



#SoloPR Transcript –12/11/2013

Q1. A local PR pro tells you he's mentioned you to biz new to town (you don't know anyone at new biz). How do you proceed? [#solopr](#)

Q2. 2014 is sure to be a great year. How are you planning for opps, growth? [#solopr](#)

Q3. What year-end activities / purchases are you planning? [#solopr](#)

Q4. How do you celebrate your company's anniversary? [#solopr](#)

Q5. What tools do you use to track/monitor/organize outreach campaigns? [#solopr](#)



RT @[KellyeCrane](#) So fun to join you all once again! I missed my[#solopr](#) gang. I can't thank @[karensxim](#) enough for keeping it going!



[karensxim2:00pm via HootSuite](#)

@[EddieBrownPR](#) So true of many of the tools, prices not tailored to solos [#solopr](#)



[KellyeCrane2:00pm via TweetDeck](#)

So fun to join you all once again! I missed my [#solopr](#) gang. I can't thank @[karensxim](#) enough for keeping it going!



[KateRobins2:00pm via TweetChat powered by oneQube](#)

RT @[cloudspark](#) always a great chat [#solopr](#), thank you!



[elissapr1:59pm via TweetDeck](#)

@[jendonovansf](#) So important to do work you LIKE - which is why we do [#solopr](#) - right?



[SoloPR1:59pm via tchat.io](#)

@[elissapr](#) So glad you were here, when you're not lunching, you and your shoes are always invited :-)
[#solopr](#)



[jendonovansf1:59pm via TweetDeck](#)

@[SoloPR](#) Might wait until next year for the extra tax help ;) [#solopr](#)



[elissapr1:59pm via TweetChat powered by oneQube](#)

@[SoloPR](#) Thank you and @[karensxim](#) for moderating... [#solopr](#)



[jendonovansf1:59pm via TweetDeck](#)

@[elissapr](#) @[SoloPR](#) It's always worth it! [#solopr](#)



[SoloPR1:59pm via Tweet Button](#)

Don't forget today is the LAST DAY for early bird registration for the 2014 Summit soloprpro.com/summit/ [#solopr](#)



[elissapr1:59pm via TweetChat powered by oneQube](#)

@[SoloPR](#) Great chat! Must put this in my calendar! If I'm not lunching with a prospect that is!! [#solopr](#)



[jendonovans](#)1:58pm via [TweetDeck](#)

@[SoloPR](#) Great discussion today, everyone! Just the morning boost I needed to kick off my day. [#solopr](#)



[EddieBrownPR](#)1:58pm via [TweetDeck](#)

A5: Critical Mention is great for online and digital. I only tested it though. \$\$\$\$\$\$ [#solopr](#)



[SoloPR](#)1:58pm via [tchat.io](#)

We're almost out of time but remember we chat on the hashtag all week long! Thank you so much for the lively discussion![#solopr](#)



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

My Tweetdeck is choosing to only show me the last 60 seconds of [#solopr](#) results at any given time-seeing just parts of your convos is funny!



[JanetLFalk](#)1:57pm via [Web](#)

@[dariasteigman](#) Anyone who manages [#SM](#) the way you do is not so old. [#soloPR](#)



[KateRobins](#)1:56pm via [TweetChat powered by oneQube](#)

@[elissapr](#) @[karensxim](#) @[karensxim](#) @[cloudspark](#) @[zappos](#)@[arikhanson](#) @[PRDaily](#) no. pls send. [#solopr](#)



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

@[PaulaJohns](#) I tested Custom Scoop and liked it a lot for reporting, have Cision but not monitoring [#solopr](#)



[elissapr](#)1:56pm via TweetChat powered by oneQube

@[karenskim](#) @[karenskim](#) @[KateRobins](#) @[cloudspark](#)@[zappos](#) @[arikhanson](#) LOL! Did you ever see my @[PRDaily](#)post on same?? [#solopr](#)



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

@[smir_ch](#) I try to miss in a good number of non-marcomm networking events too (i.e., more prospects & fewer colleagues).[#solopr](#)



[karenskim](#)1:55pm via HootSuite

@[elissapr](#) @[karenskim](#) @[KateRobins](#) @[cloudspark](#) @[zappos](#)Based on a post by @[arikhanson](#) he may work it into his preso[#solopr](#) [#redshoes](#)



[KateRobins](#)1:55pm via TweetChat powered by oneQube

@[elissapr](#) @[karenskim](#) @[cloudspark](#) @[zappos](#). Right do ppl who can wear anything wear? [#solopr](#)



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

A5: Reminder re: Cision, new subscribers can get a *huge* discount via [#solopr](#) PRO membership. Puts it in reach for many.



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

Good question. I often use the analysis services provided by the news release distro firms as a basis for reporting. A5 [#solopr](#)



[EddieBrownPR](#)1:54pm via TweetDeck

@[JanetLFalk](#) @[jendonovansf](#) I'd say whichever was first. Often getting the site up makes it "real" for us. The ultimate committment! [#solopr](#)



[karenswim](#)1:54pm via [HootSuite](#)

@[KellyeCrane](#) Database recos? When you want to add notes, dates, etc [#solopr](#)



[KateRobins](#)1:54pm via [TweetChat powered by oneQube](#)

Hear, Zappos?MT @[karenswim](#) @[KateRobins](#) @[elissapr](#)@[cloudspark](#) @[zappos](#) as sponsor would be awesome, so appropriate for this crowd! :-)
[#solopr](#)



[EEPaul](#)1:54pm via [TweetDeck](#)

@[KateRobins](#) If Santa is kind, I may give iPad mini a try (want intermediate size between my Samsung S4 and the 10" Nexus)
[#solopr](#)



[KellyeCrane](#)1:54pm via [TweetDeck](#)

A5: The CRM program Batchbook can be useful if you don't have something like Cision to use for tracking. [#solopr](#)



[elissapr](#)1:54pm via [TweetDeck](#)

@[karenswim](#) @[KateRobins](#) @[cloudspark](#) @[zappos](#) Hmm is there a session on being 'fashion forward in PR????' [#solopr](#)



[dariasteigman](#)1:54pm via [TweetDeck](#)

@[JanetLFalk](#) It's a good thought. I'm always balancing talking about "years" of expertise and not wanting perception of "old."
[#solopr](#)



[KellyeCrane](#)1:53pm via [TweetDeck](#)

A5: This depends on the main focus of the outreach. Sometimes a simple table/spreadsheet, other times a database. [#solopr](#)



[KellyeCrane](#)1:53pm via [TweetDeck](#)

A5: This depends on the main focus of the outreach. Sometimes a simple table/spreadsheet, other times a database. [#solopr](#)



[KateRobins](#)1:53pm via [TweetChat powered by oneQube](#)

@[EEPaul](#) my ipad1's critical. i'm ready to get real in price and performance. [#solopr](#)



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

@[KateRobins](#) @[elissapr](#) @[cloudspark](#) @[zappos](#) as a sponsor would be awesome and so appropriate for this crowd! :-)
[#solopr](#)



[KateRobins](#)1:53pm via [TweetChat powered by oneQube](#)

@[EEPaul](#) you haven't used the ipad then? [#solopr](#)



[KateRobins](#)1:52pm via [TweetChat powered by oneQube](#)

RT @[dariasteigman](#) @[akenn](#) Tell me you can acquire Red Sox tix and it might be sooner than you think. :) [#solopr](#)



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

@[KateRobins](#) Good for me. Used to test Android apps, and I use Feedly to track my key bloggers, etc. Cheaper than an iPad too. [#solopr](#)



[JanetLFalk](#)1:52pm via [Web](#)

Before we sign-off, want to share my Holiday Haiku/newsletter with thanks for support + camaraderie bit.ly/1aRHhZB [#soloPR](#)



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

@[akenn](#) Tell me you can acquire Red Sox tix and it might be sooner than you think. :) [#solopr](#)



[KateRobins](#)1:51pm via TweetChat powered by oneQube

RT @[SoloPR](#) Q5. What tools do you use to track/monitor/organize outreach campaigns? [#solopr](#)



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

RT @[SoloPR](#): Q5. What tools do you use to track/monitor/organize outreach campaigns? [#solopr](#)



[KateRobins](#)1:51pm via TweetChat powered by oneQube

@[elissapr](#) @[cloudspark](#) @[karensxim](#) Maybe we should really all just wear uniforms as we go about our individ days. [#solopr](#)



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

@[akenn](#) Agreed :) So maybe it's the date I got my first client? [#solopr](#)



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

A4: If your clients are mainly local, you can do a small cocktail reception or dinner (and invite non-clients, too) to celebrate. [#solopr](#)

1 retweets



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

@[LoisMarketing](#) Thanks, Lois. Mayb a silver margarita glass? [#solopr](#)



[elissapr](#)1:50pm via TweetChat powered by oneQube

RT @[SoloPR](#) Q5. What tools do you use to track/monitor/organize outreach campaigns? [#solopr](#)



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

@[karensxim](#) I can't wait to get it in January. It's on order right now. Happy 2014 to me! [#solopr](#)



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

Q5. What tools do you use to track/monitor/organize outreach campaigns? [#solopr](#)



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

@[jendonovansf](#) no! never plan things around "when the web site is done..." [#solopr](#)



[dariasteigman](#) 1:49pm via TweetDeck

@[EddieBrownPR](#) @[kcwriter](#) Thanks. It's been quite an adventure. :) [#solopr](#)



[KateRobins](#) 1:49pm via TweetChat powered by oneQube

@[KellyeCrane](#) @[akenn](#) here's to that too! [#solopr](#)



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

@[KellyeCrane](#) time flies when you're [#solopr](#)



[elissapr](#) 1:49pm via TweetChat powered by oneQube

@[cloudspark](#) @[karensxim](#) an outing WITH zappos so we can wear our new shoes!! [#solopr](#)



[karensxim](#) 1:49pm via HootSuite

@[jendonovansf](#) I think your office chair is the most important business expense, an uncomfortable chair can ruin your day. [#solopr](#)



[dariasteigman1:44pm via TweetDeck](#)

Thanks, [#solopr](#) peeps. It helps that I started when I was toddler. :) We'll have to come up with something.



[jendonovansf1:49pm via TweetDeck](#)

@[JanetLFalk](#) Since my website is still a work in progress, I won't pick that date ;) [#solopr](#)



[KateRobins1:49pm via TweetChat powered by oneQube](#)

@[EEPaul](#) eager to hear how that's working for you. have you had others? how compare? [#solopr](#)



[KellyeCrane1:48pm via TweetDeck](#)

@[akenn](#) @[KateRobins](#) I believe since 2009 - more than 4 years of [#solopr](#) chatting!



[kcwriter1:48pm via TweetChat powered by oneQube](#)

MT @[KellyeCrane](#) A4: For a milestone anniv, I think it's nice to do thank you card or postcard to everyone who helped you get there. [#solopr](#)



[cloudspark1:48pm via Web](#)

@[karenswym](#) @[elissapr](#) we should plan an "outing" during the [#solopr](#) summit. or try to get zappos to sponsor.



[dariasteigman1:48pm via TweetDeck](#)

@[cloudspark](#) Woohoo! 10 is nothing to sneeze at. [#solopr](#)



[JanetLFalk1:48pm via Web](#)

Is my anniv date when I launched my website or got my first client? Started in 2009
@[jendonovansf](#) [#soloPR](#)



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

@[dariasteigman](#) yes, along with "let Alison know when I'll be in Boston..." [#soloPR](#)



[KateRobins](#)1:48pm via [TweetChat powered by oneQube](#)

@[dariasteigman](#) @[elissapr](#) @[akenn](#) ha! [#soloPR](#)



[elissapr](#)1:48pm via [TweetChat powered by oneQube](#)

@[jendonovansf](#) Your back will thank you... [#soloPR](#)



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

Hmm...I'm sure @[KellyeCrane](#) knows. RT @[KateRobins](#) How many years have we been meeting Weds at 1? Three? Four?[#soloPR](#)



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

@[KateRobins](#) @[elissapr](#) @[akenn](#) Thanks! I guess "planning party" must go into my 2014 goals now, eh? [#soloPR](#)



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

@[elissapr](#) Pricey but well worth it after 8 months on the extra kitchen chair. [#soloPR](#)



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

@[karensim](#) @[elissapr](#) @[cloudspark](#) For no other reason than .. hey! it's Wednesday!
:) [#soloPR](#)



[KateRobins](#)1:47pm via [TweetChat powered by oneQube](#)

Thank you @[KellyeCrane](#). We've been at this here, usn's, for five years! [#solopr](#)



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

@[EEPaul](#) Good call! [#solopr](#)



[elissapr](#)1:47pm via [TweetChat](#) powered by [oneQube](#)

@[jendonovansf](#) superb choice! [#solopr](#)



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

A3. Also bought a tablet (Google Nexus) as I write about mobile tech a lot in my work [#SoloPR](#)



[smir_ch](#)1:47pm via [Twitter for Android](#)

@[karenskim](#) good point Karen [#solopr](#)



[KateRobins](#)1:47pm via [TweetChat](#) powered by [oneQube](#)

RT @[SoloPR](#) @[KateRobins](#) Five years :-)
[#solopr](#)



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

@[elissapr](#) Silly me, I had no idea the chair WAS an Aeron. It's on order so I wasn't as familiar with the actual name. [#solopr](#)



[dariasteigman](#)1:46pm via [TweetDeck](#)

@[jendonovansf](#) Thank you. We'll have to figure something out. :)
[#solopr](#)



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

@[KateRobins](#) Five years :-) [#solopr](#)



[KateRobins](#)1:46pm via TweetChat powered by oneQube

How many years have we been meeting Weds at 1? Three? Four? [#solopr](#)



[dariasteigman](#)1:46pm via TweetDeck

@[karensxim](#) Thx. It helps that I started as a toddler. Well, it seems like it for all the lessons I needed to learn. [#solopr](#)



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

Seriously @[dariasteigman](#) I want to throw you a party, that is huge! [#solopr](#)



[KellyeCrane](#)1:46pm via TweetDeck

A4: For a milestone anniv, I think it's nice to do a thank you card or postcard to everyone who helped you get there. [#solopr](#)



[jendonovansf](#)1:46pm via TweetDeck

@[EEPaul](#) Can not wait!!! [#solopr](#)



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

@[dariasteigman](#) It must involve silver in some way ;) ;) Seriously -- congratulations! [#soloPR](#)



[KateRobins](#)1:45pm via TweetChat powered by oneQube

RT @[smir_ch](#) RT @[akenn](#): @[dariasteigman](#) congrats Daria. That's quite a milestone! [#solopr](#)



[mdbarber](#)1:45pm via tchat.io

Must run folks. Deadline popped up for on the hour. Enjoy! Talk with you later. [#solopr](#)



[SoloPR1:45pm via tchat.io](#)

@[EEPaul](#) Good Evening Paul and thanks for joining! [#solopr](#)



[jendonovansf1:45pm via TweetDeck](#)

A4: Guess I need to decide on an official biz anniversary date so I can celebrate next year. [#solopr](#)



[akenn1:43pm via tchat.io](#)

@[dariasteigman](#) congrats Daria. That's quite a milestone![#solopr](#)



[kcwriter1:44pm via TweetChat powered by oneQube](#)

I agree. Congratulations! RT @[karensxim](#) @[dariasteigman](#)Whoa!!!! That's AMAZING, 25 years! [#solopr](#)



[EEPaul1:44pm via TweetDeck](#)

.@[jendonovansf](#) I got a Herman Miller [Aeron] before my last year-end too! [#solopr](#) (sorry, late to session, Good evening from London!)



[karensxim1:44pm via HootSuite](#)

@[elissapr](#) @[cloudspark](#) There's never a bad time for new shoes :-)[#solopr](#)



[cloudspark1:44pm via Web](#)

@[dariasteigman](#) congrats! 2014 will be my 10th. [#solopr#milestones](#)



[dariasteigman1:44pm via TweetDeck](#)

Thanks, [#solopr](#) peeps. It helps that I started when I was toddler. :) We'll have to come up with something.



[LoisMarketing1:44pm via TweetDeck](#)

Take advantage of your biz anniversary for a little 'free PR' for yourself! Let media know! [#soloPR](#) A4



[elissapr1:44pm via TweetChat powered by oneQube](#)

@[EddieBrownPR](#) such a smart idea... [#solopr](#)



[PRjeff1:40pm via tchat.io](#)

Grazie Italia. Come stai? RT @[SoloPR](#): It's time 4 this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#), related fields



[elissapr1:44pm via TweetChat powered by oneQube](#)

@[cloudspark](#) New shoes? I'm up for that (to go along with the boots I'm buying on sale...) [#solopr](#)



[KellyeCrane1:44pm via TweetDeck](#)

@[dariasteigman](#) Hooray for you!! [#solopr](#)



[PaulaJohns1:43pm via tchat.io](#)

I don't even know when my business anniversary is, but I do know when I incorporated -- got the official record for that! A4 [#soloPR](#)



[EddieBrownPR1:43pm via TweetDeck](#)

A4: Made 3yr Anniv. in Sept. sent "Thank You" notes out to all clients/former clients for making my existence fulfilling. [#solopr](#)



[elissapr1:43pm via TweetChat powered by oneQube](#)

@[KellyeCrane](#) LOL - yes, the age factor! I'm with you on this one... [#solopr](#)



[akenn1:43pm via tchat.io](#)

@[dariasteigman](#) congrats Daria. That's quite a milestone![#solopr](#)



[karenswim1:43pm via HootSuite](#)

A4: I am notoriously terrible at celebrating for myself, this includes birthdays, would like to change [#solopr](#)



[cloudspark1:43pm via Web](#)

q4: annual review (of company and me) and new shoes. [#solopr](#)



[KateRobins1:43pm via TweetChat powered by oneQube](#)

@[KellyeCrane](#) Linked In will do it for you. [#solopr](#)



[elissapr1:43pm via TweetChat powered by oneQube](#)

@[dariasteigman](#) 25 years!!! Then 'yes' to all of those!!! [#solopr](#)



[KellyeCrane1:43pm via TweetDeck](#)

A4: I'm terrible about commemorating my business' anniversary. I think it's like birthdays, after a certain point you forget! [#solopr](#)



[smir_ch1:43pm via Twitter for Android](#)

@[dariasteigman](#) but I'm going to be participating more in tech meetups next yr [#solopr](#)



[akenn1:43pm via tchat.io](#)

Honestly, never thought to celebrate it :(Will start thinking now...[#solopr](#)



[JanetLFalk1:43pm via Web](#)

@[dariasteigman](#) Add a tagline and/or logo indicating stellar service of thanks to clients? [#soloPR](#)



[KateRobins1:43pm via TweetChat powered by oneQube](#)

RT @[jendonovansf](#) @[dariasteigman](#) WOW!! 25 years!! I'd say a celebration is in order. [#solopr](#)



[jendonovansf1:42pm via TweetDeck](#)

@[dariasteigman](#) WOW!! 25 years!! I'd say a celebration is in order. [#solopr](#)



[KateRobins1:42pm via TweetChat powered by oneQube](#)

@[KellyeCrane](#) @[SoloPR](#) Q4 Look up at the ceiling at 3:30 a.m.; realize been doing that for years and it's still there. [#solopr](#)



[EddieBrownPR1:42pm via TweetDeck](#)

RT @[PRieff](#): A4: Hopefully not bigger than my wedding anniversary. [#solopr](#) <--Wisdom speaks!



[smir_ch1:42pm via Twitter for Android](#)

@[dariasteigman](#) well actually I'm trying to build a more automated/self-serve comm & less consulting [#solopr](#)



[karenswim1:42pm via HootSuite](#)

@[dariasteigman](#) Whoa!!!! That's AMAZING, 25 years! [#solopr](#)



[cloudspark1:42pm via Web](#)

@[KateRobins](#) @[KellyeCrane](#) there's a seed for that. [#solopr](#)



[karenswim1:41pm via HootSuite](#)

I love Q4 as I have not really done anything but would be nice too. Excited to hear how others mark the milestone. [#solopr](#)



[EddieBrownPR1:41pm via TweetDeck](#)

RT @[KateRobins](#): @[KellyeCrane](#) I wait for Monsanto to design a tree that grows ink cartridges.- I knew I forgot to pick-up SOMETHING! [#solopr](#)



[cloudspark1:41pm via Web](#)

@[KellyeCrane](#) there really is no such thing as being all caught up. even if you only need "one more weekend" it's an elusive effort. [#solopr](#)



[PRjeff1:41pm via tchat.io](#)

A4: Hopefully not bigger than my wedding anniversary. [#solopr](#)



[dariasteigman1:41pm via TweetDeck](#)

A4 Good Q. 2014 will be my 25th anniversary, so I'm open to ideas. Margaritas, champagne, chocolate not optional. :) [#solopr](#)



[PaulaJohns1:41pm via TweetDeck](#)

@[cloudspark](#) Completely agree. They are my must-haves![#solopr](#) [#marketingprofs](#)



[karenswym1:40pm via HootSuite](#)

@[GnosisArts](#) So many that don't like it do just fine in business! Leverage the strengths you have and approach in your own way [#solopr](#)



[KateRobins1:40pm via TweetChat powered by oneQube](#)

@[KellyeCrane](#) I wait for Monsanto to design a tree that grows ink cartridges. [#solopr](#)



[KellyeCrane1:40pm via TweetDeck](#)

RT @[SoloPR](#): Q4. How do you celebrate your company's anniversary? [#solopr](#)



[elissapr1:40pm via TweetChat powered by oneQube](#)

RT @[KellyeCrane](#) A3: The last week of Dec great one for office supply sales, as stores cater to "getting org" for the new year. [#solopr](#)

1 retweets



[SoloPR1:39pm via tchat.io](#)

Speaking of making merry and bright....Q4. How do you celebrate your company's anniversary? [#solopr](#)

Retweeted by [EddieBrownPR](#)



[elissapr1:39pm via TweetChat powered by oneQube](#)

RT @[SoloPR](#) Speaking of making merry and bright....Q4. How do you celebrate your company's anniversary? [#solopr](#)

Retweeted by [mdbarber](#)



[PRjeff1:40pm via tchat.io](#)

Grazie Italia. Come stai? RT @SoloPR: It's time 4 this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#), related fields

1 retweets



[KellyeCrane1:40pm via TweetDeck](#)

A3: The last week of Dec can be a great one for office supply sales, as stores cater to "getting org" for the new year. [#solopr](#)

1 retweets



[dariasteigman1:40pm via TweetDeck](#)

@[GnosisArts](#) Tag-teaming makes it easier to enter (and exit) a conversation. [#solopr](#)



[elissapr1:39pm via TweetChat powered by oneQube](#)

RT @SoloPR Speaking of making merry and bright....Q4. How do you celebrate your company's anniversary? [#solopr](#)

1 retweets



[cloudspark1:39pm via Web](#)

@[PaulaJohns](#) two best prof investment i make - [#marketingprofs](#) and [#solopr](#) (others too, but those two are tops year after year)



[smir_ch1:39pm via Twitter for Android](#)

Oh man got my signals crosses with @[GnosisArts](#) sigh [#solopr](#)



[SoloPR1:39pm via tchat.io](#)

Speaking of making merry and bright....Q4. How do you celebrate your company's anniversary? [#solopr](#)

1 retweets



[dariasteigman1:39pm via TweetDeck](#)

@[GnosisArts](#) Have you tried the buddy system? I'm outgoing, but so much more effective when I tag-team network w/ a friend.[#solopr](#)



[LoisMarketing1:39pm via TweetDeck](#)

@[KellyeCrane](#) That goes back to 'availability' :) Being there for clients/new opps yet allowing yourself a good and restful break[#solopr](#)



[JanetLFalk1:39pm via Web](#)

@[KateRobins](#) @[GnosisArts](#) In Real Life [#solopr](#)



[SoloPR1:00pm via Twubs](#)

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

Retweeted by [Freelancelitalia](#)

RT @[KellyeCrane](#) So fun to join you all once again! I missed my[#solopr](#) gang. I can't thank @[karenskim](#) enough for keeping it going!



karenswim2:00pm via HootSuite

@EddieBrownPR So true of many of the tools, prices not tailored to solos #solopr



KellyeCrane2:00pm via TweetDeck

So fun to join you all once again! I missed my #solopr gang. I can't thank @karenswim enough for keeping it going!



KateRobins2:00pm via TweetChat powered by oneQube

RT @cloudspark always a great chat #solopr, thank you!



elissapr1:59pm via TweetDeck

@jendonovansf So important to do work you LIKE - which is why we do #solopr - right?



SoloPR1:59pm via tchat.io

@elissapr So glad you were here, when you're not lunching, you and your shoes are always invited :-) #solopr



jendonovansf1:59pm via TweetDeck

@SoloPR Might wait until next year for the extra tax help ;)#solopr



elissapr1:59pm via TweetChat powered by oneQube

@SoloPR Thank you and @karensxim for moderating... #solopr



jendonovansf 1:59pm via TweetDeck

@elissapr @SoloPR It's always worth it! #solopr



SoloPR 1:59pm via Tweet Button

Don't forget today is the LAST DAY for early bird registration for the 2014 Summit soloprpro.com/summit/ #solopr



elissapr 1:59pm via TweetChat powered by oneQube

@SoloPR Great chat! Must put this in my calendar! If I'm not lunching with a prospect that is!! #solopr



jendonovansf 1:58pm via TweetDeck

@SoloPR Great discussion today, everyone! Just the morning boost I needed to kick off my day. #solopr



EddieBrownPR 1:58pm via TweetDeck

A5: Critical Mention is great for online and digital. I only tested it though. \$\$\$\$\$ #solopr



SoloPR 1:58pm via tchat.io

We're almost out of time but remember we chat on the hashtag all week long! Thank you so much for the lively discussion! #solopr



KellyeCrane 1:57pm via TweetDeck

My Tweetdeck is choosing to only show me the last 60 seconds of #solopr results at any given time-seeing just parts of your convos is funny!



JanetLFalk 1:57pm via Web

@dariasteigman Anyone who manages #SM the way you do is not so old. #soloPR



KateRobins 1:56pm via TweetChat powered by oneQube

@elissapr @karensxim @karensxim @cloudspark @zappos@arikhanson @PRDaily no. pls send. #solopr



karensxim 1:56pm via HootSuite

@PaulaJohns I tested Custom Scoop and liked it a lot for reporting, have Cision but not monitoring #solopr



elissapr 1:56pm via TweetChat powered by oneQube

@karensxim @karensxim @KateRobins @cloudspark@zappos @arikhanson LOL! Did you ever see my @PRDaily post on same?? #solopr



dariasteigman 1:55pm via TweetDeck

@smir_ch I try to miss in a good number of non-marcomm networking events too (i.e., more prospects & fewer colleagues).#solopr

1 retweets



karenswim 1:55pm via HootSuite

@elissapr @karenswim @KateRobins @cloudspark @zappos Based on a post by @arikhanson he may work it into his preso #solopr #redshoes



KateRobins 1:55pm via TweetChat powered by oneQube

@elissapr @karenswim @cloudspark @zappos. Right do ppl who can wear anything wear? #solopr



KellyeCrane 1:55pm via TweetDeck

A5: Reminder re: Cision, new subscribers can get a *huge* discount via #solopr PRO membership. Puts it in reach for many.



PaulaJohns 1:55pm via tchat.io

Good question. I often use the analysis services provided by the news release distro firms as a basis for reporting. A5 #solopr



EddieBrownPR 1:54pm via TweetDeck

@JanetLFalk @jendonovansf I'd say whichever was first. Often getting the site up makes it "real" for us. The ultimate committment! #solopr



karenswim 1:54pm via HootSuite

@KellyeCrane Database recos? When you want to add notes, dates, etc #solopr



KateRobins 1:54pm via TweetChat powered by oneQube

Hear, Zappos?MT @karensxim @KateRobins @elissapr@cloudspark @zappos as sponsor would be awesome, so appropriate for this crowd! :-) #solopr



EEPaul 1:54pm via TweetDeck

@KateRobins If Santa is kind, I may give iPad mini a try (want intermediate size between my Samsung S4 and the 10" Nexus)#solopr

1 retweets



KellyeCrane 1:54pm via TweetDeck

A5: The CRM program Batchbook can be useful if you don't have something like Cision to use for tracking. #solopr



elissapr 1:54pm via TweetDeck

@karensxim @KateRobins @cloudspark @zappos Hmmm is there a session on being 'fashion forward in PR????' #solopr



dariasteigman 1:54pm via TweetDeck

@JanetLFalk It's a good thought. I'm always balancing talking about "years" of expertise and not wanting perception of "old."#solopr



KellyeCrane 1:53pm via TweetDeck

A5: This depends on the main focus of the outreach. Sometimes a simple table/spreadsheet, other times a database. #solopr

Retweeted by SoloPR



KellyeCrane 1:53pm via TweetDeck

A5: This depends on the main focus of the outreach. Sometimes a simple table/spreadsheet, other times a database. [#solopr](#)

1 retweets



KateRobins 1:53pm via TweetChat powered by oneQube

@EEPaul my ipad1's critical. i'm ready to get real in price and performance. [#solopr](#)



karenswim 1:53pm via HootSuite

@KateRobins @elissapr @cloudspark @zappos as a sponsor would be awesome and so appropriate for this crowd! :-)
[#solopr](#)



KateRobins 1:53pm via TweetChat powered by oneQube

@EEPaul you haven't used the ipad then? [#solopr](#)



KateRobins 1:52pm via TweetChat powered by oneQube

RT @dariasteigman @akenn Tell me you can acquire Red Sox tix and it might be sooner than you think. :) [#solopr](#)



EEPaul 1:52pm via TweetDeck

@KateRobins Good for me. Used to test Android apps, and I use Feedly to track my key bloggers, etc. Cheaper than an iPad too. [#solopr](#)



JanetLFalk 1:52pm via Web

Before we sign-off, want to share my Holiday Haiku/newsletter with thanks for support + camaraderie bit.ly/1aRHhZB #soloPR



dariasteigman 1:51pm via TweetDeck

@akenn Tell me you can acquire Red Sox tix and it might be sooner than you think. :) #soloPR



KateRobins 1:51pm via TweetChat powered by oneQube

RT @SoloPR Q5. What tools do you use to track/monitor/organize outreach campaigns? #soloPR



KellyeCrane 1:51pm via TweetDeck

RT @SoloPR: Q5. What tools do you use to track/monitor/organize outreach campaigns? #soloPR



KateRobins 1:51pm via TweetChat powered by oneQube

@elissapr @cloudspark @karens swim Maybe we should really all just wear uniforms as we go about our individ days. #soloPR



jendonovans 1:50pm via TweetDeck

@akenn Agreed :) So maybe it's the date I got my first client? #soloPR



KellyeCrane 1:50pm via TweetDeck

A4: If your clients are mainly local, you can do a small cocktail reception or dinner (and invite non-clients, too) to celebrate. #solopr

1 retweets



dariasteigman 1:50pm via TweetDeck

@LoisMarketing Thanks, Lois. Mayb a silver margarita glass? #solopr



elissapr 1:50pm via TweetChat powered by oneQube

RT @SoloPR Q5. What tools do you use to track/monitor/organize outreach campaigns? #solopr



jendonovans 1:50pm via TweetDeck

@karensim I can't wait to get it in January. It's on order right now. Happy 2014 to me! #solopr



SoloPR 1:50pm via tchat.io

Q5. What tools do you use to track/monitor/organize outreach campaigns? #solopr



akenn 1:50pm via tchat.io

@jendonovansf no! never plan things around "when the web site is done..." #solopr



dariasteigman 1:49pm via TweetDeck

@EddieBrownPR @kcwriter Thanks. It's been quite an adventure. :) #solopr



KateRobins 1:49pm via TweetChat powered by oneQube

@KellyeCrane @akenn here's to that too! #solopr



akenn 1:49pm via tchat.io

@KellyeCrane time flies when you're #solopr



elissapr 1:49pm via TweetChat powered by oneQube

@cloudspark @karensxim an outing WITH zappos so we can wear our new shoes!! #solopr



karensxim 1:49pm via HootSuite

@jendonovansf I think your office chair is the most important business expense, an uncomfortable chair can ruin your day.#solopr



dariasteigman 1:44pm via TweetDeck

Thanks, #solopr peeps. It helps that I started when I was toddler. :) We'll have to come up with something.

Retweeted by [smir_ch](#)



jendonovansf 1:49pm via TweetDeck

@JanetLFalk Since my website is still a work in progress, I won't pick that date ;) #solopr



KateRobins 1:49pm via TweetChat powered by oneQube

@EEPaul eager to hear how that's working for you. have you had others? how compare? #solopr



KellyeCrane 1:48pm via TweetDeck

@akenn @KateRobins I believe since 2009 - more than 4 years of #solopr chatting!



kcwriter 1:48pm via TweetChat powered by oneQube

MT @KellyeCrane A4: For a milestone anniv, I think it's nice to do thank you card or postcard to everyone who helped you get there. #solopr



cloudspark 1:48pm via Web

@karensxim @elissapr we should plan an "outing" during the#solopr summit. or try to get zappos to sponsor.



dariasteigman 1:48pm via TweetDeck

@cloudspark Woohoo! 10 is nothing to sneeze at. #solopr



JanetLFalk 1:48pm via Web

Is my anniv date when I launched my website or got my first client? Started in 2009 @jendonovansf #soloPR



akenn 1:48pm via tchat.io

@dariasteigman yes, along with "let Alison know when I'll be in Boston..." #solopr



KateRobins 1:48pm via TweetChat powered by oneQube

@dariasteigman @elissapr @akenn ha! #solopr



elissapr 1:48pm via TweetChat powered by oneQube

@jendonovansf Your back will thank you... #solopr



akenn 1:48pm via tchat.io

Hmm...I'm sure @KellyeCrane knows. RT @KateRobins How many years have we been meeting Weds at 1? Three? Four?#solopr



dariasteigman 1:47pm via TweetDeck

@KateRobins @elissapr @akenn Thanks! I guess "planning party" must go into my 2014 goals now, eh? #solopr



jendonovansf 1:47pm via TweetDeck

@elissapr Pricey but well worth it after 8 months on the extra kitchen chair. #solopr



LoisMarketing 1:47pm via TweetDeck

@karensxim @elissapr @cloudspark For no other reason than .. hey! it's Wednesday!
:) #soloPR



KateRobins 1:47pm via TweetChat powered by oneQube

Thank you @KellyeCrane. We've been at this here, usn's, for five years! #soloPR



jendonovansf 1:47pm via TweetDeck

@EEPaul Good call! #soloPR



elissapr 1:47pm via TweetChat powered by oneQube

@jendonovansf superb choice! #soloPR



EEPaul 1:47pm via TweetDeck

A3. Also bought a tablet (Google Nexus) as I write about mobile tech a lot in my work #SoloPR



smir_ch 1:47pm via Twitter for Android

@karensxim good point Karen #soloPR



KateRobins 1:47pm via TweetChat powered by oneQube

RT @SoloPR @KateRobins Five years :-) #soloPR



jendonovansf 1:47pm via TweetDeck

@elissapr Silly me, I had no idea the chair WAS an Aeron. It's on order so I wasn't as familiar with the actual name. #solopr



dariasteigman 1:46pm via TweetDeck

@jendonovansf Thank you. We'll have to figure something out. :)#solopr



SoloPR 1:46pm via tchat.io

@KateRobins Five years :-) #solopr



KateRobins 1:46pm via TweetChat powered by oneQube

How many years have we been meeting Weds at 1? Three? Four? #solopr



dariasteigman 1:46pm via TweetDeck

@karensxim Thx. It helps that I started as a toddler. Well, it seems like it for all the lessons I needed to learn. #solopr



karensxim 1:46pm via HootSuite

Seriously @dariasteigman I want to throw you a party, that is huge! #solopr



KellyeCrane 1:46pm via TweetDeck

A4: For a milestone anniv, I think it's nice to do a thank you card or postcard to everyone who helped you get there. #solopr



jendonovansf 1:46pm via TweetDeck

@EEPaul Can not wait!!! #solopr



LoisMarketing 1:45pm via TweetDeck

@dariasteigman It must involve silver in some way ;) ;) Seriously -- congratulations! #soloPR



KateRobins 1:45pm via TweetChat powered by oneQube

RT @smir_ch RT @akenn: @dariasteigman congrats Daria. That's quite a milestone! #solopr



mdbarber 1:45pm via tchat.io

Must run folks. Deadline popped up for on the hour. Enjoy! Talk with you later. #solopr



SoloPR 1:45pm via tchat.io

@EEPaul Good Evening Paul and thanks for joining! #solopr



jendonovansf 1:45pm via TweetDeck

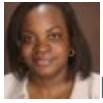
A4: Guess I need to decide on an official biz anniversary date so I can celebrate next year. #solopr



akenn 1:43pm via tchat.io

@dariasteigman congrats Daria. That's quite a milestone!#solopr

Retweeted by smir_ch



kcwriter 1:44pm via TweetChat powered by oneQube

I agree. Congratulations! RT @karensxim @dariasteigmanWhoa!!!! That's AMAZING, 25 years! #solopr



EEPaul 1:44pm via TweetDeck

.@jendonovansf I got a Herman Miller [Aeron] before my last year-end too! #solopr (sorry, late to session, Good evening from London!)



karensxim 1:44pm via HootSuite

@elissapr @cloudspark There's never a bad time for new shoes :-) #solopr



cloudspark 1:44pm via Web

@dariasteigman congrats! 2014 will be my 10th. #solopr#milestones



dariasteigman 1:44pm via TweetDeck

Thanks, #solopr peeps. It helps that I started when I was toddler. :) We'll have to come up with something.

1 retweets



LoisMarketing 1:44pm via TweetDeck

Take advantage of your biz anniversary for a little 'free PR' for yourself! Let media know! #soloPR A4



elissapr 1:44pm via TweetChat powered by oneQube

@EddieBrownPR such a smart idea... #solopr



PRjeff 1:40pm via tchat.io

Grazie Italia. Come stai? RT @SoloPR: It's time 4 this week's #solopr chat, for #freelance consultants in #PR, #socialmedia, related fields

Retweeted by FreelanceItalia



elissapr 1:44pm via TweetChat powered by oneQube

@cloudspark New shoes? I'm up for that (to go along with the boots I'm buying on sale...) #solopr



KellyeCrane 1:44pm via TweetDeck

@dariasteigman Hooray for you!! #solopr



PaulaJohns 1:43pm via tchat.io

I don't even know when my business anniversary is, but I do know when I incorporated -- got the official record for that! A4#soloPR

1 retweets



EddieBrownPR 1:43pm via TweetDeck

A4: Made 3yr Anniv. in Sept. sent "Thank You" notes out to all clients/former clients for making my existence fulfilling. #solopr



elissapr 1:43pm via TweetChat powered by oneQube

@KellyeCrane LOL - yes, the age factor! I'm with you on this one... #solopr



akenn 1:43pm via tchat.io

@dariasteigman congrats Daria. That's quite a milestone! #solopr

1 retweets



karenswim 1:43pm via HootSuite

A4: I am notoriously terrible at celebrating for myself, this includes birthdays, would like to change #solopr



cloudspark 1:43pm via Web

q4: annual review (of company and me) and new shoes. #solopr



KateRobins 1:43pm via TweetChat powered by oneQube

@KellyeCrane Linked In will do it for you. #solopr



elissapr 1:43pm via TweetChat powered by oneQube

@dariasteigman 25 years!!! Then 'yes' to all of those!!! #solopr



KellyeCrane 1:43pm via TweetDeck

A4: I'm terrible about commemorating my business' anniversary. I think it's like birthdays, after a certain point you forget! #solopr



smir_ch1:43pm via Twitter for Android

@dariasteigman but I'm going to be participating more in tech meetups next yr #solopr



akenn1:43pm via tchat.io

Honestly, never thought to celebrate it :(Will start thinking now...#solopr



JanetLFalk1:43pm via Web

@dariasteigman Add a tagline and/or logo indicating stellar service of thanks to clients? #soloPR



KateRobins1:43pm via TweetChat powered by oneQube

RT @jendonovansf @dariasteigman WOW!! 25 years!! I'd say a celebration is in order. #solopr



jendonovansf1:42pm via TweetDeck

@dariasteigman WOW!! 25 years!! I'd say a celebration is in order. #solopr



KateRobins1:42pm via TweetChat powered by oneQube

@KellyeCrane @SoloPR Q4 Look up at the ceiling at 3:30 a.m.; realize been doing that for years and it's still there. #solopr



EddieBrownPR 1:42pm via TweetDeck

RT @PRjeff: A4: Hopefully not bigger than my wedding anniversary. #solopr <--Wisdom speaks!



smir_ch 1:42pm via Twitter for Android

@dariasteigman well actually I'm trying to build a more automated/self-serve comm & less consulting #solopr



karensxim 1:42pm via HootSuite

@dariasteigman Whoa!!!! That's AMAZING, 25 years! #solopr



cloudspark 1:42pm via Web

@KateRobins @KellyeCrane there's a seed for that. #solopr



karensxim 1:41pm via HootSuite

I love Q4 as I have not really done anything but would be nice too. Excited to hear how others mark the milestone. #solopr



EddieBrownPR 1:41pm via TweetDeck

RT @KateRobins: @KellyeCrane I wait for Monsanto to design a tree that grows ink cartridges.<- I knew I forgot to pick-up SOMETHING! #solopr



cloudspark 1:41pm via Web

@KellyeCrane there really is no such thing as being all caught up. even if you only need "one more weekend" it's an elusive effort. #solopr



PRjeff 1:41pm via tchat.io

A4: Hopefully not bigger than my wedding anniversary. #solopr



dariasteigman 1:41pm via TweetDeck

A4 Good Q. 2014 will be my 25th anniversary, so I'm open to ideas. Margaritas, champagne, chocolate not optional. :) #solopr

1 retweets



PaulaJohns 1:41pm via TweetDeck

@cloudspark Completely agree. They are my must-haves! #solopr #marketingprofs



karenswim 1:40pm via HootSuite

@GnosisArts So many that don't like it do just fine in business! Leverage the strengths you have and approach in your own way #solopr



KateRobins 1:40pm via TweetChat powered by oneQube

@KellyeCrane I wait for Monsanto to design a tree that grows ink cartridges. #solopr



KellyeCrane 1:40pm via TweetDeck

RT @SoloPR: Q4. How do you celebrate your company's anniversary? #solopr



elissapr 1:40pm via TweetChat powered by oneQube

RT @KellyeCrane A3: The last week of Dec great one for office supply sales, as stores cater to "getting org" for the new year. #solopr

1 retweets



SoloPR 1:39pm via tchat.io

Speaking of making merry and bright....Q4. How do you celebrate your company's anniversary? #solopr

Retweeted by [EddieBrownPR](#)



elissapr 1:39pm via TweetChat powered by oneQube

RT @SoloPR Speaking of making merry and bright....Q4. How do you celebrate your company's anniversary? #solopr

Retweeted by [mdbarber](#)



PRjeff 1:40pm via tchat.io

Grazie Italia. Come stai? RT @SoloPR: It's time 4 this week's #solopr chat, for #freelance consultants in #PR, #socialmedia, related fields

1 retweets



KellyeCrane 1:40pm via TweetDeck

A3: The last week of Dec can be a great one for office supply sales, as stores cater to "getting org" for the new year. #solopr

1 retweets



dariasteigman 1:40pm via TweetDeck

@GnosisArts Tag-teaming makes it easier to enter (and exit) a conversation. #solopr



elissapr 1:39pm via TweetChat powered by oneQube

RT @SoloPR Speaking of making merry and bright....Q4. How do you celebrate your company's anniversary? #solopr

1 retweets



cloudspark 1:39pm via Web

@PaulaJohns two best prof investment i make - #marketingprofsand #solopr (others too, but those two are tops year after year)



smir_ch 1:39pm via Twitter for Android

Oh man got my signals crosses with @GnosisArts sigh #solopr



SoloPR 1:39pm via tchat.io

Speaking of making merry and bright....Q4. How do you celebrate your company's anniversary? #solopr

1 retweets



dariasteigman 1:39pm via TweetDeck

@GnosisArts Have you tried the buddy system? I'm outgoing, but so much more effective when I tag-team network w/ a friend.#solopr



LoisMarketing 1:39pm via TweetDeck

@KellyeCrane That goes back to 'availability' :) Being there for clients/new opps yet allowing yourself a good and restful break#soloPR



JanetLFalk 1:39pm via Web

@KateRobins @GnosisArts In Real Life #solopr



SoloPR 1:00pm via Twubs

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

Retweeted by [Freelancetalia](#)