



#SoloPR Transcript –11/06/2013

Q1: How do you "leave work" when you work from home? [#solopr](#)

Q2. What do you do when you've lost that "loving" feeling about your business? [#solopr](#)

Q3. What trend(s) should comm. pros keep their eye on for 2014? [#solopr](#)

Q4: What is on your 2014 professional development calendar? [#solopr](#)

Q5: Big agencies are refreshing brand/skills, are you adding skills/services or making shifts in your biz? [#solopr](#)



[PaulaJohns1:59pm via Twubs](#)

Great discussion today. Thanks, all. [#solopr](#)



[SoloPR1:59pm via Twubs](#)

Spread the word about the Summit soloprpro.com/summit/schedul... tix are limited so get yours at early bird price. [#solopr](#)



[SoloPR1:59pm via Twubs](#)

Spread the word about the Summit soloprpro.com/summit/schedul... tix are limited so get yours at early bird price. [#solopr](#)



[mdbarber1:59pm via tchat.io](#)

[@3HatsComm](#) That's why I hired mine out. Figured if I was paying someone I'd get it done faster, & more strategically. [@dariasteigman#solopr](#)



[dariasteigman1:58pm via TweetDeck](#)

Thanks, everyone, for another fab hour of [#solopr](#).



[SoloPR1:58pm via Twubs](#)

Thanks everyone for joining and graciously sharing, y'all rock! [#solopr](#)



[gregwbrooks1:58pm via Web](#)

[@karensxim](#) We can bill and deliver differently and can have wholly different risk/reward profiles. Lots of innovation room. [#solopr](#)



[mdbarber1:58pm via tchat.io](#)

Good discussion today, as always. Looking forward to next week...and to meeting you all at the Summit [#solopr](#)



[dariasteigman1:58pm via TweetDeck](#)

[@3HatsComm](#) Yes, you do. It's really a Q of what's best place to spend your time (which = \$\$). I leave the design piece to others. [#solopr](#)



[SoloPR1:57pm via Twubs](#)

We're almost out of time, but remember we keep chatting on the hashtag all week and transcript will be up tomorrow. [#solopr](#)



[3HatsComm1:56pm via TweetDeck](#)

@[dariasteigman](#) I'm my web gal. And designer. And writer. Which is the problem - this picky client needs a better firm. ;) [#soloPR](#)



[PaulaJohns1:56pm via TweetDeck](#)

@[REDMEDIAPR](#) That sounds like a great conference! Will check out
@[bendwebcam](#) further-- might need a nice getaway that time of year. [#soloPR](#)



[karenswim1:56pm via HootSuite](#)

Good points on Q5 re solo advantage but what are we doing differently (if you can share)? What's up your sleeve for 2014? [#solopr](#)



[SoloPR1:54pm via Twubs](#)

RT @[3HatsComm](#) A5: trying to be less 'skills' focused. I'm more than 'just' design or 'just' writing; all about the integrated comms [#solopr](#)



[SoloPR1:54pm via Twubs](#)

@[gregwbrooks](#) Good point and perfect time to share the innovation :-)
[#solopr](#)



[dariasteigman1:54pm via TweetDeck](#)

A5 IMO, many agencies just rebranding existing staff /services. The [#solopr](#) advantage is are lean, mobile, can truly innovate & launch new.



[dariasteigman1:54pm via TweetDeck](#)

A5 IMO, many agencies just rebranding existing staff /services. The [#solopr](#) advantage is are lean, mobile, can truly innovate & launch new.



[mdbarber1:54pm via tchat.io](#)

@[3HatsComm](#) Try hitting # continuously. It's supposed to work, and make a nasty sound on their end. Either way, makes me feel better. [#solopr](#)



[3HatsComm1:53pm via Twubs](#)

A5: trying to be less 'skills' focused. I'm more than 'just' design or 'just' writing; all about the integrated comms [#solopr](#)



[SoloPR1:53pm via Twubs](#)

@[KristK](#) Lol, no kidding, have been wanting to do that too but haven't for that reason! [#solopr](#)



[gregwbrooks1:53pm via Web](#)

@[dariasteigman](#) I am sure -- certain! -- my invitation got lost in the mail somehow. (/cries into Hello Kitty pillow) [#soloPR](#)



[SoloPR1:53pm via Twubs](#)

MT @[dariasteigman](#) BTW, I created "Independent Smarts" Twitter list, mostly [#solopr](#) (bit.ly/1dO0oli) if you want to monitor .



[KristK1:53pm via Twubs](#)

A5: I want to learn to tap dance but not in a class of 5-year-olds. [#solopr](#)



[PaulaJohns1:53pm via Twubs](#)

A5 My services have grown as the role of PR has expanded. Always looking to learn new skills/expertise and stay on top of trends. [#solopr](#)



[SoloPR1:49pm via Twubs](#)

Q5: Big agencies are refreshing brand/skills, are you adding skills/services or making shifts in your biz? [#solopr](#)



[KristK1:52pm via Twubs](#)

A5: to do: understanding SEO, upgrading smartphone, promoting strategy vs tactics [#solopr](#)



[gregwbrooks1:52pm via Web](#)

@[SoloPR](#) A5: Valid Q, but we make more money and win more work when we make the bigs chase our innovation, not the other way around. [#solopr](#)



[dariasteigman1:52pm via TweetDeck](#)

@[3HatsComm](#) I did mine this year. It only took 6 months. :) BTW, I have a great web guy if you need one. [#solopr](#)



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

A5 - More making sure the ones I have are strong, esp strategy, than adding new. Also trying to stay ahead of what's new & trendy. [#solopr](#)



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

@[PaulaJohns](#) come to @[bendwebcam](#) - good conference, I know where you could stay :) you could blog on the greatest place ever - BEND [#solopr](#)



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

Me too. RT @[gregwbrooks](#): I find the best prof. dev is getting pissed that I can't do something and teaching myself to do it. [#solopr](#)



[SoloPR](#)1:43pm via [Twubs](#)

@[PaulaJohns](#) We will make sure we have all at the summit :-)
[#solopr](#)



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

@[PaulaJohns](#) I know right. He was in someones yard - Bend, Oregon The doe and baby came along shortly after [#solopr](#) my "coworkers" loved it



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

A4: Just returned from [#PRSAICON](#) and already making plans for Oct 2014 in DC [#solopr](#)



[gregwbrooks](#) 1:42pm via Web

@SoloPR A4: Maybe 1 other event. I find the best prof. dev is getting pissed that I can't do something and teaching myself to do it. [#solopr](#)



[karensim](#) 1:42pm via HootSuite

A4: Improving my visual communication skills is on my 2014 agenda, may use @decillis photo walk suggestion to help! [#solopr](#)



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

A4: Curing 'cobbler's kids's shoes syndrome.' no really. this time I mean it. :-) More focus on ME - blog, web, career. [#solopr](#)



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

@gregwbrooks @mdbarber And don't forget the pitchers of margaritas. [#solopr](#)



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

A4: I'm chairing @SPRF2013 conference (Sept. 14-17, New Orleans). Any potential speakers here? [#Solopr](#)



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

@gregwbrooks @mdbarber And don't forget the pitchers of margaritas. [#solopr](#)



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

Q4: What is on your 2014 professional development calendar? Besides the SoloPR summit :) [#solopr](#)



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

A4: I'm chairing @[SPRF2013](#) conference (Sept. 14-17, New Orleans). Any potential speakers here? [#SoloPR](#)



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

@[REDMEDIAPR](#) Quite the big buck -- where is your office? [#soloPR](#)



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

A4 - [#soloPR](#) summit, [#socialslam](#), maybe [#sxsw](#), [#blogher14](#) and Bendwebcam



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

If you must... RT @[gregwbrooks](#): @[mdbarber](#) Um... are gambling, Vivarin and cheeseburgers acceptable 1-to-1 substitutes? [#soloPR](#)



[gregwbrooks](#) 1:40pm via Web

@[mdbarber](#) Um... are gambling, Vivarin and cheeseburgers acceptable 1-to-1 substitutes? [#soloPR](#)



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

Seeing a theme for SoloPR Summit here > MT @[mdbarber](#) A3 chocolate, wine and coffee will dominate the world...at least life of solos. [#soloPR](#)



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

RT @SoloPR Q4: What is on your 2014 professional development calendar? Besides the SoloPR summit :) [#solopr](#)



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

@REDMEDIAPR Very cool. That's one big buck. [#solopr](#)



[REDMEDIAPR](#) 1:39pm via Echofon

Back to balance ? Check out the big fella we encountered on our work break today [#solopr#urbanhunting pic.twitter.com/qxcFb6Xs9K](#)



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

A3 -- chocolate, wine and coffee will dominate the world...or at least the life of solos. [#solopr](#)



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

Have a good week everyone. [#soloPR](#)



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

Most definitely chocolate + wine, too. MT @[3HatsComm](#): also: chocolate, wine. RT @[dariasteigman](#) @[PaulaJohns](#) @[karenskim](#)@[KellyeCrane](#) [#soloPR](#)



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

As [#soloPR](#) you have your ear-to-the-ground so be a connector too. Make introductions, share new insights/tools w others A3



[3HatsComm](#) 1:36pm via Twubs

This! RT @[karensxim](#) A3: Convergence of specialties means we must be really good at articulating, demonstrating our unique value [#solopr](#)



[Dariasteigman1](#):36pm via TweetDeck

@[REDMEDIAPR](#) First vacay in way too long. Yup, lots of sunscreen. And indoors during the burning hours (hence [#solopr](#)).



[PaulaJohns1](#):35pm via Twubs

Anyone else think @[gregwbrooks](#) should be a comedian? [#solopr](#)



[mdbarber1](#):35pm via tchat.io

@[gregwbrooks](#) Oh. I agree. Along with the storyteller pitch though is a quest for facts. That's also something clients are asking 4. [#solopr](#)



[SoloPR1](#):35pm via Twubs

So true RT @[mdbarber](#) A3 - Trend I hope to see more of is increasing civility. We all need to be careful of the words we choose. [#solopr](#)



[PaulaJohns1](#):35pm via Twubs

Anyone else think @[gregwbrooks](#) should be a comedian? [#solopr](#)



[3HatsComm1](#):33pm via TweetDeck

@[SoloPR](#) biz, esp. small business, will continue to develop that way. using tech to be more efficient, profitable. [#soloPR](#) = biz consultants



[kcwriter](#)1:35pm via TweetChat powered by oneQube

Good pt! MT @[karensxim](#) A3: The demand for content marketing is not going away; we have to be ahead on generation/curation/promotion [#solopr](#)



[gregwbrooks](#)1:34pm via Web

@[mdbarber](#) Agree but, you know me: I think that if we pitch ourselves as storytellers we leave a *lot* of money on the table. [#solopr](#)



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

Consider the continuing transition of newspapers to online content. Provide content/photos to in correct formats [#soloPR](#) A3



[mdbarber](#)1:34pm via tchat.io

A3 - Trend I hope to see more of is increasing civility. We all need to be careful of the words we choose. [#solopr](#)



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

A3: Convergence of specialties also means we must be really good at articulating and demonstrating our unique value [#solopr](#)



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

A3 Public Affairs (what @[gregwbrooks](#) said). Also Integration & digital ubiquity. [#solopr](#)



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

Yes! MT @[karensxim](#) A3: The demand for content marketing is not going away, so we have to be ahead on generation/curation/promotion [#solopr](#)



[kcwriter1:33pm via TweetChat powered by oneQube](#)

@[3HatsComm](#) I see what you mean. Everything I can think of to deal with that is pretty expensive. [#solopr](#)



[3HatsComm1:33pm via TweetDeck](#)

@[SoloPR](#) biz, esp. small business, will continue to develop that way. using tech to be more efficient, profitable. [#soloPR](#) = biz consultants



[mdbarber1:33pm via tchat.io](#)

A3 -- Interesting stories continue to be king...consumer tire of wondering what's true/false providing opportunities for good solos [#solopr](#)



[SFerika1:32pm via HootSuite](#)

Agree MT @[karensxim](#): A3: demand for content mktg not going away, so we have to be ahead on generation/curation/promotion strategies [#solopr](#)



[PaulaJohns1:32pm via Twubs](#)

True RT @[mdbarber](#) A3 -- Continued growth of both mobile and engagement. Companies need to figure out how to do both. [#solopr](#)



[gregwbrooks1:32pm via Web](#)

@[KristK](#) Outstanding point. On the other hand, the flood of crappy, bad-data infographics will play that trend out. [#solopr](#)



[3HatsComm1:32pm via Twubs](#)

see also: chocolate, wine. RT @[dariasteigman@PaulaJohns](#) My bad. I know that [#solopr](#) is really margarita hour. :) @[karensim@KellyeCrane](#)



[SoloPR](#)1:31pm via Twubs

Yes, always changing and impacts our work! RT @[PaulaJohns](#) A3 New SEO rules, new SM developments (always)... [#solopr](#)



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

YES SEO rules always changing RT @[PaulaJohns](#): A3 New SEO rules, new SM developments (always)... [#solopr](#)



[KristK](#)1:31pm via Twubs

RT @[gregwbrooks](#) A3: Bigger companies migrating to flexible staffing solutions means more room for solos [#solopr](#)



[gregwbrooks](#)1:31pm via Web

@[SoloPR](#) A3: 2014 election politics mean additional territory for public affairs and issues work. [#Solopr](#)



[gregwbrooks](#)1:31pm via Web

@[SoloPR](#) A3: 2014 election politics mean additional territory for public affairs and issues work. [#Solopr](#)



[PaulaJohns](#)1:31pm via Twubs

A3 New SEO rules, new SM developments (always)... [#solopr](#)



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

A3 -- Continued growth of both mobile and engagement. Companies need to figure out how to do both. [#solopr](#)



[karenskim](#) 1:31pm via HootSuite

True! RT @[CBerthier](#): RT @[KristK](#) A3: The rise of visuals is a challenge for writing-centric comms pros. [#solopr](#)



[karenskim](#) 1:30pm via HootSuite

A3: The demand for content marketing is not going away, so we have to be ahead on generation/curation/promotion strategies [#solopr](#)



[3HatsComm](#) 1:30pm via Twubs

@[kcwriter](#) oh no it's not that, nothing that can be outsourced. it's biz dev, pipeline and leads hunting et al. [#solopr](#)



[mdbarber](#) 1:30pm via tchat.io

Good plan! RT @[dariasteigman](#): @[mdbarber](#) Want to keep some blogging going. But the client work is officially on hold. [#solopr](#)



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

RT @[KristK](#) A3: The rise of visuals is a challenge for writing-centric comms pros. [#solopr](#)



[gregwbrooks](#) 1:30pm via Web

@[SoloPR](#) A3: Hiring will continue to be slow and unemployment will only sloooowly correct, leaving more room for solos. [#solopr](#)



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

Off to a ribbon cutting and the chance to ride in a McLaren. <sigh> A [#soloPR](#)'s work is never done. Did someone say 'burnout'???



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

@[PaulaJohns](#) My bad. I know that [#solopr](#) is really margarita hour. :)

@[3HatsComm](#)@[karenschwim](#) @[KellyeCrane](#)



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

A3: measurement. Clients want data-driven proof points. (not a new trend but ongoing concern). [#solopr](#)



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

@[3HatsComm](#) Really good points about tech trends, we need to be ahead [#solopr](#)



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

@[SoloPR](#) A3: Bigger companies migrating to flexible staffing solutions means more room for solos [#solopr](#)



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

@[mdbarber](#) Want to keep some blogging going. But the client work is officially on hold. [#solopr](#)



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

A3: The rise of visuals is a challenge for writing-centric comms pros. [#solopr](#)



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

RT @[3HatsComm](#) A3: Cloud and apps, more virtual, more mobile. [#solopr](#)



[3HatsComm](#)1:29pm via Twubs

A3: Cloud and apps, more virtual, more mobile. [#solopr](#)



[kcwriter](#)1:29pm via TweetChat powered by oneQube

@[3HatsComm](#) Part-time virtual assistant a possibility? [#solopr](#)



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

Wait, you're drinking a beer on [#soloPR](#)? :) MT @[dariasteigman](#) A2. Here's my work/life balance: Drinking a beer, on [#solopr](#), getting ready...



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

@[dariasteigman](#) Love your work-life balance! Husband making me second cup of coffee. YAY! [#solopr](#)



[kcwriter](#)1:28pm via TweetChat powered by oneQube

A3: I hear content marketing's going to keep growing. [#solopr](#)



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

@[kcwriter](#) no one else, it's all me. I'm over the 'biz' part; I'd rather just do the work [#solopr](#)



[SoloPR1:26pm via Twubs](#)

Q3: What trend(s) should independent communication pros keep their eye on for 2014? [#solopr](#)



[karenskim1:27pm via HootSuite](#)

Great advice @[kcwriter](#), going to put that one to use! cc @[3HatsComm](#) [#solopr](#)



[REDMEDIAPR1:27pm via TweetDeck](#)

LORD if y'all don't stop stroking @[gregwbrooks](#) ego he's going to explode (greg have you thought about hosting daytime TV) LOL [#solopr](#)



[KristK1:27pm via Twubs](#)

RT @[SoloPR](#) Q3: What trend(s) should independent communication pros keep their eye on for 2014? [#solopr](#)



[dariasteigman1:27pm via TweetDeck](#)

A2. Here's my work/life balance: Drinking a beer, on [#solopr](#), getting ready to tee-up vacay blog posts b/f I head back down to beach.



[KristK1:27pm via Twubs](#)

No researcher works that hard. RT @[mdbarber@gregwbrooks](#) I wonder if we could get someone to do formal research of your work habits? [#solopr](#)



[SoloPR1:26pm via Twubs](#)

Q3: What trend(s) should independent communication pros keep their eye on for 2014? [#solopr](#)



[SoloPR1:26pm via Twubs](#)

Q3: What trend(s) should independent communication pros keep their eye on for 2014? [#solopr](#)



[kcwriter1:26pm via TweetChat powered by oneQube](#)

[@3HatsComm](#) Maybe you need to change duties/responsibilities and have someone else do the stuff that's jading you? [#solopr](#)



[gregwbrooks1:26pm via Web](#)

[@KristK](#) [@mdbarber](#) (/curtsy) [#solopr](#)



[mdbarber1:25pm via tchat.io](#)

[@KristK](#) LOL is right! [@gregwbrooks](#) adding intense hilarity today. [#solopr](#)



[PaulaJohns1:25pm via Twubs](#)

I have busy seasons - usually fall and spring - and work more then knowing that winter + summer are usually slower for me. [#solopr](#)



[SoloPR1:25pm via Twubs](#)

Q3 coming up.... [#solopr](#)



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

I work so that I can play :) [#soloPR](#)



[SFerika](#) 1:25pm via HootSuite

+1 RT @[KristK](#) All work and no play makes a dull [#solopr](#) day. Create a biz where you want to go to work; not a job you wish you could quit.



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

So true! MT @[KristK](#): All work & no play makes a dull [#solopr](#) day. Create a biz where you u 2 go 2 work; not a job you wish u could quit.



[CBerthier](#) 1:25pm via TweetChat powered by oneQube

RT @[KristK](#) A2: All work and no play makes a dull [#solopr](#) day. Create a biz where you want to go to work; not a job you wish you could quit.



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

@[gregwbrooks](#) I only realize the half measure of how full-assed you are. LOL
@[mdbarber](#) [#solopr](#)



[3HatsComm](#) 1:25pm via Twubs

@[KristK](#) that is EXACTLY what I'm struggling w/.. well said. now it's the doing part that's tripping me up. [#solopr](#)



[SoloPR1:24pm via Twubs](#)

Bam! RT @[KristK](#) All work and no play makes a dull [#solopr](#) day. Create a biz where you want to go to work; not a job you wish you could quit.



[mdbarber1:24pm via tchat.io](#)

@[gregwbrooks](#) I wonder if we could get someone to do a formal research study of your work habits? What do you think @[decillis](#)? [#solopr](#)



[KristK1:24pm via Twubs](#)

A2: All work and no play makes a dull [#solopr](#) day. Create a biz where you want to go to work; not a job you wish you could quit.



[dariasteigman1:24pm via TweetDeck](#)

@[gregwbrooks](#) @[mdbarber](#) Don't worry, Greg. Mary and I are strategic enough to have figured this out. :) [#solopr](#)



[mdbarber1:23pm via tchat.io](#)

A1 Make sure your clients know your office hours. They'll respect your time if you also respect yours. [#solopr](#)



[gregwbrooks1:23pm via Web](#)

@[mdbarber](#) I think it's important that people realize the full measure of how half-assed I am at times. You know, for science. [#solopr](#)



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

Do that 'menial stuff' at the start of the day and literally cross it off the list. Accomplishment + on to better stuff! [#soloPR](#) A3



[mdbarber](#) 1:23pm via tchat.io

A2 I have clients across virtually all US time zones and one in Europe. My day is still roughly 8-5 because they know my hours. [#solopr](#)



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

Good point to ask "why?" MT @[LoisMarketing](#) Where's the 'pain'? [#soloPR](#)



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

A2 good rule is 1 hr wkly meeting yourself or team to discuss what YOU want to be happening. Whether more work, more blogging, etc. [#solopr](#)



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

@[gregwbrooks](#) You're just adding such wonderful wittiness today! [#solopr](#)



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

@[kcwriter](#) So true, everyone gets in a rut from time to time, shaking it up can be good! [#solopr](#)



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

Are you accepting anything that comes along? A problem client? Not confronting a problem payer? Where's the 'pain'? [#soloPR](#)



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

Breaks in the day are great but be careful that they do not mean you must extend work time into the evening [#soloPR](#) A1



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

@SoloPR A2: Tired of tasks (media relations) or people (needy clients). Procrastinating until all around me are terrified works. [#solopr](#)



[kcwriter](#) 1:20pm via TweetChat powered by oneQube

Yes! A change can be as good as a rest. RT @SoloPR A2: Could be signal for a break or a refresh of client/project mix [#solopr](#)



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

Yes I work EST hours and every day at 9 am PST (we take lunch and RUN RT @KristK: A1: Very thankful for my dog... [#solopr](#)



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

A2: Look at client mix and skill set. Examine what you want to be doing and start moving in that direction. [#solopr](#)



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

(cont) I adjust the start and end of my work day (and times yes it's long) but I strive to work a productive yet healthy time frame [#soloPR](#)



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

A2. Go for a long run. | Go to [#solopr](#) summit and seek inspiration from fellow smarties.
| Take a break & read novels for a week.



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

A2: Could be signal for a break or a refresh of client/project mix [#solopr](#)



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

Yes! RT @[KristK](#): A2: Look at client mix and skill set. Examine what you want to be doing and start moving in that direction. [#solopr](#)



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

Take a hard look at your true work day. I have clients in Europe so I adjust for time zones. (cont) [#soloPR](#)



[karenswim](#) 1:19pm via HootSuite

This!-->RT @[KristK](#): A2: Look at client mix and skill set. Examine what you want to be doing and start moving in that direction. [#solopr](#)



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

A2: I focus on the parts of the business that I still love and then grow from there. [#solopr](#)



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

MT @[mdbarber](#) A2 -- Take time for a longer break. It's important to walk away and gain perspective -- for an hour or a couple days. [#solopr](#)



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

Same - my dogs get me out and about. MT @[KristK](#) A1: Very thankful for my dog. We walk around neighborhood at least 2x day... [#solopr](#)



[kcwriter1](#):18pm via [TweetChat powered by oneQube](#)

RT @[SoloPR](#) Semi-related Q2: What do you do when you've lost that "loving" feeling about your business? [#solopr](#)



[dariasteigman1](#):18pm via [TweetDeck](#)

A2. Go for a long run. | Go to [#solopr](#) summit and seek inspiration from fellow smarties.
| Take a break & read novels for a week.



[KristK1](#):18pm via [Twubs](#)

A2: Look at client mix and skill set. Examine what you want to be doing and start moving in that direction. [#solopr](#)



[LoisMarketing1](#):18pm via [TweetDeck](#)

When 'work' and 'office' are on your phone or at your dining table it's tough to turn off and on. Many facing this [#soloPR](#)



[SoloPR1](#):17pm via [Twubs](#)

Good tip, turn to community MT @[REDMEDIAPR](#) talk to fellow [#solopr](#) we have all been there, it's hard trying to wear all the hats



[mdbarber1](#):17pm via [tchat.io](#)

A2 -- That's when it's time for a longer break. It's important to walk away and gain perspective



[3HatsComm1](#):17pm via [Twubs](#)

Ohh.. looking forward to answers for Q2. I've got that unloving feeling. :) [#solopr](#)



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

@[gregwbrooks](#) Hello, Greg. Great to be here -- always entertaining to have you here on the chat as well! :) [#solopr](#)



[gregwbrooks](#) 1:17pm via Web

I confess: I am the king of distraction -- one reason I work long hours. But I'm also a speed-of-light writer and push deadlines. [#solopr](#)



[kcwriter](#) 1:17pm via TweetChat powered by oneQube

@[SoloPR](#) Definitely. Keeps my mind from running over all that's left to do. [#solopr](#)



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

@[SoloPR](#) That may be due to that 'grey area', the distractions of home mixing with work and vice versa. That creates burnout [#solopr](#)



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

Semi-related Q2: What do you do when you've lost that "loving" feeling about your business? [#solopr](#)



[KristK](#) 1:16pm via Twubs

RT @[SoloPR](#) Semi-related Q2: What do you do when you've lost that "loving" feeling about your business? [#solopr](#)



[REDMEDIAPR1:16pm via TweetDeck](#)

A2 - talk to fellow [#solopr](#) we have all been there, it's hard trying to wear all the hats - getting perspective on how to jumpstart is key



[kcwriter1:16pm via TweetChat powered by oneQube](#)

Good idea! MT [@SFerika](#) A1 Schedule offsites every week -- if not a lunch or a meeting, just working at a cafe for change of scenery [#solopr](#)

[KristK1:16pm via Twubs](#)

A1: Very thankful for my dog. We walk around neighborhood at least 2x day, whether I need to or not. [#solopr](#)



[SoloPR1:15pm via Twubs](#)

Semi-related Q2: What do you do when you've lost that "loving" feeling about your business? [#solopr](#)



[dariasteigman1:15pm via TweetDeck](#)

[@KristK](#) Especially when I'm crunching on deadline. Hours will go by if I don't make a conscious effort to MOVE. [#solopr](#)



[LoisMarketing1:15pm via TweetDeck](#)

[@decillis](#) It wasn't Betsy :) Most got the point :) [#soloPR](#)



[SoloPR1:15pm via Twubs](#)

Semi-related Q2: What do you do when you've lost that "loving" feeling about your business? [#solopr](#)



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

RT @[dariasteigman](#) A1 No 1-size-fits-all. Some ppl need firm boundaries; some ppl work everywhere. I'm okay with blurred work/life. [#solopr](#)



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

@[LoisMarketing](#) I'm not defending that. I'm just saying that your tweet was very black & white when we're all gray. [#solopr](#)



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

@[gregwbrooks](#) Greg -- I spoke to those who are easily distracted during the day, not those who are working 'altered' schedules :) [#soloPR](#)



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

@[3HatsComm](#) @[gregwbrooks](#) And I've worked from ICU. All about finding your best balance. [#solopr](#)



[SoloPR1](#) 1:14pm via Twubs

Helps you to sleep too! RT @[kcwriter](#) I try to take one hour of leisure at least before bedtime. [#solopr](#)



[MichaelWillett](#) 1:14pm via Web

! RT @[KellyeCrane](#) New [#solopr](#) post: Full Schedule and New Speakers Announced for 2014 Solo PR Summit! zpr.io/gRAK



[gregwbrooks](#) 1:14pm via Web

@[PaulaJohns](#) Greetings, Paula! (waves from Vegas) [#solopr](#)



[KristK](#) 1:09pm via Twubs

A1: My not-so-funny joke: I don't work from home; I live in my office. [#solopr](#)



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

@[decillis](#) You don't have to defend that! I speak to those who are distracted. I have clients in Europe so I'm working at 3 a.m.! [#soloPR](#)



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

A1 I schedule offsites every week -- if not a lunch or a meeting, just working out of a cafe for a change of scenery [#solopr](#)



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

A1 There's no 1-size-fits-all. Some ppl need firm boundaries; some ppl work everywhere. I'm okay with blurred work/life. [#solopr](#)



[3HatsComm](#) 1:13pm via Twubs

@[gregwbrooks](#) FWIW on port days, I've found my way to Internet cafes. Just to make sure work world didn't collapse in my absence ;-)
[#solopr](#)



[KristK1:13pm via Twubs](#)

Agree. Much more sedentary as [#solopr](#). MT @[dariasteigman](#) A1 For me, it's less about turning off work more about getting up regularly



[gregwbrooks1:13pm via Web](#)

@[LoisMarketing](#) For varying values of "evening." :) I start my day around 9:30 or 10 and end it around 8. [#solopr](#)



[mdbarber1:13pm via tchat.io](#)

A1 - For your health, & to keep your mind clear, it's important to get up & move around during the day. If you need to, schedule it. [#solopr](#)



[LoisMarketing1:13pm via TweetDeck](#)

Run your work day just as you would if you were in an office. Limit personal calls and coffee breaks -- and don't do laundry! [#soloPR](#)



[kcwriter1:13pm via TweetChat powered by oneQube](#)

A1: I try to take one hour of leisure at least before bedtime. It doesn't always happen but that's the goal. [#solopr](#)



[decillis1:13pm via TweetDeck](#)

@[LoisMarketing](#) I have to work into the evening. I see nothing wrong with taking an extra break during the day b/c of evening work. [#solopr](#)



[SMcCoyPR1:13pm via Twitter for Android](#)

@[KristK](#) need to do this more often! [#solopr](#)



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

Joining [#solopr](#) late. Hello to all -- I'm a long-time PR pro from San Diego -- beautiful, sunny day here. :)



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

A1: As many are saying good to have people to help you set boundaries - family, friends, you know a life ;-) [#solopr](#)



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

Breaks in the day are great but be careful that they do not mean you must extend work time into the evening [#soloPR](#) A1



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

That's important! RT [@dariasteigman](#): A1 For me, it's less about turning off work more about getting up regularly & moving around. [#solopr](#)



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

[@gregwbrooks](#) You complete me. [#solopr](#)



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

A1 For me, it's less about turning off work more about getting up regularly & moving around. [#solopr](#)



[gregwbrooks1:11pm via Web](#)

A1: Not healthy but: I don't. I've worked on cruises. I've worked in the restroom. I have worked in the recovery room post-surgery. [#solopr](#)



[KristK1:11pm via Twubs](#)

A1: Schedule breaks with colleagues, friends. Talk life, not work. [#solopr](#)



[mdbarber1:11pm via tchat.io](#)

@[decillis](#) way to go! If you listen @[mtaraban](#) might expect it! [#solopr](#)



[SoloPR1:10pm via Twubs](#)

Sadly true for many of us! RT @[KristK](#) A1: My not-so-funny joke: I don't work from home; I live in my office. [#solopr](#)



[REDMEDIAPR1:10pm via TweetDeck](#)

A1 make weekly commitments - like [#solopr](#) chat, prof org lunch, brainstorming at Starbucks just to get out and be social



[3HatsComm1:10pm via Twubs](#)

A1 Have escape plans (lunch, coffee shops, errands). Get to know that mute button on the iToys. [#solopr](#)



[decillis1:10pm via TweetDeck](#)

@[mdbarber](#) Oh @[mtaraban](#) can be pretty needy, but I don't listen most of the time. [#solopr](#)



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

A1: Go outside. Change of view often leads to change in perspective. [#solopr](#)



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

A1: Go outside. Change of view often leads to change in perspective. [#solopr](#)



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

I have an office in my home and feel lucky and blessed that I have it -- and that I can close the door to it :) [#soloPR](#) A1



[karenswim](#) 1:09pm via HootSuite

A1: I turn off my laptop and close door to my office, helps me to shut down (mostly) [#solopr](#)



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

@[REDMEDIAPR](#) ABSOLUTELY NOT. Of course, my shirt does say, "Let's run a 5k and drink like it's a marathon." [#solopr](#)



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

@[decillis](#) good thing you didn't say needy boyfriend. ;-) [#solopr](#)



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

A1. I try to work out at lunchtime. Gets me out of the office (and, you know, talking to actual people). [#solopr](#)



[KristK1:09pm via Twubs](#)

A1: My not-so-funny joke: I don't work from home; I live in my office. [#solopr](#)



[decillis1:09pm via TweetDeck](#)

A1: I have alarms on my phone to alert me to meal times, etc. I also have a needy cat and a demanding boyfriend. [#solopr](#)



[REDMEDIAPR1:09pm via TweetDeck](#)

@[decillis](#) it's ok unless they say PINK on your butt - if so please get back in the car
=) [#solopr](#)



[SoloPR1:08pm via Twubs](#)

Good tip! RT @[REDMEDIAPR](#) A1 just like an office job set hours, a lunch break etc
Boundaries PPL! [#solopr](#)



[mdbarber1:08pm via tchat.io](#)

A1 -- Some days it's hard to "leave work" but you just have to shut down and leave. My family helps me schedule that! [#solopr](#)



[ArianeSloanPR1:08pm via Twitter for iPad](#)

I struggle with this often :-/ "@[SoloPR](#): How do you "leave work" when you work from home? Inspired by: 12most.com/2013/07/19/way...#solopr"



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

And I almost forgot about [#solopr](#). I'm at Panera and everything. Also, I'm wearing yoga pants outside of my house. [#klass](#)



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

How do you "leave work" when you work from home? Inspired by:12most.com/2013/07/19/way... [#solopr](#)



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

A1 just like an office job set hours, a lunch break etc Boundaries PPL! [#solopr](#)



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

How do you "leave work" when you work from home? Inspired by:12most.com/2013/07/19/way... [#solopr](#)



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

That was Q1, BTW! [#solopr](#)



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

@[dariasteigman](#) Ha! because I probably need another cup of coffee before sounding any kind of articulate. "Morning. [#solopr](#)



[gregwbros](#)1:07pm via Web

@[dariasteigman](#) Yep -- it's not the DEATH OF THOUGHTFUL DIALOGUE AND WESTERN CIVILIZATION or anything like that. ;) [#Solopr](#)



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

RT @SoloPR How do you "leave work" when you work from home? Inspired by:12most.com/2013/07/19/way... #solopr



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

@[mdbarber](#) ha ha. How can you be late when you're hours behind me? {Good Morning} #solopr



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

How do you "leave work" when you work from home? Inspired by:12most.com/2013/07/19/way... #solopr



[gregwbrooks](#)1:06pm via Web

@[REDMEDIAPR](#) I ... I am told that I'm insensitive and boorish at times. (/weeps softly) #solopr



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

@[gregwbrooks](#) [~~waves hello~~] It's 'cause you love Twitter so much. #solopr



[mdbarber](#)1:06pm via tchat.io

Good morning peeps! Sorry I'm late. Mary here from Anchorage. #solopr



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

Taking a beach break to pop onto [#solopr](#). And a very exciting lineup for the conference, I might add.



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

@[gregwbrooks](#) and so we all are honored (esp if you make some jokes) [#solopr](#)



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

Great crowd gathering! Welcome everyone, Q1 coming up! [#solopr](#)



[gregwbrooks](#) 1:04pm via Web

Greets all -- busiest week of the busiest month of the year. And yet, I am here with you beloved peeps. [#solopr](#)



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

We have room for more Qs this week, so send them to @[karensxim](#) without the hashtag (or by DM) [#solopr](#)



[kcwriter](#) 1:04pm via TweetChat powered by oneQube

@[KristK](#) Congrats on your new client! [#solopr](#)



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

@[KristK](#) Congrats, that is definitely reason to celebrate! [#solopr](#)



[kcwriter](#) 1:04pm via TweetChat powered by oneQube

Hi everyone! Kelle Campbell joining in from Maryland. [#solopr](#)



[3HatsComm](#) 1:03pm via Twubs

@[KristK](#) Congrats! [#solopr](#)



[CBerthier](#) 1:03pm via TweetChat powered by oneQube

@[KristK](#) Congrats on new biz! Always worth celebrating. :) [#solopr](#)



[JasminMartin](#) 1:03pm via HootSuite

Hi, everyone! Multitasking today, so I'll be in and out of the chat [#solopr](#)



[karenswim](#) 1:02pm via Sprout Social

While we gather, the full schedule for the [#SoloPR](#) Summit has been announced bit.ly/1a52ZvV



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

Hello [#solopr](#) pals! Kristie here from south MS (20+ yrs exp, 9 as indy, APR, PR prof). Celebrating new client today!



[CBerthier](#) 1:02pm via TweetChat powered by oneQube

Hi @[karenswim](#) and everyone else. Catherine Berthier, NYC-based B2B PR. [#solopr](#)



[karenswim](#) 1:02pm via Sprout Social

While we gather, the full schedule for the [#SoloPR](#) Summit has been announced bit.ly/1a52ZvV



[GnosisArts](#) 1:01pm via IFTTT

[#solopr](#): For independent PR and MarCom pros – 12:00pm – 1:00pm CST. Mod: [@KellyeCrane](#) [#tweetchatshappeningnow](#)



[SoloPR](#) 1:01pm via Twubs

If you're joining, please introduce yourself. This is [@karensxim](#), moderating for traveling [@KellyeCrane](#) [#solopr](#)



[KristK](#) 1:01pm via Twubs

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



[KristK](#) 1:00pm via Twubs

Counting the days! MT [@KellyeCrane](#) Full Schedule and New Speakers Announced for 2014 [#SoloPR](#) Summit! zpr.io/gRAK



[karensxim](#) 1:00pm via Sprout Social

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