenYinger** @ZenYinger7h

    .@valaafshaar who I respect greatly says ur @Klout @Kred scores n ur quality @Twitter following will replace ur CV.What do u think? #**solopr**

    Expand

44. **Maura Lafferty** @mlaffs7h

    @gregwbrooks there are still many folks in my niche who expect that's all that's needed. #**solopr**

    View conversation

45. **Janet L. Falk** @JanetLFalk7h

    @gregwbrooks @mdbarber @decillis Aren't we in an Integrated #Communications sphere w/ #mediarelations #SM #contentmarketing? #**solopr**

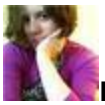
    View conversation

46. **Mary Deming Barber** @mdbarber7h

    @dariasteigman @gregwbrooks @decillis Silos. The bane of our existence! #**solopr**

    View conversation

47.

 **Betsy A. Decillis** @decillis7h

@KellyeCrane Definitely. I enjoy that immensely. It plays on my mothering instincts. And I get to play with great folks. #**solopr**

View conversation

48. **Carrie Morgan** @morgancarrie7h

Agree - lighter MT @akenn @gregwbrooks I think the client demand for media relations has decreased too #**solopr**

Expand

49. **Carrie Morgan** @morgancarrie7h

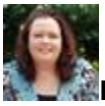
@joeldon So true! Picked up by all the automated newsfeed bots, but little else. #**solopr**

Expand

50. **Kellye Crane** @KellyeCrane7h

@decillis Gotcha- so you do some "influencer relations"-type stuff? #**solopr**

View conversation

51.  **Davina Brewer @3hats** @3HatsComm7h

@KristK Gimme a real story and what I need to pitch, I enjoy it too. Gimme 'we sell stuff' as "news".. not so much. :) #**solopr**

View conversation

52. **Alison Kenney** @akenn7h

@gregwbrooks maybe it's just me, but I think the client demand for media relations has decreased too #**solopr**

View conversation

53. **Kate Robins** @KateRobins7h

@gregwbrooks @mdbarber @decillis #**solopr** I'm one and surprise myself.

View conversation

54. **Daria Steigman** @dariasteigman7h

@gregwbrooks @mdbarber @decillis Surprised, but then again not so. It's part of the endless silo-ing of our profession. #**solopr**

View conversation

55. **Betsy A. Decillis** @decillis7h

@KellyeCrane Tourism is a different kind of beast than most industries. #**solopr**

View conversation

56. **JenniferMarsikFriess** @JenMarsikFriess7h

Nice promo work! ;) RT KristK: For those who dislike media relations, I enjoy it. If you're looking to outsource it, let me know. #**solopr**

Expand

57. **Mary Deming Barber** @mdbarber7h

@gregwbrooks I am as well. Think it's still what some CEOs know so they're comfortable. I try to move them away to "comm". @decillis #**solopr**

View conversation

58. **Kellye Crane** @KellyeCrane7h

A2: BTW, I don't personally do media relations either. But I develop PR/media strategy for clients and use subs. #**solopr**

Expand

59. **Carrie Morgan** @morgancarrie7h

http://rockthestatusquo.com/should-i-put-my-press-release-on-the-wire/ … #**solopr**

Expand

60. **Janet L. Falk** @JanetLFalk7h

@KellyeCrane @decillis @3HatsComm Maybe handled in-house. #**soloPR**

View conversation

61. **Kate Robins** @KateRobins7h

@mdbarber @dariasteigman @decillis #**solopr** I'm coming just to find out what it is you do do.

View conversation

62. **gregwbrooks** @gregwbrooks7h

@mdbarber @decillis Shamelessly threadjacking: Are you ever surprised when you find pure media-relations types anymore? I sure am. #**solopr**

View conversation

63. **Jennifer Donovan** @jendonovansf7h

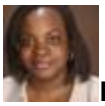
RT @KristK: For those who dislike media relations, I enjoy it. If you're looking to outsource it, let me know. #**solopr**

Expand

64. **Karen Swim** @karenswim7h

@akenn Definitely not good for SEO, new world demands focus on quality and relevance #**solopr**

View conversation

65.  **Kelle Campbell** @kcwriter7h

MT @KellyeCrane A2: Wires work best when it's really newsworthy, and you'd never be able to personally contact all targets #**solopr**

Expand

66. **Betsy A. Decillis** @decillis7h

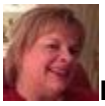
@KellyeCrane I do some on social, because that's the nature of the beast. But otherwise, my clients usually use someone else. #**solopr**

View conversation

67. **Kristie Aylett, APR** @KristK7h

For those who dislike media relations, I enjoy it. If you're looking to outsource it, let me know. #**solopr**

Expand

68.  **Mary Deming Barber** @mdbarber7h

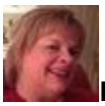
A2 - Clients don't hire me for strict media relations. Do work through social and other channels. Indiv relationships w local media #**solopr**

Expand

69. **Joel Don** @joeldon7h

Releases are harvested by the same usual suspects (portals). Nothing to brag about to client...like getting a LinkedIn endorsement. #**solopr**

Expand

70.  **Mary Deming Barber** @mdbarber7h

AMEN! RT @dariasteigman: @mdbarber @decillis Woo hoo. Break out the margaritas! #**solopr** #**solopr**

View conversation

71. **SoloPR** @SoloPR7h

RT @ChanteDNewcomb: A2: I've had more success with the targeted personal approach, then again, depends on purpose. #**solopr**

Expand

72. **Davina Brewer @3hats** @3HatsComm7h

ITA.. BIG story only. RT @KellyeCrane A2: Wires work best when it's really newsworthy, and you'd never contact all possible targets #**solopr**

Expand

73. **Daria Steigman** @dariasteigman7h

@mdbarber @decillis Woo hoo. Break out the margaritas! #**solopr**

View conversation

74. **Kellye Crane** @KellyeCrane7h

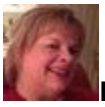
@decillis Curious, do you partner w/others for media rel, or your clients never need/ask for it? @3HatsComm #**solopr**

View conversation

75. **Alison Kenney** @akenn7h

Debate whether wire services are good for SEO. Clients still think so. Interesting article from Mkting Profs: http://bit.ly/193q5ow #**solopr**

Expand

76.  **Mary Deming Barber** @mdbarber7h

I get to come to party 2 RT @dariasteigman: @decillis I don't do media relations, so we can have a private party during Q2. #**solopr** #**solopr**

View conversation

77. **Mary Deming Barber** @mdbarber7h

Doubt that! MR not my gig either. MT @decillis: I only do content marketing. I'm just not as sexy as you guys right now. #**solopr** #**solopr**

View conversation

78. **Daria Steigman** @dariasteigman7h

@decillis I don't do media relations, so we can have a private party during Q2. #**solopr**

View conversation

79. **Kristie Aylett, APR** @KristK7h

RT @SoloPR Yes! You don't have to go US1 MT @joeldon Wire svcs are small price 2 pay 4 *potential* reach, as long as you buy right. #**solopr**

Expand

80. **Kellye Crane** @KellyeCrane7h

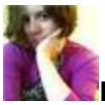
A2: Wires work best when it's really newsworthy, and you'd never be able to personally contact all possible targets #**solopr**

Expand

81. **ZenYinger** @ZenYinger7h

Why did you find the need to delete @Klout? @ChanteDNewcomb @dariasteigma cc @KellyeCrane n @KateRobins #**solopr**

View conversation

82.  **Betsy A. Decillis** @decillis7h

@3HatsComm I only do content marketing. I'm just not as sexy as you guys in this moment. ;) #**solopr**

View conversation

83. **Jasmin Martin** @_JasminMartin7h

A2: I'm not a huge fan of wired services. I like to target a more specific audience than bank on potential exposure. #**solopr**

View conversation

84. **Mary Deming Barber** @mdbarber7h

RT @3HatsComm: A2 I don't use wires much either - not a good investment for my (often local, regional) small biz clients #**solopr** #**solopr**

View conversation

85. **Carrie Morgan** @morgancarrie7h

@joeldon Great to get picked up by auto news feeds, if imp, but better off to invest in great media list you can use repeatedly, IMO #**solopr**

Expand

86.

SoloPR @SoloPR7h

Yes! You don't have to go US1 RT @joeldon Wire services are a small price to pay for *potential* reach, as long as you buy it right. #**solopr**

Expand

87. **Kelle Campbell** @kcwriter7h

@karenswim I've noticed that as well. Makes me doubt all endorsements I see there #**solopr**

Expand

88. **Maura Lafferty** @mlaffs7h

@karenswim that's happened to me once in a while, but sometimes it's a benefit (i.e. nice to know that exec knows my rep ;) #**soloPR**

View conversation

89. **Erika Heald** @SFerika7h

A2 I use wires for big client wins, new hires, survey/research results, and product releases, but always along w/targeted outreach #**solopr**

Expand

90. **Davina Brewer @3hats** @3HatsComm7h

@decillis A2 I don't use wires much either - not a good investment for my (often local, regional) small business clients #**solopr**

View conversation

91. **Kellye Crane** @KellyeCrane7h

@ChanteDNewcomb @dariasteigman @KateRobins @ZenYinger I didn't delete Klout, but I never give it a thought! :-) #**solopr**

View conversation

92. **Kristie Aylett, APR** @KristK7h

A2: I'm not looking for immediate pickup with newswires (SM links go way up); I've also recd good coverage long after. #**solopr**

Expand

93. **Daria Steigman** @dariasteigman7h

@3HatsComm @JenMarsikFriess @akenn But you can't hide them b/c LI uses them in its search algorithms. Sigh. #**solopr**

View conversation

94. **Karen Swim** @karenswim7h

#**solopr**

Expand

95. **Karen Swim** @karenswim7h

@mlaffs My personal issue with them is that ppl endorse who have not worked with me and have not seen the skill in action #**solopr**

View conversation

96. **Joel Don** @joeldon7h

Wire services are a small price to pay for *potential* reach, as long as you buy it right. #**solopr**

Expand

97. **SoloPR** @SoloPR7h

When Kristie speaks, we listen! RT @KristK A2: As I've said b4, I'm a huge fan of @newswise for science, medical news, esp research. #**solopr**

Expand

98. **Davina Brewer @3hats** @3HatsComm7h

@JenMarsikFriess @dariasteigman @akenn I put that on LI to show how contrived those endorsements are. Might just hide them? #**soloPR**

View conversation

99. **SoloPR** @SoloPR7h

Good pt re: int'l RT @LoisMarketing Wire services are helpful to a degree with my international motorsport clients. #**soloPR** A2

Expand

100. **Daria Steigman** @dariasteigman7h

@akenn Me too. It's also, IMO, a issue of biz ethics. And it makes my world a far better place. #**solopr**

View conversation

101. **Karen Swim** @karenswim7h

@mlaffs Not to say that some people are not genuinely endorsing #**solopr**

View conversation

102. **Maura Lafferty** @mlaffs7h

@JanetLFalk @KateRobins @KellyeCrane sometimes people who've endorsed me don't want to reconnect, but it's a 30 sec email #**solopr**

View conversation

103. **Kristie Aylett, APR** @KristK7h

A2: As I've said b4, I'm a huge fan of @newswise for science, medical news, esp research. Journos OPT-IN for access, embargoed news. #**solopr**

Expand

104. **SoloPR** @SoloPR7h

True for many RT @jendonovansf A2: Not a big fan of the wire services, I find a more targeted/personalized approach is better. #**solopr**

Expand

105. **Marc Lawn** @businessgp7h

A2 Wires don't really work IMHO because I have a very targeted set of 'prospects' that I can get to by other means. #**solopr**

Expand

106. **Kate Robins** @KateRobins7h

@mlaffs @JanetLFalk @KellyeCrane NIce! #**solopr**

View conversation

107. **SoloPR** @SoloPR7h

RT @KristK A2: I focus on outreach to targeted media, but occasionally using a newswire bumps up the SEO, pickup. #**solopr**

Expand

108. **Janet L. Falk** @JanetLFalk7h

@mlaffs @KateRobins @KellyeCrane Will consider your approach. It take little effort to be nice and re-connect. #**soloPR**

View conversation

109. **ZenYinger** @ZenYinger7h

I like your idea, Kelly :) @KellyeCrane @dariasteigman #**solopr**

View conversation

110. **Lois Martin** @LoisMarketing7h

Wire services are helpful to a degree with my international motorsport clients. About only use for them now. #**soloPR** A2

Expand

111. **Betsy A. Decillis** @decillis7h

I'm a terrible person that is ignoring Q2. Not a service I do. #**solopr**

Expand

112. **SoloPR** @SoloPR7h

RT @morgancarrie A2: I do wire with every release for my public client, but selectively (rarely) for others. Not used much. #**solopr**

Expand

113. **Daria Steigman** @dariasteigman7h

@akenn @3HatsComm Love it, Davina. Tempted to click too. Except then we'll look like "click on my junk" idiots. #**solopr**

View conversation

114. **Maura Lafferty** @mlaffs7h

@karenswim maybe, but i use the email notifications to follow-up with people from time to time #**soloPR**

View conversation

115. **Kristie Aylett, APR** @KristK7h

A2: I focus on outreach to targeted media, but occasionally using a newswire bumps up the SEO, pickup. #**solopr**

Expand

116. **Karen Swim** @karenswim7h

Good pt about pub vs priv RT @morgancarrie I do wire w. every release for public clients, but selectively (rarely) for others. . #**solopr**

Expand

117. **Jennifer Donovan** @jendonovansf7h

A2: Not a big fan of the wire services, I find a more targeted/personalized approach is better. #**solopr**

Expand

118. **Kellye Crane** @KellyeCrane7h

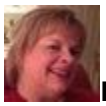
@ZenYinger Publicly thanking the person (w/link) can be a way to let folks know they endorsed you c. @dariasteigman #**solopr**

View conversation

119. **Marc Lawn** @businessgp7h

I don't ask for testimonials. When I do great job they arrive like referrals. It's a great #custserv gauge too. #**solopr**

Expand

120.  **Mary Deming Barber** @mdbarber7h

RT @decillis: It once again comes back to the be nice thing. Being nice and helpful is your biggest referral generator. #**solopr** #**solopr**

View conversation

121. **Maura Lafferty** @mlaffs7h

@KateRobins @JanetLFalk @KellyeCrane when I get the email notification, it's a great opportunity to say "thanks for thinking of me!" #**soloPR**

Expand

122. **Lois Martin** @LoisMarketing7h

Good to see my #**soloPR** buds today. I need to get ready for a client call. Good week everyone!

Expand

123. **Carrie Morgan** @morgancarrie7h

A2: I do wire with every release for my public client, but selectively (rarely) for others. Not used much. #**solopr**

Expand

124. **Karen Swim** @karenswim7h

A2: I use the wires sparingly and only for big news announcements as an adjunct to pitching #**solopr**

Expand

125. **Davina Brewer @3hats** @3HatsComm7h

And vice versa, need good match for both sides. RT @gregwbrooks @LoisMarketing Not every prospect is someone I want to work with. #**solopr**

Expand

126. **gregwbrooks** @gregwbrooks7h

@LoisMarketing I'm a cave-dweller who doesn't like people. This is my court-mandated weekly socialization therapy. #**solopr**

View conversation

127. **Kellye Crane** @KellyeCrane 7h

MT @SoloPR: Q2: Do you use news wires & if so, how often? How do you choose when? #**solopr**

Expand

128. **Daria Steigman** @dariasteigman 7h

@ZenYinger Ask. Tell them what you'd like them to emphasize. Then I tend to repurpose them on my Web site. @KellyeCrane #**solopr**

View conversation

129. **Betsy A. Decillis** @decillis 7h

@mdbarber It once again comes back to the be nice thing. Being nice and helpful is your biggest referral generator. @loismarketing #**solopr**

View conversation

130. **Alison Kenney** @akenn 7h

@3HatsComm I'm so tempted to click on it #**solopr**

View conversation

131. **Maura Lafferty** @mlaffs 7h

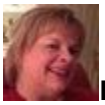
@KateRobins @JanetLFalk @KellyeCrane endorsements have been useful for me hearing from people I haven't talked to in a while #**soloPR**

View conversation

132. **Jennifer Donovan** @jendonovansf7h

Bravo!! RT @morgancarrie: I have a client that constantly pimps me out, too. It's hilarious (yet awesome)! #**solopr**

Expand

133.  **Mary Deming Barber** @mdbarber7h

Nice! I have 1 too. RT @morgancarrie: I have a client that constantly pimps me out, too. It's hilarious (yet awesome)! #**solopr** #**solopr**

View conversation

134. **SoloPR** @SoloPR7h

We've discussed topics related to Q2 before, but let's refresh: Do you use news wires & if so, how often? How do you choose when? #**solopr**

Expand

135. **Karen Swim** @karenswim7h

LinkedIN endorsements are a joke. The system is set up in a way to almost bait people with every login to click the box #**solopr**

Expand

136. **ZenYinger** @ZenYinger7h

So what do you recommend for the actual recommendations as biz promo tool? @KellyeCrane @dariasteigman #**solopr**

View conversation

137. **Lois Martin** @LoisMarketing7h

@gregwbrooks That's why I want to take control! I (in bold type) do the screening. How do you find time for #**soloPR**??? ;) :)

View conversation

138. **Gnosis Media Group** @GnosisArts7h

MT @morgancarrie: @mdbarber ... I DO ask for testimonials! #**solopr**

Expand

139. **Carrie Morgan** @morgancarrie7h

I have a client that constantly pimps me out, too. It's hilarious (yet awesome)! #**solopr**

Expand

140. **Davina Brewer @3hats** @3HatsComm7h

@akenn I put a made up expertise ("FWIW" per my fondness for acronyms), just to see if anyone clicks it.. not yet :-) #**solopr**

View conversation

141. **davastewart** @davastewart7h

@morgancarrie Just today I unconnected from a person I don't know who gives me an endorsement once a week. It was beyond annoying! #**solopr**

View conversation

142. **Kellye Crane** @KellyeCrane 7h

LOL- awesome! RT @KateRobins: @JanetLFalk @KellyeCrane #**solopr** e-gnats.

Expand

143. **Lois Martin** @LoisMarketing 7h

@decillis Pimp you? LOL!!! #**soloPR** @mdbarber @morgancarrie

View conversation

144. **Jennifer Donovan** @jendonovansf 7h

Agree! RT @morgancarrie: I constantly get LI endorsements from people I've never worked with! It'sbecoming the equivalent of a like. #**solopr**

Expand

145. **Daria Steigman** @dariasteigman 7h

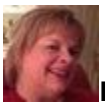
@KateRobins @KellyeCrane @ZenYinger That's okay. I have no Klout. (Deleted acct a while ago.) But hopefully have right clout. #**solopr**

View conversation

146. **Kate Robins** @KateRobins 7h

@JanetLFalk @KellyeCrane #**solopr** e-gnats.

View conversation

147.  **Mary Deming Barber** @mdbarber 7h

My experience also. Has worked for < 35 years. MT @decillis: I've never had to ask and yet, my client pimp me daily. #**solopr** #**solopr**

View conversation

148. **Karen Swim** @karenswim7h

@ZenYinger testimonials are proof points but not what you lead with, in other words #**solopr**

Expand

149. **Kellye Crane** @KellyeCrane7h

@JanetLFalk I've got one person I don't know "endorsing" me on LI for something new every day. Trying to get my attention, I guess. #**solopr**

View conversation

150. **gregwbrooks** @gregwbrooks7h

@LoisMarketing I'm picky. Not every prospect is someone I want to work with. Also: not yet at $1 million in billings. #**solopr**

View conversation

151. **Lois Martin** @LoisMarketing7h

@gregwbrooks I simply ask for an introduction.Phone is fine. I take it from there. Everyone's time is valuable. #**soloPR** @mdbarber

View conversation

152. **Karen Swim** @karenswim7h

@ZenYinger I would not nec. share the recommendations, that makes it about you & selling is about solving probs #**solopr**

Expand

153. **Daria Steigman** @dariasteigman7h

@akenn ROFL. That is just awesome. #**solopr**

View conversation

154. **Kate Robins** @KateRobins7h

@morgancarrie #**solopr** people I've never met and for things I've never done.

View conversation

155. **Betsy A. Decillis** @decillis7h

@LoisMarketing @mdbarber @morgancarrie That depends on the industry. I've never had to ask and yet, my client pimp me daily. #**solopr**

View conversation

156. **Gnosis Media Group** @GnosisArts7h

Care to share your secrets for how you did it, Lois? @LoisMarketing #**solopr**

Expand

157. **Lois Martin** @LoisMarketing7h

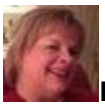
@mdbarber @morgancarrie But they are more than happy to provide them when they know you are open to them #**soloPR**

View conversation

158. **gregwbrooks** @gregwbrooks7h

@LoisMarketing @mdbarber Get them to sit down with the referral and you over a meal. In-person referrals have crazy close rates. #**solopr**

View conversation

159.  **Mary Deming Barber** @mdbarber7h

@LoisMarketing It doesn't seem right. Don't want my clients to think I'll be paying less attention to them. #**solopr**

View conversation

160. **Kate Robins** @KateRobins7h

@dariasteigman @KellyeCrane @ZenYinger :) Klout expertise... #**solopr** I'm still a Klout expert on sneakers for some reason. Not helpful.

View conversation

161. **Janet L. Falk** @JanetLFalk7h

@KellyeCrane I ignore endorsements. Random contacts click the boxes that pop up on LinkedIn asking Does Name know about skill? #**soloPR**

View conversation

162. **Daria Steigman** @dariasteigman7h

@akenn They're same ppl who want a quid pro quo for referrals, intros, everything. #**solopr**

View conversation

163. **Lois Martin** @LoisMarketing7h

@mdbarber @morgancarrie if you're not asking for referrals you're missing many opps. Most do not volunteer them #**soloPR**

View conversation

164. **Carrie Morgan** @morgancarrie7h

I constantly get LI endorsements from people I've never worked with! It'sbecoming the LI equivalent of a like button. #**solopr**

Expand

165. **Alison Kenney** @akenn7h

I think the fake endorsements are funny but have yet to try it. Maybe I'll endorse @dariasteigman for baseball playoff cheering... #**solopr**

Expand

166. **Lois Martin** @LoisMarketing7h

@gregwbrooks Why then spend 50% of time on biz devel? #**soloPR**

View conversation

167. **Kristie Aylett, APR** @KristK7h

MT @morgancarrie I don't have to ask for referrals. Although I DO ask for testimonials! #**solopr**

Expand

168. **Paula Johns** @PaulaJohns7h

Same. MT @mdbarber A1 I don't specifically ASK for referrals. My clients/network do it on their own because they like/know my work. #**solopr**

Expand

169. **Lois Martin** @LoisMarketing7h

@mdbarber Why not ask? #**soloPR**

View conversation

170. **Daria Steigman** @dariasteigman7h

@KellyeCrane @ZenYinger Yes, big diff. Those are meaningless; ppl keep endorsing me for crazy things. Kinda like Klout expertise. #**solopr**

View conversation

171. **Kristie Aylett, APR** @KristK7h

Hee-hee. RT @gregwbrooks @mdbarber @dariasteigman Just to be accurate: I really enjoy money. Sales is just an enabling mechanism. #**solopr**

Expand

172. **Mary Deming Barber** @mdbarber7h

Exactly! RT @morgancarrie: @mdbarber Me, too - I don't have to ask for referrals. Although I DO ask for testimonials! #**solopr** #**solopr**

View conversation

173. **Carrie Morgan** @morgancarrie7h

@mdbarber Me, too - I don't have to ask for referrals. Although I DO ask for testimonials! #**solopr**

Expand

174. **gregwbrooks** @gregwbrooks7h

@LoisMarketing Every time I exceed their expectations. Long-term clients know that referrals are part of my compensation. #**solopr**

View conversation

175. **Kate Robins** @KateRobins7h

@KellyeCrane @dariasteigman @ZenYinger #**solopr** Oh THOSE. They have to stop.

View conversation

176. **Kristie Aylett, APR** @KristK7h

MT @businessgp You always need to challenge yourself to ask "Am I doing the right stuff?" Can't be formulaic. #**solopr**

Expand

177.

SoloPR @SoloPR7h

Terrific discussion and insights, everyone! Q2 is coming up... #**solopr**

Expand

178. **Mary Deming Barber** @mdbarber7h

A1 - I don't specifically ASK for referrals. My clients & network do it on their own because they like/know my work. #**solopr**

Expand

179. **Alison Kenney** @akenn7h

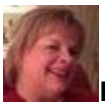
@dariasteigman me too. It seems really weird that people take a "you scratch my back, I'll scratch yours" approach to rec'd. #**solopr**

View conversation

180. **Kellye Crane** @KellyeCrane7h

@dariasteigman @ZenYinger Oops, I'm too tired today- I was talking about LI "endorsements" not recs. #**solopr**

View conversation

181.  **Mary Deming Barber** @mdbarber7h

Love! RT @gregwbrooks: Just to be accurate: I really enjoy money. Sales is just an enabling mechanism. #**solopr** #**solopr**

View conversation

182. **Daria Steigman** @dariasteigman7h

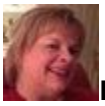
@KellyeCrane @ZenYinger You can tell the gamed ones from the real ones. I see my LI recos as testimonials, and use them as such. #**solopr**

View conversation

183. **Paula Johns** @PaulaJohns7h

Great idea! RT @mdbarber Since @gregwbrooks likes the sale...maybe we should hire him as our new biz guy... #**solopr**

Expand

184.  **Mary Deming Barber** @mdbarber7h

@decillis so true. Kind of like my post yesterday. http://barbergp.com/i-think-ive-sung-in-this-choir-before/ … #**solopr**

View conversation

185. **gregwbrooks** @gregwbrooks7h

@mdbarber @dariasteigman Just to be accurate: I really enjoy money. Sales is just an enabling mechanism. #**solopr**

View conversation

186. **Marc Lawn** @businessgp7h

@cloudspark I think you always need to challenge yourself to say am I doing the right stuff. Can't be formulaic. #**solopr**

View conversation

187. **Lois Martin** @LoisMarketing7h

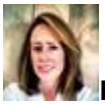
When is the last time you asked a client for a referral? #**soloPR**

Expand

188. **Jennifer Donovan** @jendonovansf7h

@ZenYinger That feels a little too self-promotional to me. Drive people to LinkedIn for other reasons & they'll naturally see. #**solopr**

View conversation

189.  **Paula Johns** @PaulaJohns7h

Referrals are key. RT @LoisMarketing I've worked very hard to devel a referral-based business. Quality, consistent work. #**solopr**

Expand

190. **ZenYinger** @ZenYinger7h

@ JasminMartin Oh :P well, thank you @LoisMarketing Great idea! #**solopr**

View conversation

191. **Erika Heald** @SFerika7h

@gregwbrooks @karenswim future career path in small agency Biz/Dev? ;) #**solopr**

View conversation

192. **Betsy A. Decillis** @decillis7h

@mdbarber This can be summed up with two words: Be nice. #**solopr**

View conversation

193. **gregwbrooks** @gregwbrooks7h

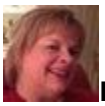
@akenn We are all (sweeps hand around twitterchat) at the executive level. :) #**solopr**

View conversation

194. **Kristie Aylett, APR** @KristK7h

@3HatsComm Me too. I enjoy the work, not the development side. #**solopr**

View conversation

195.  **Mary Deming Barber** @mdbarber7h

@gregwbrooks very true. #**solopr**

View conversation

196. **Kellye Crane** @KellyeCrane7h

@ZenYinger For me, I appreciate recommendations on LinkedIn, but I do not promote them. Many view them as "gamed" #**solopr**

View conversation

197. **Lois Martin** @LoisMarketing7h

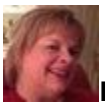
If you're not making efficient use of your marketing time/effort your client work suffers and your life suffers! #**soloPR**

Expand

198. **Jennifer Donovan** @jendonovansf7h

@SFerika @JanetLFalk I have to be able to see the bottom of my inbox before calling it a day. Feel accomplished. #**solopr**

View conversation

199.  **Mary Deming Barber** @mdbarber7h

A1 -- Always keep an eye on who's out there in your sphere of influence and showing them what you have to offer. Never stop. #**solopr**

Expand

200. **Maura Lafferty** @mlaffs7h

@dariasteigman @gregwbrooks or maybe new connections - that's how I am, sometimes. #**soloPR**

View conversation

201. **ZenYinger** @ZenYinger7h

Tks so much, Kelly! @KellyeCrane #**solopr**

View conversation

202. **gregwbrooks** @gregwbrooks7h

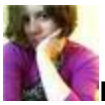
@decillis I have more ego than chins. And I have many, many chins. #**solopr**

View conversation

203. **Kelle Campbell** @kcwriter7h

Good pt! RT @dariasteigman RT @karenswim: If you're not measuring results you may not be making the best use of your time. #**solopr**

Expand

204.  **Betsy A. Decillis** @decillis7h

@mdbarber @gregwbrooks for president of #**solopr**?? ;)

View conversation

205. **Davina Brewer @3hats** @3HatsComm7h

Total opposite, prefer the work. :) RT @gregwbrooks @karenswim proof I'm odd: I'd rather chase/win the biz than do the work. ;) #**solopr**

Expand

206. **gregwbrooks** @gregwbrooks7h

@mdbarber I try to do it sustainably. For me, the challenge is doing it *well* -- it's a challenge to time on 100% high-value stuff. #**solopr**

View conversation

207. **Kristie Aylett, APR** @KristK7h

Amen. We're stronger together. RT @cloudspark @ZenYinger that's the good thing with #**solopr** - it's a community to help us all.

Expand

208. **jr schmitt** @cloudspark7h

@businessgp very good question, are the goals right? #**solopr**

View conversation

209. **Mary Deming Barber** @mdbarber7h

Since @gregwbrooks likes the sale...maybe we should hire him as our new biz guy... #**solopr**

Expand

210. **Lois Martin** @LoisMarketing7h

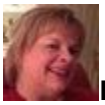
If you're constantly 'chasing' new contacts you're working to hard and not very smart! REFERRALS, REFERRALS, REFERRALS! :) #**soloPR**

Expand

211. **Erika Heald** @SFerika7h

@JanetLFalk nice to close out your day with a clean inbox too! #**solopr**

View conversation

212.  **Mary Deming Barber** @mdbarber7h

Good point. RT @dariasteigman: @gregwbrooks That's b/c you really enjoy sales. But I want a less-sales-intense balance. #**solopr** #**solopr**

View conversation

213. **SoloPR** @SoloPR7h

RT @LoisMarketing I've worked very hard to devel a referral-based business. Quality, consistent work. #**soloPR**

Expand

214. **jr schmitt** @cloudspark7h

@ZenYinger that's the good thing with #**solopr** - it's a community to help us all.

View conversation

215.

1. **Daria Steigman** @dariasteigman7h

   RT @karenswim: If you're not measuring results you may not be making the best use of your time. #**solopr**

   Collapse

   - Reply
   - Retweet
   - Favorite
   -
   - HootSuite

   10:23 AM - 2 Oct 13 · Details

216. **Daria Steigman** @dariasteigman7h

@gregwbrooks That's b/c you really enjoy sales. But I want a less-sales-intense balance. #**solopr**

View conversation

217. **Kellye Crane** @KellyeCrane7h

@ZenYinger Lots of good time trackers out there. I find Toggl very easy to use. #**solopr**

View conversation

218. **Jasmin Martin** @_JasminMartin7h

@ZenYinger I think @loismarketing said it, but the best way is to set yourself up as a "client" in whatever billing system you use #**solopr**

View conversation

219. **Karen Swim** @karenswim7h

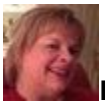
@gregwbrooks Not odd, I love biz development. Besides you can always find ppl to do the work but not everyone can bring it in #**solopr**

View conversation

220. **Janet L. Falk** @JanetLFalk7h

@JenMarsikFriess Try it for a while. Becomes a good habit. #**soloPR**

View conversation

221.  **Mary Deming Barber** @mdbarber7h

@cloudspark you're missing a good discussion. I know you have something to add too...take a break and join us. #**solopr**

View conversation

222. **Alison Kenney** @akenn7h

@gregwbrooks that's common thinking for agency heads and those at exec level #**solopr**

Expand

223. **Lois Martin** @LoisMarketing7h

I've worked very hard to devel a referral-based business. Quality, consistent work. Focus then is on client work + a good pipeline #**soloPR**

Expand

224. **SoloPR** @SoloPR7h

RT @ZenYinger Is there a free app/website for us to be able to track and analyze our #**solopr** biz dev efforts?

Expand

225. **Betsy A. Decillis** @decillis7h

@gregwbrooks I like your thoughts in theory. I need to grow an ego to even consider it though. #**solopr**

View conversation

226. **jr schmitt** @cloudspark7h

listening in to #**solopr**, but cranking on deadlines today.

Expand

227. **Mary Deming Barber** @mdbarber7h

@gregwbrooks true. But is it sustainable? Or do you just do that periodically. #**solopr**

View conversation

228. **gregwbrooks** @gregwbrooks7h

@karenswim Further proof I'm odd: I'd rather chase/win the biz than do the work. ;) #**solopr**

View conversation

229. **JenniferMarsikFriess** @JenMarsikFriess7h

@JanetLFalk I admire that! I've been trying to do some sort of evening wrap-up … #**solopr**

View conversation

230. **Kellye Crane** @KellyeCrane7h

A1: Anything that increases your thought leadership standing and helps *pull* new biz to you counts! #**solopr**

Expand

231. **Karen Swim** @karenswim7h

@dariasteigman Definitely agree with you! If you're not measuring results you may not be making the best use of your time. #**solopr**

View conversation

232. **gregwbrooks** @gregwbrooks7h

@mdbarber No feast-or-famine. Allows you to cherry-pick which gigs you want to take. Forces you to charge a premium rate. #winning #**solopr**

View conversation

233. **Kate Robins** @KateRobins7h

#**solopr** hi. late. here.

Expand

234. **ZenYinger** @ZenYinger7h

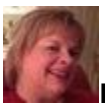
Is there a free app/website for us to be able to track and analyze our #**solopr** biz dev efforts?

Expand

235. **Kristie Aylett, APR** @KristK7h

I link clients to referral sources so I know rate of return for time, dues, etc. #**solopr**

Expand

236.  **Mary Deming Barber** @mdbarber7h

RT @dariasteigman: I schedule on my calendar. Also need to track which events, which activ, which ppl get best results. #**solopr** #**solopr**

View conversation

237. **Karen Swim** @karenswim7h

@gregwbrooks I agree, hard shift for many to make with focus on developing the biz rather than doing the work #**solopr**

View conversation

238. **SoloPR** @SoloPR 7h

Interesting! RT @gregwbrooks I'm an outlier, but you should probably be spending 50% of your time on biz-dev and self promotion. #**solopr**

Expand

239. **Carrie Morgan** @morgancarrie 7h

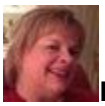
Investing in learning a new skill then marketing yourself with it is a fantastic way to learn. Be your own guinea pig then roll out. #**solopr**

Expand

240. **Daria Steigman** @dariasteigman 7h

@karenswim Agree (I schedule on my calendar). But also need to track which events, which activ, which ppl get best results. #**solopr**

View conversation

241.  **Mary Deming Barber** @mdbarber 7h

@gregwbrooks that seems really really high. Hard to get enough billable work in, don't you think? #**solopr**

View conversation

242. **Kellye Crane** @KellyeCrane 7h

@mdbarber We love ideas from the community, of course! c. @karenswim #**solopr**

View conversation

243. **Janet L. Falk** @JanetLFalk7h

Schedule: 4pm I draft EM for next day and go through my agenda folder of EM that need follow-up. No one answers the phone at 4 pm. #**soloPR**

Expand

244. **ZenYinger** @ZenYinger7h

I like your idea! @MarketingMel Keeps us focused and committed. Tks! #**solopr**

Expand

245. **SoloPR** @SoloPR7h

MT @morgancarrie I find the time spent marketing myself is dual purpose- keeps me up on learning newer tech to use for clients #**solopr**

Expand

246. **Kristie Aylett, APR** @KristK7h

Super smart --> RT @dariasteigman A1 It's not about tracking your biz dev "time," -- but tracking to results. #**solopr**

Expand

247. **gregwbrooks** @gregwbrooks7h

I know I'm an outlier, but you should probably be spending 50% of your time on biz-dev and self promotion. Easy to track. #**solopr**

Expand

248. **Chanté D. Newcomb** @ChanteDNewcomb7h

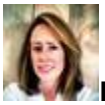
Nice! RT @dariasteigman: A1 It's not about tracking your biz dev "time," -- but tracking to results. #**solopr**

Expand

249. **JenniferMarsikFriess** @JenMarsikFriess7h

Grt pt! MT @morgancarrie: Marketing myself is dual purpose- keeps me up on learning newer tech, tools, plug-ins, apps for clients #**solopr**

Expand

250.  **Paula Johns** @PaulaJohns7h

Agree! MT @morgancarrie I find the time spent marketing myself is dual purpose: keeps me up on newer tech, tools, plug-ins, apps #**solopr**

Expand

251. **Marc Lawn** @businessgp7h

A1 It's about quality NOT quantity. What do you actually achieve? #**solopr**

Expand

252. **Davina Brewer @3hats** @3HatsComm7h

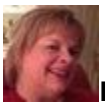
This! Prioritize! RT @dariasteigman A1 It's not about tracking your biz dev "time," -- but tracking to results. #**solopr**

Expand

253. **Mary Deming Barber** @mdbarber7h

#**solopr**

Expand

254.  **Mary Deming Barber** @mdbarber7h

@KellyeCrane Thought so. #**solopr**

View conversation

255. **SoloPR** @SoloPR7h

RT @dariasteigman A1 It's not about tracking your biz dev "time," -- but tracking to results. #**solopr**

Expand

256. **Kellye Crane** @KellyeCrane7h

@mdbarber Haha! #**solopr**

View conversation

257. **Karen Swim** @karenswim7h

@kcwriter Pretty good, a little tired but no complaints...at least not out loud. ;-) #**solopr**

View conversation

258. **Daria Steigman** @dariasteigman7h

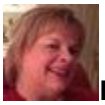
A1 It's not about tracking your biz dev "time," -- but tracking to results. #**solopr**

Expand

259. **Karen Swim** @karenswim7h

It is a lot! RT @KellyeCrane @mdbarber To clarify, I meant my personal work on Solo PR Pro the community. It's a lot! #**solopr**

Expand

260.  **Mary Deming Barber** @mdbarber7h

@KellyeCrane That's what I Figured. I'm sure it is a lot, especially when someone keeps sending you silly ideas. ;-) #**solopr**

View conversation

261. **Carrie Morgan** @morgancarrie7h

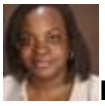
I find the time spent marketing myself is dual purpose- keeps me up on learning newer tech, tools, plug-ins, apps to use for clients #**solopr**

Expand

262. **Marc Lawn** @businessgp7h

"@decillis: @businessgp I agree, which is why I just lean on my crazy Italian instincts of mothering everyone. #**solopr**" <- love it!

View conversation

263.  **Kelle Campbell** @kcwriter7h

@karenswim Hi! I'm doing great! How've you been? #**solopr**

Expand

264. **ZenYinger** @ZenYinger7h

A1:Sometimes I'm juggling too many projects so it's hard to track but I gotta start doing it diligently now that I'm a #**solopr** pro,right? :)

Expand

265. **Kellye Crane** @KellyeCrane7h

@mdbarber To clarify, I meant my personal work on Solo PR Pro the community. It's a lot! #**solopr**

View conversation

266. **Betsy A. Decillis** @decillis7h

@businessgp I agree, which is why I just lean on my crazy Italian instincts of mothering everyone. #**solopr**

View conversation

267. **Jennifer Donovan** @jendonovansf7h

Yes! RT @karenswim: To @KristK 's point only way to avoid feast or famine syndrome is to market consistently #**solopr**

Expand

268. **Karen Swim** @karenswim7h

@kcwriter *waving* How are you? :-) #**solopr**

View conversation

269. **Mary Deming Barber** @mdbarber7h

So true. RT @KristK: A1: vicious cycle: busy with clients, no time for self-promo. Biz slows; too late/pipeline empty. #**solopr** #**solopr**

Expand

270. **Jasmin Martin** @_JasminMartin7h

VERY true RT@karenswim: To @KristK 's point only way to avoid feast or famine syndrome is to market consistently #**solopr**

Expand

271. **Kellye Crane** @KellyeCrane7h

A1: Fortunately, time under the promo umbrella can be fun! Prof development seminar, networking social, #**solopr** chat, etc.

Expand

272. **Lois Martin** @LoisMarketing7h

Easy time tracking in your system? Set up yourself/your company as a client. :) #**soloPR** A1

Expand

273. **Daria Steigman** @dariasteigman7h

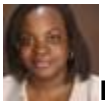
Been there. Sigh. RT @KristK: A1: vicious cycle: busy with clients, no time for self-promo. Biz slows; too late/pipeline empty. #**solopr**

Expand

274. **Marc Lawn** @businessgp7h

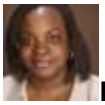
A1 Everything you do and say is #**solopr** so probably more than you really think. People assess you all the time.

Expand

275.  **Kelle Campbell** @kcwriter7h

Yep! RT @karenswim To @KristK 's point only way to avoid feast or famine syndrome is to market consistently #**solopr**

Expand

276.  **Kelle Campbell** @kcwriter7h

A1. Approx. 1-2 hours a day #**solopr**

Expand

277. **Karen Swim** @karenswim7h

To @KristK 's point only way to avoid feast or famine syndrome is to market consistently #**solopr**

Expand

278. **Mary Deming Barber** @mdbarber7h

Good 4 you! MT @karenswim: @mdbarber have gotten bad about tracking lately but set up as a project & track in freshbooks #**solopr** #**solopr**

View conversation

279. **Lois Martin** @LoisMarketing7h

Remember that YOU are your most important client! So definitely track and analyze time spent for maximum benefit and ROI #**soloPR** A1

Expand

280. **Jennifer Donovan** @jendonovansf7h

@SFerika @mdbarber That's a good idea, thanks! #**solopr**

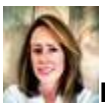
View conversation

281.

SoloPR @SoloPR7h

This! MT @KristK A1: vicious cycle: busy with clients, no time for promo. Biz slows; too late. Must devote time every week. #**solopr**

Expand

282.  **Paula Johns** @PaulaJohns7h

I consider my time on social media to be my "self promo" time. Usually about an hour total each day -- when time allows. #**solopr**

Expand

283. **Lois Martin** @LoisMarketing7h

Slipping in late :) For me, 5 to 6 hours a week + 4 beneficial networking groups/events I attend each month #**soloPR** A1

Expand

284. **Erika Heald** @SFerika7h

@jendonovansf @mdbarber an easy way to track time is scheduling it on your calendar, and adjusting if you go over your planned time #**solopr**

View conversation

285. **Mary Ellen Miller** @MarketingMel7h

A.1 I am careful to choose the unpaid gigs wisely re: promotion but when I do they lead to paid work. #**solopr**

Expand

286. **Jasmin Martin** @ JasminMartin7h

RT @KristK vicious cycle: busy w/ clients, no time for self-promo. Biz slows; too late/pipeline empty. Must devote time every week. #**solopr**

Expand

287. **Karen Swim** @karenswim7h

@mdbarber have gotten bad about tracking lately but have it set up as a project in fresbhooks and track that way #**solopr**

Expand

288.

SoloPR @SoloPR7h

RT @JanetLFalk Perhaps 10: Monthly newsletter, follow-up emails, coffee chats, mining LinkedIn. Always need to do more. #**soloPR**

Expand

289. **Mary Deming Barber** @mdbarber7h

Good point. But...shouldn't we? RT @KellyeCrane: @mdbarber Before #**solopr** I did track my promo time. Now I'd rather not know. :-) #**solopr**

View conversation

290. **Daria Steigman** @dariasteigman7h

A1 5-10 per week, incl. blogging. More if I'm doing heavy biz dev. #**solopr**

Expand

291. **JenniferMarsikFriess** @JenMarsikFriess7h

A1 Remember your good work with existing clients is promotion, too! Fortunate to have client just up work/agree to rate increase. #**solopr**

Expand

292. **Carrie Morgan** @morgancarrie7h

@ JasminMartin Thanks, Jasmin #**solopr**

Expand

293. **SoloPR** @SoloPR7h

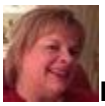
Sounds like a good approach RT @SFerika: A1 I usually spend an hour each day on promotion activities #**solopr**

Expand

294. **Jasmin Martin** @_JasminMartin7h

@morgancarrie Condolences to you and your family #**solopr**

View conversation

295.  **Mary Deming Barber** @mdbarber7h

Seen that too. So ~ 8 hours +/-. RT @KellyeCrane: A1: I've seen some suggest 20% of your time should be spent on promo. #**solopr** #**solopr**

View conversation

296. **Karen Swim** @karenswim7h

RT @KristK vicious cycle: busy w/ clients, no time for self-promo. Biz slows; too late/pipeline empty. Must devote time every week. #**solopr**

Expand

297. **Carrie Morgan** @morgancarrie7h

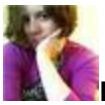
I think the percentage of time should depend on the goal - just promo to drive biz dev? Other? Define investment by goal... #**solopr**

Expand

298. **Kellye Crane** @KellyeCrane7h

@mdbarber Before #**solopr** I did track my promo time. Now I'd rather not know. :-)

View conversation

299.  **Betsy A. Decillis** @decillis7h

@KellyeCrane Well, damn... #**solopr**

View conversation

300. **Carrie Morgan** @morgancarrie7h

Good rule of thumb! RT @KellyeCrane A1: I've seen some suggest 20% of your time should be spent on promo. #**solopr**

Expand

301. **Mary Deming Barber** @mdbarber7h

@jendonovansf I think we probably all need to track it to see what we're really doing. #**solopr**

View conversation

302. **Kellye Crane** @KellyeCrane7h

A1: I've seen some suggest 20% of your time should be spent on promo. #**solopr**

Expand

303. **Janet L. Falk** @JanetLFalk7h

Perhaps 10: Monthly newsletter, follow-up emails, coffee chats, mining LinkedIn. Always need to do more. #**soloPR**

Expand

304. **Kristie Aylett, APR** @KristK7h

A1: vicious cycle: busy with clients, no time for self-promo. Biz slows; too late/pipeline empty. Must devote time every week. #**solopr**

Expand

305. **Carrie Morgan** @morgancarrie7h

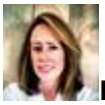
@karenswim Thanks, Karen #**solopr**

Expand

306. **Marc Lawn** @businessgp7h

A1 It all depends on what it am trying to achieve. I do enough to achieve a specific goal. I do wonder if the goals are right. #**solopr**

Expand

307.  **Paula Johns** @PaulaJohns7h

A1. I would say 4-5 hours a week.But I don't track my time. #**solopr**

Expand

308. **Carrie Morgan** @morgancarrie7h

Feel like I should spend more like 20 hours per week to repurpose content, but just can't find the time! #**solopr**

Expand

309. **Karen Swim** @karenswim7h

@morgancarrie So sorry for your loss #**solopr**

View conversation

310. **Betsy A. Decillis** @decillis7h

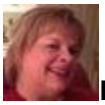
I do spend as much time as possible being helpful, but I need to work on overtly promoting. #**solopr**

Expand

311. **Jennifer Donovan** @jendonovansf7h

@mdbarber Probably need to do that more, so I know where all the hours went! #**solopr**

View conversation

312.  **Mary Deming Barber** @mdbarber7h

@morgancarrie Sorry to hear about the death in your family. Hugs to you all. #**solopr**

View conversation

313. **Chanté D. Newcomb** @ChanteDNewcomb7h

A1: Roughly 5-7 hours, but more lately in high gear. #**solopr**

Expand

314. **Erika Heald** @SFerika7h

A1 I usually spend an hour each day on promotion activities #**solopr**

Expand

315. **Alison Kenney** @akenn7h

A1. I loved Arik's def of how "new business" gets done -take meetings optimistically without being sure where relationship will lead #**solopr**

Expand

316. **Mary Deming Barber** @mdbarber7h

A1 - Have any of you tracked your time? I'm curious because I haven't. I just know it's not enough. #**solopr**

Expand

317.

SoloPR @SoloPR7h

RT @morgancarrie A1. Hi, everyone! I spend 5-20 hours a week, but I'm intentionally heavy to build my book platform. #**solopr**

Expand

318. **Carrie Morgan** @morgancarrie7h

In Denver due to a death in the family so have done virtually nothing for the last week. Break is nice! #**solopr**

Expand

319. **Jasmin Martin** @_JasminMartin7h

A1: Not nearly enough as I should, but at my best probably somewhere between 5-7 hours a week #**solopr**

Expand

320. **Jennifer Donovan** @jendonovansf7h

@dariasteigman Interesting times! #**solopr**

View conversation

321. **Kelle Campbell** @kcwriter7h

@_JasminMartin Hi Jasmin! #**solopr**

Expand

322. **Mary Deming Barber** @mdbarber7h

Agree. RT @decillis @SoloPR A1: Is not enough an answer? #**solopr** #**solopr**

Expand

323. **Daria Steigman** @dariasteigman7h

@jendonovansf Mixed. Nat'l Mall is pretty quiet. Plus a key city road near me is closed b/c it is technically Nat'l Park land. #**solopr**

View conversation

324. **Davina Brewer @3hats** @3HatsComm7h

@KristK Was just typing 'biz development' - also in the a little each day, more if a quality lead #**solopr**

View conversation

325. **SoloPR** @SoloPR7h

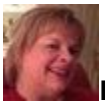
True for many! RT @mdbarber A1 - How much time do I? Or should I? Sorry but I know I SHOULD spend more than I DO. #**solopr**

Expand

326. **Gnosis Media Group** @GnosisArts7h

@SoloPR Thanks! #**solopr**

View conversation

327.  **Mary Deming Barber** @mdbarber7h

I'm guessing mine is around 8 overall. But it never seems to be enough. #**solopr**

Expand

328. **Marc Lawn** @businessgp7h

A1 All depends on my schedule. I do what I can and feel is appropriate. #**solopr**

Expand

329. **JenniferMarsikFriess** @JenMarsikFriess7h

Maybe if we get enough people to agree? RT @decillis: @SoloPR A1: Is not enough an answer? #**solopr**

Expand

330. **SoloPR** @SoloPR7h

RT @KristK A1: Average is probably 5 hours/week on biz promo efforts. More if working on intense biz development. #**solopr**

Expand

331. **Chanté D. Newcomb** @ChanteDNewcomb7h

Getting warmed up, clears throat... Lol! RT @decillis: @ChanteDNewcomb Don't stalk! Just randomly yell like I do! :) #**solopr**

Expand

332. **Kristie Aylett, APR** @KristK7h

RT @KellyeCrane A1: @arikhanson had a great post on What does the week of an solo PR counselor look like? - http://www.arikhanson.com/2013/09/30/what-does-the-week-of-an-solo-pr-counselor-look-like/ … #**solopr**

Expand

333. **Kellye Crane** @KellyeCrane7h

@decillis The judges say... yes, we will accept that answer. :-) #**solopr**

View conversation

334. **Betsy A. Decillis** @decillis7h

A1: I've been sick, so really, promotion for me has been on hold. I'm about to start working it again. #**solopr** #octoberofbetsy

Expand

335. **Carrie Morgan** @morgancarrie7h

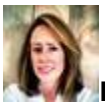
A1. Hi, everyone! I spend 5-20 hours a week, but I'm intentionally heavy to build my book platform. #**solopr**

Expand

336. **Jennifer Donovan** @jendonovansf7h

A1: Spend probably 5-7 hours on promo, networking, etc right now as I grow my business. #**solopr**

Expand

337.  **Paula Johns** @PaulaJohns7h

@MarketingMel Hello to you on your sunny porch! :) That's what #**solopr** is all about, my friend!

View conversation

338. **Mary Deming Barber** @mdbarber7h

@businessgp welcome. Always space for a newcomer. Just join in. #**solopr**

View conversation

339. **Jasmin Martin** @_JasminMartin7h

@SFerika hi Erika, glad you could join! #**solopr**

View conversation

340. **Kristie Aylett, APR** @KristK7h

A1: Average is probably 5 hours/week on biz promo efforts. More if working on intense biz development. #**solopr**

Expand

341. **Marc Lawn** @businessgp7h

Space for a small newcomer? #**solopr**

Expand

342. **Davina Brewer @3hats** @3HatsComm7h

Co-signed. RT @decillis @SoloPR A1: Is not enough an answer? #**solopr**

Expand

343. **Kellye Crane** @KellyeCrane7h

A1: @arikhanson had a great post on What does the week of an solo PR counselor look like? - http://www.arikhanson.com/2013/09/30/what-does-the-week-of-an-solo-pr-counselor-look-like/ … #**solopr**

Expand

344. **Betsy A. Decillis** @decillis7h

@ChanteDNewcomb Don't stalk! Just randomly yell like I do! :) #**solopr**

View conversation

345. **Mary Deming Barber** @mdbarber7h

A1 - How much time do I? Or should I? Sorry but I know I SHOULD spend more than I DO. #**solopr**

Expand

346. **Daria Steigman** @dariasteigman7h

A1 By promotional, assume you mean networking & biz dev? #**solopr**

Expand

347. **Kellye Crane** @KellyeCrane7h

RT @SoloPR: Q1: How much time would you say you spend a week on promotional activities (social, blogging, networking, etc.)? #**solopr**

Expand

348. **Janet L. Falk** @JanetLFalk7h

Hi Tweeps! NYC-based PR pro works w/ nonprofit, small biz, consultants. Also subcontract to busy #**soloPR**.

Expand

349. **Chanté D. Newcomb** @ChanteDNewcomb7h

Stalking the #**solopr** conversation. Hello to all! Chanté in #Chattanooga

Expand

350. **Mary Ellen Miller** @MarketingMel7h

@PaulaJohns Waving to my San Diego friend #**solopr**

View conversation

351. **Betsy A. Decillis** @decillis7h

@SoloPR A1: Is not enough an answer? #**solopr**

View conversation

352. **Erika Heald** @SFerika7h

Good morning #**solopr** -- Erika Heald, San Francisco-based content marketing consultant and career development coach here

Expand

353. **Jennifer Donovan** @jendonovansf7h

@dariasteigman Wow! Eerily quite there? #**solopr**

View conversation

354. **Karen Swim** @karenswim7h

RT @SoloPR Q1: How much time would you say you spend a week on promotional activities (social, blogging, networking, etc.)? #**solopr**

Expand

355. **Kristie Aylett, APR** @KristK7h

RT @SoloPR Q1: How much time would you say you spend a week on promotional activities (social, blogging, networking, etc.)? #**solopr**

Expand

356. **SoloPR** @SoloPR7h

Q1: How much time would you say you spend a week on promotional activities (social, blogging, networking, etc.)? #**solopr**

Expand

357. **Daria Steigman** @dariasteigman7h

Hi. Popping in from DC. This is what my city looked like this morning. #**solopr** pic.twitter.com/XyqJxp2HN8

View photo

358. **Mary Ellen Miller** @MarketingMel7h

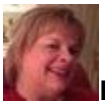
Hi friends! MarketingMel from TN here. Working on the back porch w/ @Sarah_Kinsler. It's great to be a #**solopr** pro on a sunny day!

Expand

359. **Kristie Aylett, APR** @KristK7h

Already registered! See you in February! MT @SoloPR registration for the 2014 #**SoloPR** Summit is open! http://soloprpro.com/register-now-for-2014-solo-pr-summit-top-speakers-announced …

Expand

360.  **Mary Deming Barber** @mdbarber7h

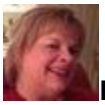
#**solopr**

Expand

361. **Jasmin Martin** @_JasminMartin7h

@JenMarsikFriess welcome Jen! :) #**solopr**

View conversation

362.  **Mary Deming Barber** @mdbarber7h

Great group gathering today. So glad to see so many familiar faces. #**solopr**

Expand

363.

SoloPR @SoloPR7h

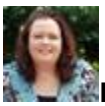
Great crowd gathering - welcome everyone! Q1 is coming up... #**solopr**

Expand

364. **Betsy A. Decillis** @decillis7h

@SoloPR I'm plugging it like a $2 whore. Ohio is a-comin! #**solopr**

View conversation

365.  **Davina Brewer @3hats** @3HatsComm7h

Joining #**soloPR** chat from a nice day in Atlanta.. ready for some Braves playoff baseball! :)

Expand

366. **Paula Johns** @PaulaJohns7h

Hi #**soloPR** friends. Paula from the San Diego area joining in on the chat.

Expand

367. **Jasmin Martin** @_JasminMartin7h

@kcwriter hi Kelle! #**solopr**

View conversation

368. **Kristie Aylett, APR** @KristK7h

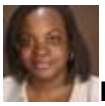
Kristie here from MS Gulf Coast. Fresh from a 2-day PR conference (well, fresh may not be right word). #**solopr**

Expand

369. **JenniferMarsikFriess** @JenMarsikFriess7h

Hi from Jen in DFW! #**solopr**

Expand

370.  **Kelle Campbell** @kcwriter7h

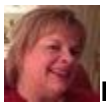
Kelle Campbell, PR writer from Columbia, MD. #**solopr**

Expand

371. **ZenYinger** @ZenYinger7h

Upcoming #tweetchats: #**solopr** chat for indie #PR at 1pm ET/10am PT! MT @KellyeCrane Also #bareitall at 2pm ET

Expand

372.  **Mary Deming Barber** @mdbarber7h

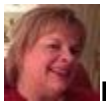
@karenswim Good morning! #**solopr**

View conversation

373. **Jasmin Martin** @_JasminMartin7h

Hi, everyone! Jasmin from Los Angeles here #**solopr**

Expand

374.  **Mary Deming Barber** @mdbarber7h

Good morning from Anchorage. Happy to be in my home office this morning and ready to learn from you smart people. #**solopr**

Expand

375. **ZenYinger** @ZenYinger7h

Hi Karen, @karenswim I'm glad to make it but also multi tasking - tough when there is great input coming in as it always is with #**solopr**

View conversation

376. **Kristie Aylett, APR** @KristK7h

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

Expand

377. **SoloPR** @SoloPR7h

@GnosisArts Hi! We'll add versions of your questions to the list for today, thanks. #**solopr**

View conversation

378. **Jennifer Donovan** @jendonovansf7h

Jennifer Donovan, PR/Social consultant from San Francisco! Hi everyone. #**solopr**

Expand

379. **Betsy A. Decillis** @decillis7h

Hi my name is Betsy and I'm coming from you live from a suburban Panera! #**solopr**

Expand

380. **Kellye Crane** @KellyeCrane7h

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

Expand

381. **Betsy A. Decillis** @decillis7h

@KellyeCrane I'm not old... ;) #**solopr**

View conversation

382. **Karen Swim** @karenswim7h

Good afternoon all. #**solopr**

Expand

383. **SoloPR** @SoloPR7h

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

Expand

384. **Gnosis Media Group** @GnosisArts7h

.@KellyeCrane Q for #**solopr**: know any bloggers who like to publish info graphics on cancer treatment?

View conversation

385. **Kellye Crane** @KellyeCrane7h

@decillis Are you including yourself in that? #**solopr**

View conversation

386. **Jennifer Donovan** @jendonovansf7h

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

Expand

387. **SoloPR** @SoloPR7h

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