



#SoloPR Transcript –12/18/2013

Q1. How do solos stay balanced? E.g., how do other solos keep work from taking over their lives? [#solopr](#)

Q2. Facebook organic reach has declined. How are you managing for client (paid posts, diff. channel)? [#solopr](#)

Q3. What have other solos found to be effective for national news media pitches? [#solopr](#)

Q4. What are you most proud of accomplishing this year? [#solopr](#)



[SoloPR1:58pm via tchat.io](#)

Lifting a glass of dairy free eggnog and wishing you all a happy holiday and fantastic new year! [#solopr](#)



[kflahertycom1:58pm via TweetDeck](#)

Thank you @[SoloPR](#). Wishing you and all in [#solopr](#) much success in 2014. Cheers!

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[PaulaJohns1:57pm via tchat.io](#)

Yes! Me too. MT @[mdbarber](#) Thankful for this community - esp @[KellyeCrane](#) & @[karensxim](#). You're all amazing! Have a wonderful holiday. [#solopr](#)



[karenswym1:56pm via HootSuite](#)

@[mdbarber](#) Love you Mary! :-) [#solopr](#)

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[karenswym1:56pm via HootSuite](#)

A4: Use SM to build, nurture GENUINE relationships not pitch. [#solopr](#)



[jlegalresearch1:55pm via TweetChat powered by oneQube](#)

Thanks everyone. Great Chat! [#solopr](#)



[PaulaJohns1:55pm via tchat.io](#)

@[SoloPR](#) Hope I didn't jinx myself. :) LOL. [#solopr](#)

[Show Conversation](#)



[mdbarber1:55pm via tchat.io](#)

A4 -- Also thankful for this community - esp @[KellyeCrane](#) & @[karenswym](#). You're all amazing! Have a wonderful holiday. [#solopr](#)



[SoloPR1:55pm via tchat.io](#)

Remember that we chat on the hashtag all week long and today's transcript will be posted tomorrow. [#solopr](#)



[SoloPR1:54pm via tchat.io](#)

Special shout out to @[KellyeCrane](#) for this community, we're thinking of you and yours Kellye! [#solopr](#)



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

Very true: MT @[PaulaJohns](#): Twitter is gr8 place to build biz relationships keep up w/ key media, gain insight , etc. [#SoloPR](#)

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[SoloPR1:53pm via tchat.io](#)

We're almost out of time, thank you all for your support, smarts and participation this year, you people rock hard! [#solopr](#)



[JanetLFalk1:53pm via Web](#)

Hi from NYC. Working w/ sml biz, nonprofits, consultants. Busy [#soloPR](#) folks can subcontract to me. Happy holidays bit.ly/1aRHhZB



[PaulaJohns1:53pm via TweetDeck](#)

@[gregwbrooks](#) Twitter is gr8 place to build biz relationships keep up w/ key media, gain insight , etc. Love it. @[jlegalresearch](#) [#SoloPR](#)

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[SoloPR1:52pm via tchat.io](#)

@[gregwbrooks](#) You have no idea how hard it was to resist the urge :-) [#solopr](#)

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[KristK1:16pm via Twubs](#)

A1: A good boss wouldn't expect you to work 12+ hours every day and weekends. Don't you want to be a good boss? [#solopr](#)

Retweeted by [TheProjectChick](#)



[mdbarber1:52pm via tchat.io](#)

@[karensxim](#) I agree. The photog is really talented. [#solopr](#)

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[mdbarber1:52pm via tchat.io](#)

@[akenn](#) thanks. It's really beautiful out when it gets so cold. I just wish it wasn't so cold. -6 at our house right now. [#solopr](#)

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[karensxim1:51pm via HootSuite](#)

@[mdbarber](#) wow that photo really tells a beautiful story! [#solopr](#)



[mdbarber1:51pm via tchat.io](#)

Exactly! RT @[karensxim](#): @[jendonovansf](#) @[KristK](#) thanks! Isn't that the joy of this life, we get to write our own rules. :-)
[#solopr](#)

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[gregwbrooks1:51pm via Web](#)

@[SoloPR](#) Not lyin': Gonna be disappointed if it doesn't involve mistletoe. [#SoloPR](#)

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[SoloPR1:51pm via tchat.io](#)

@[PaulaJohns](#) That is definitely worth a brag and a celebration! :-)
[#solopr](#)

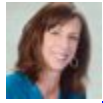
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[akenn1:51pm via tchat.io](#)

@[mdbarber](#) what a gorgeous photo! [#solopr](#)

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

Hard to beat that RT @[karensxim](#): I am proudest of growing my business MY way and hitting the goals most meaningful to me. [#solopr](#)



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

@[karensxim](#) @[mdbarber](#) @[KristK](#) Amen! Charting our own course and kicking butt for clients along the way! [#solopr](#)

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

@[mdbarber](#) @[jendonovansf](#) @[KristK](#) thanks! Isn't that the joy of this life, we get to write our own rules. :-) [#solopr](#)

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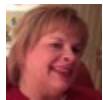
[PaulaJohns](#) 1:50pm via [tchat.io](#)

A4 Had a great year. Proud of maintaining long-term clients, working with so many smart and wonderful people. [#soloPR](#)



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

Final question of the year coming up! [#solopr](#)



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

You rock! RT @[karensxim](#): I am proudest of growing my business MY way and hitting the goals most meaningful to me. [#solopr](#)

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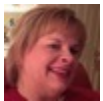
[jendonovansf1:48pm via TweetDeck](#)

Beautiful! RT @karensxim: I am proudest of growing my business MY way and hitting the goals most meaningful to me. [#solopr](#)



[mdbarber1:48pm via tchat.io](#)

As an aside...want to see why we love Alaska winters? Photo from yesterday by a talented news photog:facebook.com/photo.php?fbid... [#solopr](#)



[mdbarber1:48pm via tchat.io](#)

@kflahertycom thanks. You as well. Sometimes it takes a while to hit that stride. I still worry it may not last. After 13 years...[#solopr](#)

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[SoloPR1:48pm via tchat.io](#)

Love the accomplishments and they are inspiring to read! [#solopr](#)



[KristK1:48pm via Twubs](#)

Way to go, girl! RT @karensxim I am proudest of growing my business MY way and hitting the goals most meaningful to me. [#solopr](#)



[kflahertycom1:47pm via TweetDeck](#)

@mdbarber Keep up the good work. [#solopr](#)

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[karensxim1:47pm via HootSuite](#)

I am proudest of growing my business MY way and hitting the goals most meaningful to me. [#solopr](#)



[SoloPR1:46pm via tchat.io](#)

@[kflahertycom](#) Love that! [#solopr](#)

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[kflahertycom1:45pm via TweetDeck](#)

Yes indeed! RT @[jendonovansf](#): That's a huge sigh of relief, isn't it? [#solopr](#)



[delucare1:44pm via Web](#)

@[SoloPR](#) Late comer to the chat! But deciding exactly what I want to do career wise was a huge accomplishment [#SoloPR](#)

Retweeted by [SoloPR](#)



[karenswym1:45pm via HootSuite](#)

So awesome to see so many who joined the ranks of solos this year, congrats!!! [#solopr](#)



[delucare1:44pm via Web](#)

@[SoloPR](#) Oh, and moving away for graduate school, d'oh [#SoloPR](#)

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[delucare1:44pm via Web](#)

@[SoloPR](#) Late comer to the chat! But deciding exactly what I want to do career wise was a huge accomplishment [#SoloPR](#)

1 retweets [Show Conversation](#)



[kflahertycom1:44pm via TweetDeck](#)

A4 Not so much "proud" as grateful that my clients and collaborators are so fabulous to work with. [#solopr](#)



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

Thanks Kristie! RT [@KristK](#): Lots of new [#solopr](#) pros in 2013! Welcome [@ABecker](#) [@jlegalresearch](#) [@jendonovansf](#)



[SoloPR](#)1:43pm via [tchat.io](#)

[@jlegalresearch](#) [@ABecker](#) Congrats on taking the leap! [#solopr](#)



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

It's a good one today! Glad you could make it. RT [@REDMEDIAPR](#): Sorry to be so tardy - reading thru the thread like a mad woman [#solopr](#)



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

Lots of new [#solopr](#) pros in 2013! Welcome [@ABecker](#)[@jlegalresearch](#) [@jendonovansf](#)



[gregwbrooks](#)1:43pm via [Web](#)

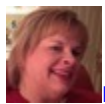
[@SoloPR](#) A4: 1.) My hobos-killed-in-the-night number. 2.) An owned-inside-earned media program has been a bit hit. [#solopr](#)

[Show Conversation](#)



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

Sorry to be so tardy - reading thru the thread like a mad woman [#solopr](#)



[mdbarber](#)1:43pm via [tchat.io](#)

A4 -- Love seeing all you who are proud of completing a first year as an independent practitioner. [#solopr](#)

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

@[legalresearch](#) Thank you, you as well! [#solopr](#)

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[legalresearch](#)1:43pm via TweetChat powered by oneQube

@[jendonovansf](#) congrats! [#solopr](#)



[KristK](#)1:35pm via Twubs

A3: Follow reporters, editors on Twitter and share/favorite their tweets. They'll notice. [#solopr](#)

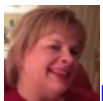
Retweeted by [REDMEDIAPR](#) and 1 others



[SoloPR](#)1:42pm via tchat.io

We're proud of you too! RT @[KristK](#): A4: Proudest moment was joining so many of my mentors in the PRSA College of Fellows, [#solopr](#)

[Show Conversation](#)



[mdbarber](#)1:42pm via tchat.io

A4 - This year I really got into a rhythm and it paid off. One of the most challenging, but successful, years ever. [#solopr](#)



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

@[ABecker](#) Congrats to you Andrew! [#solopr](#)

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

@[legalresearch](#) Congrats! Me too! [#solopr](#)

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[mdbarber1:42pm via tchat.io](#)

Proud to be there with you! MT @[KristK](#): A4: Proudest moment was joining so many of my mentors in the PRSA College of Fellows. [#solopr](#)

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[ABeckr1:42pm via Web](#)

A4: I'm proud that I went full time on my own in 2013. [#solopr](#)



[jlegalresearch1:41pm via TweetChat powered by oneQube](#)

A4. I am most proud of starting my own business. Lots of ups and downs, but I'm loving it. [#solopr](#)



[KristK1:41pm via Twubs](#)

A4: Proudest moment was joining so many of my mentors in the PRSA College of Fellows, and having my family there to celebrate with [#solopr](#)



[SoloPR1:41pm via tchat.io](#)

Congrats! :)RT @[mdbarber](#): Sorry to be coming/going this morning. Those deadlines... [#solopr](#)

[Show Conversation](#)



[mdbarber1:41pm via tchat.io](#)

Sorry to be coming/going this morning. Those deadlines...[#solopr](#)



[jendonovansf1:41pm via TweetDeck](#)

A4: This year, I'm most proud of having the strength to finally start my own consulting business, Nova Communications![#solopr](#)

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1 retweets



[karenskim1:41pm via HootSuite](#)

RT @[KristK](#): I subscribe to publications I pitch repeatedly. Piles stack up, but it's handy to have back issues ready to flip thru. [#solopr](#)



[SoloPR1:38pm via tchat.io](#)

Q4.What are you most proud of accomplishing this year? [#solopr](#)

Retweeted by [mdbarber](#)



[KristK1:40pm via Twubs](#)

RT @[SoloPR](#) Q4.What are you most proud of accomplishing this year? [#solopr](#)



[KristK1:40pm via Twubs](#)

RT @[gregwbrooks](#) Prepackaged also works. I've provided B-roll and custom graphics to venues that wouldn't have used it before. [#solopr](#)



[KristK1:39pm via Twubs](#)

A3: I subscribe to publications I pitch repeatedly. Piles stack up, but it's handy to have back issues ready to flip thru. [#solopr](#)



[gregwbrooks1:39pm via Web](#)

@[SoloPR](#) Prepackaged also works for national. I've provided B-roll and custom graphics to venues that wouldn't have used it before. [#solopr](#)

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[SoloPR1:38pm via tchat.io](#)

Q4.What are you most proud of accomplishing this year? [#solopr](#)

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1 retweets



[karenswym](#) 1:37pm via HootSuite

Great point from [@gregwbrooks](#) that you need to grab their attention, many ways to do that but relevancy rules. [#solopr](#)



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

[@PaulaJohns](#) [@jlegalresearch](#) I am fascinated by stuff like this, because my dislike of Twitter is well documented. Whatchauseitfor? [#solopr](#)

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[KristK](#) 1:35pm via Twubs

A3: Follow reporters, editors on Twitter and share/favorite their tweets. They'll notice. [#solopr](#)

Retweeted by [AdamKelley](#) and 1 others



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

[@gregwbrooks](#) Totally understand this and jives with why copywriters model headlines on Cosmo model. [#solopr](#)

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

[@jlegalresearch](#) Me too, more Twitter. :) [#soloPR](#)

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[gregwbrooks](#) 1:35pm via Web

[@KristK](#) [@SoloPR](#) For cable news I go full-on tabloid -- my booker pitches read like a Drudge headline. And it works. [#solopr](#)

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[KristK1:35pm via Twubs](#)

A3: Follow reporters, editors on Twitter and share/favorite their tweets. They'll notice. [#solopr](#)

2 retweets



[karenswim1:35pm via HootSuite](#)

A3: Know their readers! Make it relevant, and engaging to their readers not your own personal agenda. [#solopr](#)



[SoloPR1:33pm via tchat.io](#)

This!--> RT @[KristK](#): A3: Whether local, national or trade: read before you pitch. [#solopr](#)

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[jlegalresearch1:33pm via TweetChat powered by oneQube](#)

@[PaulaJohns](#) I agree. I'm more of a twitter girl, but its always good to learn more about FB [#solopr](#)



[SoloPR1:33pm via tchat.io](#)

@[PaulaJohns](#) So glad Paula! This is why we hold these chats. [#solopr](#)

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[KristK1:33pm via Twubs](#)

A3: Whether local, national or trade: read before you pitch. [#solopr](#)



[PaulaJohns1:32pm via tchat.io](#)

Enjoying the smarts of this group! FB is not my specialty -- I just dabble in it. Learning a lot. [#soloPR](#)



[KristK1:32pm via Twubs](#)

RT @SoloPR Q3. What have other solos found to be effective for national news media pitches? [#solopr](#)



[SoloPR1:31pm via tchat.io](#)

Q3. What have other solos found to be effective for national news media pitches? [#solopr](#)



[PaulaJohns1:31pm via tchat.io](#)

Yep, nailed it...RT @SoloPR A2: @KristK nailed it. Use social media to drive to what you own. [#solopr](#)



[jendonovansf1:30pm via TweetDeck](#)

Amen! Like having a bunch of smart colleagues MT @SoloPR: With constant changes, helps to have the wisdom of this crowd to navigate. [#solopr](#)



[KristK1:30pm via Twubs](#)

RT @SoloPR With constant changes, it really helps to have the wisdom of this crowd to help navigate. [#solopr](#)



[SoloPR1:30pm via tchat.io](#)

With constant changes, really helps to have the wisdom of this crowd to help navigate. [#solopr](#)



[decillis1:30pm via TweetDeck](#)

@KristK Ha! I don't know about that. I just only play in social. ;) [#solopr](#)

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[decillis1:29pm via TweetDeck](#)

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@[gregwbrooks](#) Not even a little. FB fans go nuts for that stuff, as they should. [#solopr](#)

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[KristK1:29pm via Twubs](#)

And the crowd roars: Betsy is Brilliant! @[decillis](#) [#solopr](#)



[gregwbrooks1:29pm via Web](#)

@[decillis](#) @[SoloPR](#) How will this impact my series of cats-with-sweaters posts? [#solopr](#)

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[PaulaJohns1:29pm via tchat.io](#)

Good point! MT @[KristK](#) A2: Those who said "I don't need website; Facebook's free" realizing they put eggs in someone else's basket [#solopr](#)



[SoloPR1:29pm via tchat.io](#)

A2: @[KristK](#) nailed it. Use social media to drive to what you own. [#solopr](#)



[jendonovansf1:29pm via TweetDeck](#)

MT @[decillis](#) FB algorithm figures in the previous post. So every bad post (i.e. low reach) will hurt the reach of the next one. [#solopr](#)



[decillis1:28pm via TweetDeck](#)

@[SoloPR](#) It's different for every page. Really, the only thing I can use to define it is stuff that doesn't hit with your audience. [#solopr](#)

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[KristK1:28pm via Twubs](#)

RT @decillis I always do a high engaging post before one of those bad ones I have to do to push the reach. It's a nice little trick [#solopr](#)



[jendonovansf1:28pm via TweetDeck](#)

@decillis So smart Betsy! [#solopr](#)

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[KristK1:28pm via Twubs](#)

RT @decillis That means you need to be proactive and push back on clients that want those bad posts. It'll hurt everyone in the end. [#solopr](#)



[decillis1:28pm via TweetDeck](#)

@jendonovansf I always do a high engaging post before one of those bad ones I have to do to push the reach. It's a nice little trick [#solopr](#)

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[KristK1:28pm via Twubs](#)

MT @decillis FB algorithm figures in the previous post. So every bad post (i.e. low reach) will hurt the reach of the next one. [#solopr](#)



[SoloPR1:27pm via tchat.io](#)

@decillis For those who may not know, besides reach how do you define "bad post"? [#solopr](#)

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[jendonovansf1:27pm via TweetDeck](#)

@decillis @SoloPR Since I write all the posts, I will have to push back on myself :) [#solopr](#)

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[KristK1:22pm via Twubs](#)

@[SaraLanePR](#) Check out @[99designs](#) for logo, website work. Designers compete for the project's cash prize. [#solopr](#)

Retweeted by [artistmarketer](#)



[KristK1:27pm via Twubs](#)

A2: Facebook's changes mean outcomes and engagement are finally getting respect, and across all channels, not just social. [#solopr](#)

1 retweets



[SoloPR1:19pm via tchat.io](#)

Q2. Facebook organic reach has declined. How are you managing for client (paid posts, diff. channel)? [#solopr](#)

Retweeted by [artistmarketer](#)



[SoloPR1:27pm via tchat.io](#)

Thanks @[decillis](#) that is helpful insight. [#solopr](#)

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[decillis1:27pm via TweetDeck](#)

@[SoloPR](#) That means you need to be more proactive and push back on clients that want those bad posts. It'll hurt everyone in the end. [#solopr](#)

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[karenswim1:26pm via HootSuite](#)

@[KristK](#) Bam! Have warned about this for years and so has @[KellyeCrane](#)! [#solopr](#)

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

@[decillis](#) @[SoloPR](#) Really? I didn't know that was the way it worked! [#solopr](#)

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

@[SoloPR](#) In the algorithm, FB figures in the previous post. So every bad post (i.e. low reach) will hurt the reach of the next one. [#solopr](#)

1 retweets [Show Conversation](#)



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

@[decillis](#) thats a good point
[#solopr](#)



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

A2: Those who said "I don't need a website; Facebook's free" are starting to realize they put their eggs into someone else's basket. [#solopr](#)

1 retweets



[SoloPR](#) 1:24pm via tchat.io

Specifics? RT @[decillis](#): A2: You also have to limit those bad posts even more. [#solopr](#)

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[karenswym](#) 1:23pm via HootSuite

@[SaraLanePR](#) If you're trying to hire one to do both, check portfolios, some are great at print design but not great with digital [#solopr](#)

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[decillis1:23pm via TweetDeck](#)

A2: You also have to limit those bad posts even more. They're going to hurt everything else you do. [#solopr](#)



[kflahertycom1:23pm via TweetDeck](#)

. @[SaraLanePR](#) Here's someone I recommend for logo design and web: @[natari2816](#) Let me know if you need more info.[#solopr](#)

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[PaulaJohns1:23pm via tchat.io](#)

Latecomer to [#solopr](#) chat today. Hope you are well! Joining from San Diego area.



[karenswim1:22pm via HootSuite](#)

@[decillis](#) Good to know Betsy! [#solopr](#)

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[KristK1:22pm via Twubs](#)

@[SaraLanePR](#) Check out @[99designs](#) for logo, website work. Designers compete for the project's cash prize. [#solopr](#)

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[karenswim1:21pm via HootSuite](#)

@[KristK](#) @[kflahertycom](#) @[mdbarber](#) Me too I block out Mondays and always try to have Tuesday and Thurs free of all meetings, it helps! [#solopr](#)

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[KristK1:21pm via Twubs](#)

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RT @SoloPR Q2. Facebook organic reach has declined. How are you managing for client (paid posts, diff. channel)? [#solopr](#)



[KristK1:20pm via Twubs](#)

I'm with @[kflahertycom](#) @[mdbarber](#) on booking a solid day of meetings out to have solid days in. [#solopr](#)

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[decillis1:20pm via TweetDeck](#)

A2. I thought at first that I'd have to do more paid, but I'm getting some of my posts back to normal. Just be engaging. It'll come. [#solopr](#)



[SoloPR1:20pm via tchat.io](#)

If you're just joining, welcome! Please introduce yourself and jump right in! [#solopr](#)



[jlegalresearch1:19pm via TweetChat powered by oneQube](#)

@[SaraLanePR](#) check out Fiverr. [#solopr](#)



[SoloPR1:19pm via tchat.io](#)

Q2. Facebook organic reach has declined. How are you managing for client (paid posts, diff. channel)? [#solopr](#)

1 retweets



[decillis1:19pm via TweetDeck](#)

Hopping into [#solopr](#). Hola everyone!



[SoloPR1:19pm via tchat.io](#)

Great tips on Q1, next question coming up! [#solopr](#)

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[SaraLanePR1:18pm via Twitter for iPhone](#)

Hi [#solopr](#) friends! Looking for someone that can do a website & logo design for new small biz w/ relatively small budget. Suggestions? Thx!



[SoloPR1:17pm via tchat.io](#)

Ha! Sadly that is true for so many American workers! RT [@jendonovansf](#): [@KristK](#) My last boss did :([#solopr](#)

[Show Conversation](#)



[jendonovansf1:17pm via TweetDeck](#)

[@KristK](#) My last boss did :([#solopr](#)

[Show Conversation](#)



[kflahertycom1:17pm via TweetDeck](#)

Same here MT [@mdbarber](#): A1 - I also block my out of office meetings into one or two days/week so I have full days in the office. [#solopr](#)



[SoloPR1:17pm via tchat.io](#)

RT [@KristK](#): A good boss wouldn't expect you to work 12+ hours every day and weekends. Don't you want to be a good boss? [#solopr](#)

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[jendonovansf1:17pm via TweetDeck](#)

[@karensxim](#) Agreed, but I've yet to figure out a good system for that. [#solopr](#)

[Show Conversation](#)



[KristK1:16pm via Twubs](#)

#solopr transcript – 12/18/2013

For more information and resources, visit <http://soloprpro.com/>

A1: A good boss wouldn't expect you to work 12+ hours every day and weekends. Don't you want to be a good boss? [#solopr](#)

1 retweets



[karenskim1:16pm via HootSuite](#)

A1: Research actually shows that it's better to group or block, when we switch modes takes time to re-fire brain cells [#solopr](#)



[SoloPR1:14pm via tchat.io](#)

A1: As many are saying, you have to plan and schedule, balance comes with making it happen not waiting for it to happen. [#solopr](#)

Retweeted by [artistmarketer](#)



[SoloPR1:15pm via tchat.io](#)

Excellent advice RT @[kflahertycom](#): A1 In particularly busy times, ask for help. [#solopr](#)

Retweeted by [artistmarketer](#)



[karenskim1:15pm via HootSuite](#)

@[gregwbrooks](#) Ha! Okay, just want to make sure because I care ;-) [#solopr](#)

[Show Conversation](#)



[KristK1:15pm via Twubs](#)

A1: When I schedule a meeting, I try to book others for same day. Suit up, stack 'em deep and maximize time away from office. [#solopr](#)



[SoloPR1:15pm via tchat.io](#)

Excellent advice RT @[kflahertycom](#): A1 In particularly busy times, ask for help. [#solopr](#)

1 retweets [Show Conversation](#)

#solopr transcript – 12/18/2013

For more information and resources, visit <http://soloprpro.com/>



[gregwbrooks1:15pm via Web](#)

@[karensxim](#) Oh, don't misunderstand -- it's a feature, not a bug. Keeps me in workaholic mode. :) [#solopr](#)

[Show Conversation](#)



[SoloPR1:14pm via tchat.io](#)

A1: As many are saying, you have to plan and schedule, balance comes with making it happen not waiting for it to happen. [#solopr](#)

1 retweets



[kflahertycom1:13pm via Twitter for iPhone](#)

A1 In particularly busy times, ask for help. [#solopr](#)



[KristK1:13pm via Twubs](#)

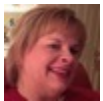
A1: Balance: We've banned electronics during all meals (at least that's what the email said) [#solopr](#)



[SoloPR1:13pm via tchat.io](#)

Smart! RT @[legalresearch](#): I like to use schedule blocks..keeps me productive & also gives me time for a personal life ;) [#solopr](#)

[Show Conversation](#)



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

A1 - I also block my out of office meetings into one or two days/week so I have full days in the office. Works...most of the time. [#solopr](#)



[mdbarber1:12pm via tchat.io](#)

A1 - I use lists and reminders as well as scheduling blocks but it's often more of a "do as I say" than "do as I do." [#solopr](#)



[karenskim1:12pm via HootSuite](#)

@[gregwbrooks](#) Surely there's another way? ;-) [#solopr](#)

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[karenskim1:11pm via HootSuite](#)

RT @[KristK](#): Work/life balance is a daily challenge for me. I like my job so it's never too far from my mind. Hard to turn it off. [#solopr](#)



[gregwbrooks1:11pm via Web](#)

@[SoloPR](#) A1: Periodic bouts of low-level depression do the trick for me. Clears put the pipes, so to speak. [#solopr](#)

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[jlegalresearch1:10pm via TweetChat powered by oneQube](#)

I like to use schedule blocks. It keeps me productive and also gives me time for a personal life ;) [#solopr](#)

Retweeted by [artistmarketer](#)



[jendonovansf1:11pm via TweetDeck](#)

A1: I also schedule time with friends and loved ones to remind me that it's important to turn off work at the end of the day. [#solopr](#)



[SoloPR1:07pm via tchat.io](#)

Q1. How do solos stay balanced? E.g., how do other solos keep work from taking over their lives? [#solopr](#)

Retweeted by [artistmarketer](#) and 1 others



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

Sorry to be late friends. Lots happening this morning so I may come/go. Mary from Alaska where it's bitterly cold but gorgeous! [#solopr](#)



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

@[karenskim](#) Mine is usually around 5. I add personal items sometimes too. [#solopr](#)

[Show Conversation](#)



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

Q1. How do solos stay balanced? E.g., how do other solos keep work from taking over their lives? [#solopr](#)

Retweeted by [mdbarber](#) and 1 others



[jlegalresearch](#)1:10pm via [TweetChat powered by oneQube](#)

I like to use schedule blocks. It keeps me productive and also gives me time for a personal life ;) [#solopr](#)

1 retweets



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

A1: Work/life balance is a daily challenge for me. I like my job so it's never too far from my mind. Hard to turn it off. [#solopr](#)

1 retweets



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

@[jendonovans](#) I love that tip, I keep my list to top 3 every day and if there's room for more I do it. [#solopr](#)

[Show Conversation](#)



[KristK1:08pm via Twubs](#)

RT @SoloPR Q1. How do solos stay balanced? E.g., how do other solos keep work from taking over their lives? [#solopr](#)



[jendonovans1:08pm via TweetDeck](#)

A1: Staying balanced for me is about making daily lists of what I think is reasonable to accomplish; not too much, not too little. [#solopr](#)



[karenswym1:08pm via HootSuite](#)

RT @SoloPR: Q1. How do solos stay balanced? E.g., how do other solos keep work from taking over their lives? [#solopr](#)



[SoloPR1:07pm via tchat.io](#)

Q1. How do solos stay balanced? E.g., how do other solos keep work from taking over their lives? [#solopr](#)

2 retweets



[SoloPR1:06pm via tchat.io](#)

Stand by for Q1! [#solopr](#)



[SoloPR1:05pm via tchat.io](#)

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



[jlegalresearch1:05pm via TweetChat powered by oneQube](#)

goodmorning @[gregwbrosks](#), hope everyone is doing well [#solopr](#)



[SoloPR1:05pm via tchat.io](#)

Welcome everyone! [#solopr](#)



[KristK1:04pm via Twubs](#)

Kristie here, from the MS Gulf Coast. (23 yrs exp, 10 as indy, APR, PR prof) [#solopr](#)



[jendonovansf1:04pm via TweetDeck](#)

Good morning [#solopr](#) peeps! Jennifer, solo [#PR](#) and [#Social](#) consultant, coming to you from [#SanFrancisco](#)



[gregwbrooks1:04pm via Web](#)

'Morning, all! [#solopr](#)



[SoloPR1:03pm via tchat.io](#)

While we gather, there's still time to register for the [#SoloPR](#) Summit, learn more here: soloprpro.com/summit/



[KristK1:01pm via Twubs](#)

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



[SoloPR1:01pm via tchat.io](#)

If you're joining, please introduce yourself. This is @[karensim](#), moderating for @[KelyeCrane](#) of soloprpro [dot] com [#solopr](#)



[SoloPR1:00pm via tchat.io](#)

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