



#SoloPR Transcript –3/26/2014

Q1: What's the difference between PR and Marketing Communications (marcom)?
What other responsibilities does marcom have? [#solopr](#)

Q2: You'd love to work w/a start-up & know they don't have much funding, would you work for free? For shares? Any other way? [#solopr](#)

Q3: Online many people seem qualified- how can you tell if a person is for real?
[#solopr](#)

1:00:00 PM @SoloPR



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

1:00:00 PM @KarenSwim



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

1:00:00 PM @SoloPR



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

1:01:00 PM @ehr_comms



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

1:01:00
PM



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

1:01:00
PM



@KellyeCrane



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

1:01:00
PM

@ehr_comms



Elizabeth based in London. #solopr

1:01:00
PM

@SoloPR



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

1:01:00
PM

@Universal_Info

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

1:02:00
PM

@decillis



Betsy of @BADConsulting in Columbus, OH, and just finished snacking on a sandwich so I'm happy. #solopr #sandwichesforeveryone

1:02:00
PM

@KellyeCrane



.@GiselleAvenue @KateRobins Hi guys! Remember to use the #solopr hashtag with your tweets, so everyone can see.

1:03:00
PM

@GiselleAvenue

retweeted @KellyeCrane:
.@GiselleAvenue @KateRobins Hi guys! Remember to use the #solopr hashtag with your tweets, so everyone can see.








1:03:00
PM










@KellyeCrane











The flowers think it's spring here in the ATL, but old man winter keeps hangin' on... #solopr








- 1:03:00 PM @VoiceMattersLLC  Michelle of @VoiceMattersLLC Popping my head in from #Souderton, PA #phillyburbs #SoloPR
- 1:03:00 PM @JanetLFalk  NYC-based w/ law firm, nonprofit, consultants, small biz clients. Subcontract to busy #soloPR. Sunny day in #NYC <http://t.co/0o4kObh66D>
- 1:03:00 PM @fransteps  In San Antonio, solo for 4yrs; in comms for 20+. Clients in tourism, healthcare & I also teach! Rainy & cold today. #solopr
- 1:03:00 PM @KateRobins  @KellyeCrane @GiselleAvenue #solopr I know, I know...
- 1:03:00 PM @SoloPR  Welcome everyone! Great crowd gathering... Q1 is coming up. #solopr
- 1:03:00 PM @ehr_comms  @JanetLFalk Wow, cool picture! #solopr
- 1:04:00 PM @JanetLFalk  Hi Karen, Good to have you back. @KarenSwim #SoloPR
- 1:04:00 PM @phyllisweisspr  #solopr This independent consultant for 16 years is simply glad it's not snowing in Atlanta.
- 1:04:00 PM @jendonovansf  #SanFrancisco based #solopr and #socialmedia. Tech & Lifestyle clients. Much needed rainy day here!!
- 1:04:00 PM @KateRobins  @JanetLFalk #solopr still want to get down there for coffee and meet you.
- 1:04:00 PM @KellyeCrane  Srsly! RT @phyllisweisspr: #solopr This independent consultant for 16 years is simply glad it's not snowing in Atlanta.






- 1:04:00 PM @KateRobins  @[phyllisweisspr](#) #solopr 16 years is encouraging. #solopr is encouraging.
- 1:05:00 PM @KarenSwim  @[JanetLFalk](#) Thank you so much Janet! #SoloPR
- 1:05:00 PM @JenMarsikFriess  This is Jen checking in from DFW. Hello, all! #solopr
- 1:05:00 PM @SoloPR  Q1: What's the difference between PR and Marketing Communications (marcom)? What other responsibilities does marcom have? #solopr
- 1:05:00 PM @KateRobins retweeted @[JanetLFalk](#): Hi Karen, Good to have you back. @[KarenSwim](#) #SoloPR
- 1:05:00 PM @GiselleAvenue  @[SoloPR](#) I am Giselle, Media Strategist & Founder of OnGiselleAve (dot) com! Nice to tweet you! #SoloPR
- 1:05:00 PM @jendonovansf  @[KarenSwim](#) @[SoloPR](#) Welcome back. Still sending good vibes and hugs your way. #solopr
- 1:05:00 PM @SoloPR  Ha- yes it is! RT @[KateRobins](#): @[phyllisweisspr](#) #solopr 16 years is encouraging. #solopr is encouraging.
- 1:05:00 PM @GiselleAvenue  @[phyllisweisspr](#) Now following, nice to tweet you! #SoloPR








- 1:05:00 PM @AmazingPRMa ven  #SoloPR in DC - Join @prsa_ncc April 3 for Delivering Impactful, Interactive and Targeted Online Videos <http://t.co/55116CpAIE>
- 1:06:00 PM @JenMarsikFriess  I'll say! RT @ehr_comms: @JanetLFalk Wow, cool picture! #solopr
- 1:06:00 PM @KellyeCrane  RT @SoloPR: Q1: What's the diff between PR and Marketing Communications (marcom)? What other responsibilities does marcom have? #solopr
- 1:06:00 PM @decillis  I have no answers for Q1, so anybody want to hold hands and skip? #solopr#usefultweets
- 1:06:00 PM @VoiceMattersLC  So happy to 'see' @KarenSwim :-) #solopr
- 1:07:00 PM @JanetLFalk  Does #advertising hold little bias against #unemployed?<http://t.co/HH7FC8J0vQ> Not true in #PublicRelations. #SoloPR
- 1:07:00 PM @ehr_comms  PR isn't paid for by the company, marketing is. Marcomms is comms, but more leaflets, paid for printing/websites. #solopr
- 1:07:00 PM @ehr_comms  (very difficult to do that in 130 characters ...) #solopr
- 1:07:00 PM @KellyeCrane  A1: I've straddled the line of PR & Marcom many times in my career. #solopr

- 1:07:00 PM @JanetLFalk  View from my office.
@JenMarsikFriess @ehr_comms #SoloPR
- 1:07:00 PM @MarketingMel  @JanetLFalk Looks lovely in NYC today. Hello #soloPR peeps from sunny but cold East Tennessee.
- 1:08:00 PM @phyllisweisspr  #solopr I've done both PR and Marcomm while being in the PR department at a major corporation.
- 1:08:00 PM @JenMarsikFriess  What Michelle said! RT @VoiceMattersLLC: So happy to 'see' @KarenSwim :-) #solopr
- 1:08:00 PM @fransteps  RT @KellyeCrane: RT @SoloPR: Q1: What's diff between PR and Marketing Communications (marcom)? What other resp does marcom have? #solopr
- 1:08:00 PM @KateRobins retweeted @decillis: I have no answers for Q1, so anybody want to hold hands and skip?
#solopr #usefultweets
- 1:08:00 PM @RT4Cash_ retweeted @JanetLFalk: Does #advertising hold little bias against #unemployed? <http://t.co/HH7FC8J0vQ> Not true in #PublicRelations. #SoloPR

- 1:08:00 PM @KellyeCrane  A1: In a Fortune 500 co, Marcom usually handles things like trade shows, printed materials, etc. #solopr
- 1:09:00 PM @joeldon  I have Photoshopped the line to 50% transparency. RT @KellyeCrane: A1: straddled the line of PR & Marcom many times in my career. #solopr
- 1:09:00 PM @mdbarber  Good morning from Anchorage. It's sunny out; the snow's melting and we can see spring...maybe. #solopr
- 1:10:00 PM @KellyeCrane  A1: Also, things for the channel like endcaps (in-store) and sales sheets can come from Marcom. #solopr
- 1:10:00 PM @JanetLFalk  Agree #PR is earned. But can include other elements. @ehr_comms#SoloPR
- 1:10:00 PM @decillis  @mdbarber Don't say that. We said that and we got snow in return. #solopr
- 1:10:00 PM @JenMarsikFriess  A1 Met a lot of entrepreneur prospects early as a solo. They ALL needed edu on what mktng and PR were. Had to get smart fast! #solopr
- 1:10:00 PM @3HatsComm  @KellyeCrane I have too.. challenge to walk that line, esp. as clients narrowly, incorrectly define PR as MarComm support #soloPR

- 1:10:00 PM @phyllisweisspr  #solopr Marcomm also helps publicize contracts, identify opps for salespeople to meet with clients on boards or in community orgs and more
- 1:10:00 PM @ehr_comms  A1: you could even ask, what's the difference between a copywriter and a journalist nowadays. #solopr
- 1:10:00 PM @SoloPR  Ha! RT @joeldon: I have Photoshopped the line to 50% transparency. RT @KellyeCrane: A1: straddled the line many times in my career. #solopr
- 1:10:00 PM @jendonovansf  Lead gen, too RT @KellyeCrane: A1: In a Fortune 500 co, Marcom usually handles things like trade shows, printed materials, etc. #solopr
- 1:10:00 PM @KateRobins  @KellyeCrane If I have to google the definition of endcaps, that means that falls into something diff than what I do. #SoloPR
- 1:10:00 PM @mdbarber  @decillis oh. we KNOW we'll get at least another dump, unfortunately. We don't "melt" until the end of April. #solopr
- 1:11:00 PM @KristK  Time for #solopr chat! Kristie here from the lovely MS Gulf Coast, where azaleas are about to pop! (23 yrs exp, 10 as indy, APR, PR prof)

- 1:11:00 PM @LoisMarketing  @heidicohen defines them best :) <http://t.co/64O0HUjQsf> #soloPR A1
- 1:11:00 PM @KateRobins  @phyllisweisspr #solopr Now I'm really glazing over. More to learn.
- 1:11:00 PM @mdbarber  A1 -- I've seen amazing blurring of the lines betw'n PR & mar com, especially recently. Part of me wonders why it matters? #solopr
- 1:12:00 PM @KellyeCrane  A1: You all know this, but note that Marcom does not equal marketing (though the latter term is often misused). #solopr
- 1:12:00 PM @MarketingMel  A.1 PR is the journalist side of my brain and marketing is the MBA side of my brain. #solopr
- 1:12:00 PM @GiselleAvenue  Marcom focuses on the 4 P's (price, product, placement, promo) while PR focuses on the overall brand and building relationships #solopr
- 1:12:00 PM @LoisMarketing  @mdbarber It can matter if you define and brand yourself as a PR advisor -- potential clients may not see you willing to "blur" :) #soloPR
- 1:12:00 PM @SoloPR  MT @phyllisweisspr: #solopr Marcomm also helps publicize contracts, identify opps for salespeople to meet with clients...

- 1:13:00 PM @KateRobins  A history story or a business story... #solopr social media
- 1:13:00 PM @KellyeCrane  @[KateRobins](#) Yes, and I do not want to do endcaps. :-
) #solopr social media
- 1:13:00 PM @KateRobins  @[SoloPR](#) @[joeldon](#) @[KellyeCrane](#) Now THAT would be marcom, right? #solopr social media
- 1:13:00 PM @dariasteigman  Popping onto #solopr from frigid DC. And watching baseball game. Cause what's a girl to do w/out a multitasking option?
- 1:14:00 PM @SoloPR  RT @[MarketingMel](#): A.1 PR is the journalist side of my brain and marketing is the MBA side of my brain. #solopr
- 1:14:00 PM @LoisMarketing  Whether independent or employee many must be 'fluid' between the two now #soloPR A1
- 1:14:00 PM @KellyeCrane  MT @[mdbarber](#): A1 seen amazing blurring of the lines betw'n PR & mar com, especially recently. Part of me wonders why it matters? #solopr
- 1:14:00 PM @akenn  @[GiselleAvenue](#) really, marcomm gets involved with pricing? Do you mean marketing vs. marketing communication? #solopr

1:14:00 PM

@KateRobins



@**mdbarber** #solopr I think it matters when you're managing customer expectations. If we don't know, THEY really don't. Scope creep or opp?

1:14:00 PM

@GiselleAvenue

retweeted @**SoloPR**: RT @**MarketingMel**: A.1 PR is the journalist side of my brain and marketing is the MBA side of my brain. #solopr

1:14:00 PM

@KellyeCrane



@**mdbarber** I think the terminology just depends on who's doing the hiring. J #solopr

1:15:00 PM

@fransteps



Like this analogy! RT @**MarketingMel**: A.1 PR is the journalist side of my brain and marketing is the MBA side of my brain. #solopr

1:15:00 PM

@LoisMarketing



Public relations speaks for the company as a whole; marcomm to the product and marketplace. #soloPR A1

1:15:00 PM

@GiselleAvenue



@**MarketingMel** Now Following, I like both sides of your brain => #SoloPR

1:15:00 PM

@ehr_comms









@**LoisMarketing** I agree with that. #solopr







1:15:00 PM
















retweeted @**LoisMarketing**: Public relations speaks for the company as a whole; marcomm to the product and marketplace. #soloPR A1





- 1:15:00 PM @akenn  @**mdbarber** especially as PR gets into more traditional advertising tactics, like paid social efforts #solopr
- 1:15:00 PM @KateRobins  @**MarketingMel** A1 #solopr Right. Money v. organizing the truth.
- 1:15:00 PM @phyllisweisspr retweeted @**LoisMarketing**: @**heidicohen** defines them best :) <http://t.co/64O0HUjQsf> #soloPR A1
- 1:15:00 PM @KellyeCrane  A1: Biased of course, but as the folks with expertise on crafting the message, we can do marcom easier than they can do PR, IMO #solopr
- 1:15:00 PM @KristK  A1: MarComm supports transactions required for biz success (Clients, Vendors). PR works with audiences beyond customers. #solopr
- 1:15:00 PM @dariasteigman  A1 I tend to think of PR as the media / journo side of things. To me it's an element of broader marcomm. #solopr
- 1:16:00 PM @fransteps  so true! RT @**mdbarber**: A1 -- Seen amazing blurring of lines bet PR & mar com, especially recently. Part of me wonders why matters? #solopr

- 1:16:00 PM @mdbarber  @**LoisMarketing** true but if someone is making a decision based solely on your "title" they are sure missing a lot! #solopr
- 1:16:00 PM @LoisMarketing  I'm blending the two in my practice and work with clients. I'm no longer a #soloPR :)
- 1:16:00 PM @SoloPR  RT @**LoisMarketing**: Public relations speaks for the company as a whole; marcomm to the product and marketplace. #soloPR A1
- 1:16:00 PM @CjShaffer1  @**KellyeCrane** Marcom folks draft messages all the time, they just might not message journos #SoloPR
- 1:16:00 PM @GiselleAvenue  @akenn I would say so, because Marketing is more quantitative while PR focuses on the qualitative aspects of a biz/company..#solopr
- 1:17:00 PM @CjShaffer1 retweeted @**dariasteigman**: A1 I tend to think of PR as the media / journo side of things. To me it's an element of broader marcomm. #solopr
- 1:17:00 PM @SoloPR  RT @**KristK**: A1: MarComm supports transactions required for biz success (Clients, Vendors). PR works with audiences beyond customers #solopr

- 1:17:00 PM @LoisMarketing  @mbarber Not just title but how you describe your service offerings, background and experience. #soloPR
- 1:17:00 PM @KristK  Agree RT @KellyeCrane A1: As the folks with expertise on crafting the message, we can do marcom easier than they can do PR, IMO #solopr
- 1:17:00 PM @dariasteigman  +1 RT @CjShaffer1: @KellyeCrane Marcom folks draft messages all the time, they just might not message journos #SoloPR
- 1:17:00 PM @mbarber  @KellyeCrane I agree but think we (communicators) oftentimes spend too much time pigeon-holing pieces instead of solving problems. #solopr
- 1:17:00 PM @KateRobins  @KellyeCrane On my google list for later. I still don't know what you're talking about but it doesn't sound good. #solopr
- 1:17:00 PM @SoloPR  Oh, we are really jammin' now...! #solopr
- 1:17:00 PM @MarketingMel  @fransteps @GiselleAvenue Thanks for your sweet comments. Like @joeldon I do both for my clients #soloPR
- 1:17:00 PM @GiselleAvenue  @akenn How do you feel about the blurred lines discussion? #soloPR

- 1:17:00 PM @GiselleAvenue retweeted @akenn: @GiselleAvenue really, marcomm gets involved with pricing? Do you mean marketing vs. marketing communication? #solopr
- 1:18:00 PM @DukeFerdinand26  A1: @solopr marcom is about selling a product/service while PR forms, builds and maintains relationships b/e org and publics #solopr
- 1:18:00 PM @LoisMarketing  @mdbarber It's all in how you position yourself -- are you flexible and fluid? able to take on a broader role? #soloPR
- 1:18:00 PM @GiselleAvenue retweeted @MarketingMel: @fransteps @GiselleAvenue Thanks for your sweet comments. Like @joeldon I do both for my clients #soloPR
- 1:18:00 PM @KristK  A1: I do both PR and marcomm. Depends on who client is trying to reach and what we want them to do. #solopr
- 1:18:00 PM @KateRobins  @KellyeCrane @mdbarber #solopr Yes. Publicity means advertising to a lot of customers.
- 1:18:00 PM @KateRobins  @LoisMarketing That nails it. #solopr social media

- 1:19:00 PM @mdbarber  @LoisMarketing true. I know so few people who describe themselves as solely PR anymore. #solopr
- 1:19:00 PM @KellyeCrane  @dariasteigman @CjShaffer1 Who owns the messaging in the organizations you work with? #solopr
- 1:19:00 PM @LoisMarketing  Don't separate building and maintaining relationships from marcomm. Part of their role too. #soloPR
- 1:19:00 PM @ehr_comms  @LoisMarketing then how would they describe themselves? #solopr
- 1:19:00 PM @KellyeCrane  @dariasteigman @CjShaffer1 For my clients, it's usually PR (but that may say more about my pushiness than anything else! J). #SoloPR
- 1:19:00 PM @mdbarber  @KateRobins equating publicity to advertising is pretty off base. Lots of education needed there, right? Wow. #solopr
- 1:20:00 PM @tddupree  RT @mdbarber: @LoisMarketing true. I know few people who describe themselves as solely PR anymore #truethat Ive gone bk 2 media rels #solopr
- 1:20:00 PM @LoisMarketing  @mdbarber Exactly! :) #soloPR

1:20:00 PM

@DukeFerdinand26



A1: @solopr marcom includes ad, collateral materials, intercom, publicity, promotion, direct mail, trade shows and special events #solopr

1:20:00 PM

@SoloPR



Good example RT @akenn: @mdbarber especially as PR gets into more traditional advertising tactics, like paid social efforts #solopr

1:20:00 PM

@LoisMarketing



@tddupree @mdbarber I'm using the term "communications" more and more :) #soloPR

1:20:00 PM

@MarketingMel

retweeted @LoisMarketing: @tddupree @mdbarber I'm using the term "communications" more and more :) #soloPR

1:20:00 PM

@joeldon



There are more biz opps if you do not narrow-band your skills & potential contributions to the corporate comms mix #solopr

1:21:00 PM

@CjShaffer1



@KellyeCrane @dariasteigman I also do a wide variety of things not just journo relations #SoloPR

1:21:00 PM

@jendonovansf



RT @joeldon: There are more biz opps if you do not narrow-band your skills & potential contributions to the corporate comms mix #solopr








1:21:00 PM







@Yetunde











Hello Everyone #solopr











- 1:21:00 PM @SoloPR Good pt MT @**mdbarber**: ...I think we (communicators) oftentimes spend too much time pigeon-holing pieces instead of solving problems. **#solopr**
- 1:21:00 PM @rossmorrone  A1) There is no difference in the principals of the two. A PR officer needs to know as much as M&C staff. PRO has more facetime **#solopr**
- 1:21:00 PM @ehr_comms  @**LoisMarketing** RT I'm using the term "communications" more and more :) **#soloPR**
- 1:21:00 PM @KristK  A1: Tools may be the same (paid, earned, owned, social), but goals vary between PR and marcomm. Know what you're trying to achieve. **#solopr**
- 1:21:00 PM @MarketingMel  @**LoisMarketing** I completely agree! I use **#communications** as well @**tddupree** @**mdbarber** **#solopr**
- 1:21:00 PM @KateRobins  @**mdbarber** Yes. **#solopr**
- 1:22:00 PM @CjShaffer1  regardless of name....we all serve a marketing function **#SoloPR**
- 1:22:00 PM @akenn  It's not just PR. There are other specialists under the marcomm umbrella: events, brochures, ads... **#solopr**

- 1:22:00 PM @phyllisweisspr retweeted @CjShaffer1: regardless of name....we all serve a marketing function #SoloPR
- 1:22:00 PM @KateRobins retweeted @joeldon: There are more biz opps if you do not narrow-band your skills & potential contributions to the corporate comms mix #solopr
- 1:22:00 PM @3HatsComm  Strategy, goals, results, objectives! This. RT @KristK: A1: Know what you're trying to achieve. #solopr
- 1:22:00 PM @VoiceMattersLC  Agreed. Even my ad agency in the 90s offered an integrated approach, not strictly advertising 'or' pr #solopr
- 1:22:00 PM @dariasteigman  @KellyeCrane @CjShaffer1 Varies. My aim is for messaging to be integrated & to ID who can make that happen. #solopr
- 1:23:00 PM @phyllisweisspr  #solopr I don't care what you call it, just ask me to help develop the strategy and do it.
- 1:23:00 PM @CjShaffer1  @KristK but do they really? The end goal is always \$ it's just a matter of how we walk the client there #SoloPR
- 1:23:00 PM @KellyeCrane  @CjShaffer1 @dariasteigman Same here, but PR is far more than just media relations. #solopr

- 1:23:00 PM @mdbarber  AMEN! RT @phyllisweisspr: #solopr I don't care what you call it, just ask me to help develop the strategy and do it.
- 1:23:00 PM @VoiceMattersLC  Exactly. RT @phyllisweisspr: #solopr I don't care what you call it, just ask me to help develop the strategy and do it.
- 1:23:00 PM @fransteps  RT @phyllisweisspr: #solopr I don't care what you call it, just ask me to help develop the strategy and do it.
- 1:23:00 PM @jendonovansf  Quote of the day! RT @KellyeCrane: @CjShaffer1 @dariasteigman Same here, but #PR is far more than just #media relations. #solopr
- 1:23:00 PM @KateRobins  @phyllisweisspr A1. Yes. Both come down to audience, message, action. #solopr social media
- 1:24:00 PM @ehr_comms  RT @phyllisweisspr: #solopr I don't care what you call it, just ask me to help develop the strategy and do it.
- 1:24:00 PM @dariasteigman  @CjShaffer1 @KellyeCrane But I don't come in via PR, which probably accounts for diff in who I work with. #solopr

- 1:24:00 PM @LoisMarketing  Many in PR do not realize that they are in marcomm as well :) Agreeing totally: don't pigeon-hole :) #soloPR
- 1:24:00 PM @CjShaffer1  @[KellyeCrane](#) @[dariasteigman](#) I'm aware :) the point is let's not get tied up in the silos and focus on results #SoloPR
- 1:24:00 PM @JenMarsikFriess  A1 @[phyllisweisspr](#) nailed it! #solopr
- 1:24:00 PM @KateRobins  @[KellyeCrane](#) @[CjShaffer1](#) @[dariasteigman](#) #solopr This is why and when I really wish I'd attended the conference.
- 1:24:00 PM @KellyeCrane  @[CjShaffer1](#) @[dariasteigman](#) Yes, I think this convo is good illustration of that! #solopr
- 1:25:00 PM @KristK  @[CjShaffer1](#) Community outreach, lobbying, philanthropy, etc. are separate from marketing efforts but still impt to org success. #solopr
- 1:25:00 PM @JanetLFalk  A1 Pls remind me why we are re-hashing this perennial debate #SoloPR
- 1:25:00 PM @akenn  Agree with @[KristK](#). There are common goals but (esp in larger orgs) each mktg function will have diff audiences, objectives #solopr

- 1:25:00 PM @kamichat  Absolutely! RT @fransteps: RT @phyllisweisspr: #solopr I don't care what you call it, just ask me to help develop the strategy and do it.
- 1:25:00 PM @KellyeCrane  A1: When certain lg agencies stated they were embracing integrated comms, we #solopr pros noted that they were behind us.
- 1:25:00 PM @jillvan  Wow - looks like a fun convo happening on the #solopr chat today. Sorry I'm missing it. :(
- 1:25:00 PM @JanetLFalk  A1 Most of us straddle the line and take #Marketing into account. Not sure vice versa. #SoloPR
- 1:25:00 PM @LoisMarketing  To be a successful solo you need to be fluid and available. Your talent: communications. :) #soloPR
- 1:26:00 PM @njbprmedia  Finally made it to #solopr!
- 1:26:00 PM @KellyeCrane  A1: I think this convo is a perfect example of how #solopr pros don't let labels hold them back- we do what needs doing for results!
- 1:26:00 PM @KateRobins  @JanetLFalk A1 #solopr I think the reasons change yr by yr as tech, budgets, orgs evolve.

1:26:00 PM x6

retweeted @**KellyeCrane**: A1: I think this convo is a perfect example of how **#solopr** pros don't let labels hold them back- we do what needs doing for results!



1:27:00 PM



retweeted @**phyllisweisspr**: **#solopr** I don't care what you call it, just ask me to help develop the strategy and do it.

1:27:00 PM @LoisMarketing

retweeted @**KellyeCrane**: A1: When certain lg agencies stated they were embracing integrated comms, we **#solopr** pros noted that they were behind us.

1:27:00 PM @ehr_comms



RT @**KellyeCrane** perfect example of how **#solopr** pros don't let labels hold them back- we do what needs doing for results!

1:27:00 PM @SoloPR



















Someone asked the Q, so I assume they need ammo J RT @**JanetLFalk**: A1 Pls remind me why we are re-hashing this perennial debate **#SoloPR**








1:27:00 PM @KateRobins

















@**JanetLFalk** **#solopr** in my exp, smaller orgs say "we want to do this. advtising? pr? one budget, one intent."








- 1:28:00 PM @KristK  RT @[KellyeCrane](#) A1: This convo is perfect example of how [#solopr](#) pros don't let labels hold them back- we do what needs doing for results!
- 1:28:00 PM @REDMEDIAPR  YES RT @[KellyeCrane](#): A1: this is a perfect example of how [#solopr](#) pros don't let labels hold them back- we do what needs doing for results!
- 1:28:00 PM @SoloPR  RT @[3HatsComm](#): Strategy, goals, results, objectives! This. RT @[KristK](#): A1: Know what you're trying to achieve. [#solopr](#)
- 1:28:00 PM @SoloPR  Enjoyed hearing all of your smarts on Q1! Q2 is coming up... [#solopr](#)
- 1:29:00 PM @KateRobins  @[KellyeCrane](#) A1 [#solopr](#) And if we don't have it, collab w/ those who do. Flexibility, willingness to learn, understand what you can absorb.
- 1:29:00 PM @SoloPR  Q2: You'd love to work w/a start-up & know they don't have much funding, would you work for free? For shares? Any other way? [#solopr](#)
- 1:29:00 PM @fransteps  RT @[SoloPR](#): Q2: You'd love to work w/a start-up & know they don't have much funding, would u work 4 free? For shares? Other way? [#solopr](#)









- 1:30:00 PM @CjShaffer1  for me the only difference is paid versus "organic" #solopr A1.
- 1:30:00 PM @njbprmedia  Totally agree with everyone! With the digital landscape, #PR & Marketing has merged. @PRNewswire has a great #whitepaper on that #solopr
- 1:30:00 PM @jendonovansf  A2: No. #solopr
- 1:30:00 PM @KellyeCrane  @KateRobins Great point about how #solopr pros are excellent team-builders!
- 1:30:00 PM @KateRobins  @SoloPR A2 I've had friends who worked for shares and patience really paid off. Rewarded for loyalty. Recognized as family. #SoloPR
- 1:31:00 PM @decillis  I concur. I'm more risk-averse than I used to be. RT @jendonovansf: A2: No. #solopr
- 1:31:00 PM @GiselleAvenue  @phyllisweisspr Right on! #SoloPR
- 1:31:00 PM @KellyeCrane  A2: Some people love working with startups, others notsomuch. Guess which one I am? J #solopr
- 1:31:00 PM @akenn  A2. Interesting Q! Why do you want to work with them? E.g. if it's to gain industry experience, perhaps yr comp can be references? #solopr








- 1:31:00 PM @REDMEDIAPR  Each Sit is unique. Certainly want to get paid, but if it was something we are intensely passionate about, mist look to begot #SoloPR
- 1:31:00 PM @KateRobins  @[KellyeCrane](#) A2. Scrooge? :) #solopr
- 1:31:00 PM @LoisMarketing  Terrific question. Depending on the company and nature of work, I might consider shares or paid project basis. #soloPR A2
- 1:32:00 PM @phyllisweisspr  #solopr Once you work for free for someone it's hard to get money from them later once they're established.
- 1:32:00 PM @mdbarber  A2. Most likely no, but could be extenuating circumstances. I know some, like @[prtini](#), specialize in it. Not really for me tho. #solopr
- 1:32:00 PM @KellyeCrane  A2: I lived through the dot-com bust, and saw many who worked for equity get burned. #solopr
- 1:32:00 PM @dariasteigman  Umm... NO. RT @[SoloPR](#): Q2: You'd love to work w/a start-up & know they don't have much funding, would you work for free? #solopr







- 1:32:00 PM @GiselleAvenue  @SoloPR I would definitely consider it, especially if their mission is something I am truly passionate about. The money will come.. #SoloPR
- 1:32:00 PM @KellyeCrane  @KateRobins Ha! Cheap... like to get paid ... all of those. #solopr
- 1:32:00 PM @CjShaffer1  @KellyeCrane #solopr Funded startups #ftw
- 1:33:00 PM @jendonovansf  A2: Working for free diminishes the value we in the #solopr world provide.
- 1:33:00 PM @SoloPR  RT @phyllisweisspr: #solopr Once you work for free for someone it's hard to get money from them later once they're established.
- 1:33:00 PM @JenMarsikFriess  Me, too. RT @decillis: I concur. I'm more risk-adverse than I used to be. RT @jendonovansf: A2: No. #solopr
- 1:33:00 PM @LoisMarketing  What's the nature of the company? The potential? Worth pursuing for long-term potential? I don't rule out before investigating #soloPR
- 1:33:00 PM @GiselleAvenue  @phyllisweisspr Good point! #solopr **changes answer lol do you think it matters where you are in your career as a #PR pro?

- 1:33:00 PM @njbrmedia  Nailed it! “@jendonovansf: A2: Working for free diminishes the value we in the #solopr world provide.”
- 1:33:00 PM @fransteps  a2: I have worked for free, but usually on behalf of a community cause I am passionate about. Diff. circumstances. #solopr
- 1:33:00 PM @KateRobins retweeted @SoloPR: RT @phyllisweisspr: #solopr Once you work for free for someone it's hard to get money from them later once they're established.
- 1:33:00 PM @dariasteigman  Bingo. Donate or send an invoice. RT @jendonovansf: A2: Working for free diminishes the value we provide. #solopr
- 1:33:00 PM @bmesfin  No. RT @SoloPR: Q2: You'd love to work w/a start-up & know they don't have much funding, would you work for free? #solopr
- 1:33:00 PM @MarketingMel  A.2 I've been offered equity before. Ever tried to use that at the grocery store? #solopr
- 1:34:00 PM @SoloPR  RT @jendonovansf: A2: Working for free diminishes the value we in the #solopr world provide.

- 1:34:00 PM @3HatsComm  A2 Instead of never, I'll say 99.732% No!! (unless I totally LOVED them, could do great work for a considerable stake in biz.) #soloPR
- 1:34:00 PM @ehr_comms  Ha! Thanks @MarketingMel #solopr
- 1:34:00 PM @LoisMarketing  If you've built a solid income-generating practice you have freedom to pursue this type of work. #soloPR A2
- 1:34:00 PM @mdbarber retweeted @MarketingMel: A.2 I've been offered equity before. Ever tried to use that at the grocery store? #solopr
- 1:34:00 PM @fransteps  Good Qs RT @LoisMarketing: What's nature of company? potential? Worth pursuing for long-term? I don't rule out before investigating #soloPR
- 1:34:00 PM @njbrmedia  Cant work for free. How can you convince others of your value, if you're just handing out your services? #solopr
- 1:34:00 PM @akenn  A2. I struggled with this. Had a great oppty but had to think hard about benefits besides \$ & ultimately turned it down #solopr
- 1:34:00 PM @GiselleAvenue  A2: Yes we love what we do, NO we don't work for free. #solopr

- 1:34:00 PM @phyllisweisspr  #solopr You could also consider asking to get paid in-kind (namely product) for your work with the startup.
- 1:35:00 PM @rossmorrone  A2. Besides development, PR & Marketing should be where funding is going. Startups are dead without an audience. #paythemanhismoney #solopr
- 1:35:00 PM @KristK  A2: Work for free? Only if I share blood with someone. Different than pro bono or volunteer support for a non-profit I care about. #solopr
- 1:35:00 PM @KellyeCrane  A2: One possible option to explore might be a seat on the Board? You could give advice without as much sweat? #solopr
- 1:35:00 PM @PRADEEPSAR AF  @SoloPR 2. Definitely u should work with a start-up for stake provided they are promising #SoloPR
- 1:35:00 PM @LoisMarketing  Don't work for free -- shares or project-work-as-budget-allows. #soloPR A2
- 1:35:00 PM @phyllisweisspr  #solopr I confess I asked to receive free skincare products and samples for my "free" work for a startup.
- 1:35:00 PM @ehr_comms  I like that idea @kellyecrane #solopr

- 1:35:00 PM @KellyeCrane  Ah, you're one of those! Good to know J RT @CjShaffer1: @KellyeCrane#solopr Funded startups #ftw
- 1:35:00 PM @dariasteigman  @3HatsComm I might see an equity stake IF. But not b/c LOVED them, but if I thought it was smart business investment. #solopr
- 1:35:00 PM @gregwbrooks  A2: I don't work with start-ups. No patience for the training-wheels stage. #solopr
- 1:35:00 PM @bmesfin  A2 I'm not against doing one pro bono project a year though #SoloPR
- 1:35:00 PM @GiselleAvenue retweeted @njbprmedia: Cant work for free. How can you convince others of your value, if you're just handing out your services? #solopr
- 1:36:00 PM @akenn  And I disagree with @KristK here. Think REALLY hard before working with blood relatives for free. #solopr
- 1:36:00 PM @SoloPR  RT @fransteps: a2: I have worked for free, but usually on behalf of a community cause I am passionate about. Diff. circumstances. #solopr
- 1:36:00 PM @GiselleAvenue  @njbprmedia tell the truth! #SoloPR

- 1:36:00 PM @CjShaffer1  @**KellyeCrane** I'm a brat like that #solopr
- 1:36:00 PM @JanetLFalk  Startup asked me to publicize #indiegogo campaign for a %. Said NO. To date they have \$1. #soloPR
- 1:36:00 PM @KristK  A2: Work for shares or with discounted fee for a startup I believe in? I'd consider it, knowing it's a leap of faith. #solopr
- 1:36:00 PM @SoloPR  RT @rossmorrone: A2. Besides development, PR & Marketing should be where funding is going. Startups are dead without an audience. #solopr
- 1:36:00 PM @GiselleAvenue retweeted @**KellyeCrane**: A2: One possible option to explore might be a seat on the Board? You could give advice without as much sweat? #solopr
- 1:37:00 PM @joeldon  Since the majority of start-ups fail, if you consistently get paid you should probably drop PR 4 the more lucrative VC. ;-) #solopr
- 1:37:00 PM @decillis  I will admit that I'm super short-sighted. No working for free at all. My time is too valuable right now & I have too many costs. #solopr

1:37:00
PM



retweeted @akenn: And I disagree with @KristK here. Think REALLY hard before working with blood relatives for free. #solopr

1:37:00
PM



@fransteigman



@fransteps So essentially you've donated your time? Which isn't really the same as working for free. (Parsing intent.) #SoloPR

1:37:00
PM

@KellyeCrane



@CjShaffer1 No, I think people who love startups thrive on the excitement and love making an obvious difference. It's cool! #solopr

1:37:00
PM

@fransteps



@decillis Agree w/ you on many levels. Stick to your plan! #solopr

1:37:00
PM

@KateRobins



@decillis #solopr Yes, time is the one thing we all have the same amt of.

1:37:00
PM

@LoisMarketing











Before discounting your rate, propose a project arrangement. Can you assist them short-term? Will budget permit? #soloPR A2

1:38:00
PM

@SoloPR



Good one RT @MarketingMel: A.2 I've been offered equity before. Ever tried to use that at the grocery store? #solopr

- 1:38:00 PM @ehr_comms  I like working from scratch, putting my stamp on it, making it my own. #solopr
- 1:38:00 PM @fransteps  @dariasteigman Yes, donated my time to a cause. Usually one per year. #solopr
- 1:38:00 PM @gregwbrooks  @SoloPR @fransteps The most passionate cause in my community is my checking account balance. :) #solopr
- 1:38:00 PM @decillis  @fransteps But to be honest, that could change. But if it does, it will be for charity and not a gamble on a startup. #solopr
- 1:38:00 PM @SoloPR  Good warning RT @akenn: And I disagree with @KristK here. Think REALLY hard before working with blood relatives for free. #solopr
- 1:38:00 PM @JanetLFalk  Pro bono for nonprofits ONLY & when I support the cause. Everyone else builds #PR into their budget & pays me. #soloPR @fransteps
- 1:39:00 PM @njbprmedia  @KellyeCrane yes perfect way! #solopr
- 1:39:00 PM @LoisMarketing  One of the reward of focus on building a sustaining practice is the ability to pursue a 'riskier' arrangement w startup #soloPR A2

1:39:00 PM

@SoloPR



It's good to give back to a worthy cause RT @bmesfin: A2 I'm not against doing one pro bono project a year though #SoloPR

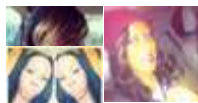
1:39:00 PM

x6

retweeted @JanetLFalk: Pro bono for nonprofits ONLY & when I support the cause. Everyone else builds #PR into their budget & pays me. #soloPR @fransteps

1:39:00 PM

@StatsComm



@dariasteigman that too.. it'd be the whole package of dreamy fantasy win-win work, and a legit seat at the power table. #soloPR

1:39:00 PM

@SoloPR



RT @ehr_comms: I like working from scratch, putting my stamp on it, making it my own. #solopr

1:39:00 PM

@akenn



My blog post about working with family/friends <http://t.co/oWrXWk8A7q> #solopr

1:39:00 PM

@decillis









@akenn I agree with you. My relatives have been told they get charged double. They're too demanding. Too much like me. :) #solopr








1:39:00 PM

@fransteps




@gregwbrooks So fiscally responsible of you! #solopr


- 1:40:00 PM @LoisMarketing  My pro bono and volunteer work is with non-profits and local DECA chapters :) #soloPR A2
- 1:40:00 PM @decillis  Yes, @gregwbrooks, I saw you favorite that tweet to use against me at a later time. :) #solopr
- 1:41:00 PM @KellyeCrane  @ehr_comms @njbprmedia Great! Glad you found it useful #SoloPR
- 1:41:00 PM @JanetLFalk  Family resume reviews are FREE. @SoloPR @akenn @KristK #SoloPR
- 1:41:00 PM @JenMarsikFriess  @3HatsComm If only we all had portfolios of dreamy fantasy win-win work. You've coined the phrase of the day! #solopr
- 1:41:00 PM @akenn  But the question wasn't "will you work for free" it's "will you do it for a company you'd love to work for" - same thing to some? #solopr
- 1:41:00 PM @KristK retweeted @akenn: My blog post about working with family/friends <http://t.co/oWrXWk8A7q> #solopr
- 1:41:00 PM @LoisMarketing  @akenn @KristK @3HatsComm I'd think long and hard before working with relatives AT ALL! ;) #soloPR

- 1:42:00 PM @KateRobins  @LoisMarketing @akenn @KristK @3HatsComm #solopr ...or friends.
- 1:42:00 PM @GiselleAvenue  @KellyeCrane Thank you for creating this platform, there are questions I've been pondering on for a while! #solopr
- 1:42:00 PM @gregwbrooks  @decillis I like you heartless and cruel; I may need to remind you in the future that's a core strength. #solopr
- 1:42:00 PM @phyllisweisspr  #solopr The key to working with anyone is setting clear boundaries regardless of the color of the money.
- 1:42:00 PM @JanetLFalk  Do you invoice pro bono work for #nonprofit clients? I used to. @LoisMarketing @fransteps #SoloPR
- 1:42:00 PM @KellyeCrane  A2: Many startups fail to pay even when that's your agreement (they just run out of funds). Get everything in writing #SoloPR
- 1:43:00 PM @decillis  @akenn I would give advice to help them grow to the point that they could pay me to come in. But I'd require a free lunch. #solopr

1:43:00 PM @KateRobins retweeted @phyllisweisspr: #solopr The key to working with anyone is setting clear boundaries regardless of the color of the money.

1:43:00 PM @KellyeCrane  @GiselleAvenue Thanks for joining and sharing your insights! #SoloPR


1:43:00 PM @3HatsComm  @KateRobins @LoisMarketing @akenn @KristK IM O A true friend wouldn't ask for valuable work - that will earn them \$ - for free. #soloPR

1:43:00 PM @akenn  Of course, it's rare that I disagree with @KristK. Mostly find myself 'favoriting' whatever she says. #soloPR









1:44:00 PM @GiselleAvenue retweeted @KellyeCrane: @GiselleAvenue Thanks for joining and sharing your insights! #SoloPR

1:44:00 PM @KateRobins  @3HatsComm @LoisMarketing @akenn @KristK beware friends of friends. #SoloPR

1:44:00 PM @KellyeCrane  @akenn To me, it's the same thing. As soon as you start blurring the lines of payment, it gets hard to stop #solopr

1:44:00 PM @SoloPR  RT @phyllisweisspr: #solopr The key to working with anyone is setting clear boundaries regardless of the color of the money.



- 1:45:00 PM @GiselleAvenue @JanetLFalk Nice View! #solopr
- 1:45:00 PM @akenn  @3HatsComm very true. And if it's a company you'd love to work for, they should treat you that way too. #solopr
- 1:45:00 PM @3HatsComm  @LoisMarketing @akenn @KristK a favor or a little help is one thing, but pretty comfortable saying never to a working relationship #soloPR
- 1:45:00 PM @KateRobins  @KellyeCrane @akenn #solopr friends, friends or friends, free ... all gateway disaster scenarious.
- 1:45:00 PM @LoisMarketing  This may open up a whole new topic .. but #soloPR friends, get a retainer with the contract. From anyone.
- 1:45:00 PM @decillis  @3HatsComm I 100% agree with you. #solopr
- 1:45:00 PM @SoloPR  Great discussion on this topic, everyone! Q3 is coming up... #solopr
- 1:46:00 PM @SoloPR  Q3: Online many people seem qualified- how can you tell if a person is for real? #solopr
- 1:46:00 PM @EdzizleMizzle  #SoloPR peeps - if you could give 1 nugget of wisdom to a class of PR students, what would it be? will share them tonight

1:46:00 PM x6 retweeted @SoloPR: Q3: Online many people seem qualified- how can you tell if a person is for real? #solopr



1:46:00 PM @KenyeCrane



RT @SoloPR: Q3: Online many people seem qualified- how can you tell if a person is for real? #solopr

1:47:00 PM @fransteps



RT @SoloPR: Q3: Online many people seem qualified- how can you tell if a person is for real? #solopr

1:47:00 PM @decillis



@SoloPR Only way to do it is meet them offline. We should be striving to turn our best online relationships into real offline ones #solopr

1:47:00 PM @ehr_comms



A3: ask to see their portfolio or references from past clients. #solopr

1:47:00 PM @LoisMarketing



#SoloPR -- Be prepared with a portfolio, references and case studies to demonstrate your expertise. A3

1:48:00 PM @decillis








@ehr_comms That could even be sketch though. #solopr

1:48:00 PM @jendonovansf



A3: Meet in person if possible, or at least have a call. #solopr

- 1:48:00 PM @KristK  A2: I should mention I have very few immediate family members. They pay in hugs, laughter and food (priceless). #SoloPR
- 1:48:00 PM @dariasteigman  A3 Do your homework. Use your network to vet people, much as you do (you do, don't you?) with "offline" contacts. #solopr
- 1:48:00 PM @KellyeCrane  A3: I think social media has made it harder to tell the diff between people who are likeable vs. good at work #solopr
- 1:48:00 PM @VoiceMattersLC  Definitely have an in-person interaction, whether on the phone (if long distance) or in person to suss them out. #solopr
- 1:48:00 PM @gregwbrooks  @SoloPR A3: I'm a pretty good (read: make-people-cry direct) interviewer and don't hire people I haven't met. It's a rule. #solopr
- 1:48:00 PM @KateRobins retweeted @KellyeCrane: A3: I think social media has made it harder to tell the diff between people who are likeable vs. good at work #solopr

1:48:00
PM



retweeted @**dariasteigman**: A3 Do your homework. Use your network to vet people, much as you do (you do, don't you?) with "offline" contacts. #solopr

1:49:00
PM



RT @**ehr_comms**: A3: ask to see their portfolio or references from past clients. #solopr

1:49:00
PM

@LoisMarketing



If an in-person interview not possible, insist on video chat (Skype), references, portfolio -- and run a background/credit check #soloPR A3

1:49:00
PM

@bmesfin



RT @**KellyeCrane** A3: I think social media has made it harder to tell the diff between people who are likeable vs. good at work #solopr

1:49:00
PM

@3HatsComm



@**decillis** money changes everything. tough, painful lesson to learn the hard way. #soloPR

1:49:00
PM

@gregwbrooks






@**SoloPR** A3, part deux: Call people who have worked with them -- but not the people they list as references. #solopr

1:49:00
PM

@akenn





So many ways to vet - online check LI rec'ds, see what they tweet, do they comment on blogs? #solopr


- 1:49:00 PM @decillis  To the people that are saying phone, I would say Skype or a Hangout is just as feasible and will give you a better read. #solopr
- 1:49:00 PM @bmesfin  A3 Results and references #SoloPR
- 1:49:00 PM @KateRobins retweeted @gregwbrooks: @SoloPR A3, part deux: Call people who have worked with them -- but not the people they list as references. #solopr
- 1:49:00 PM @ehr_comms  Comms world is really small here, I'm sure I know someone they've worked with. #solopr
- 1:50:00 PM @JanetLFalk  A3 Was found on LinkedIn three times, including today. Follow-up convo, resume, writing samples. Asked mutual contact re issues. #soloPR
- 1:50:00 PM @dariasteigman  @decillis Agree. Phone calls are useful, but video lets you "read" even more. #SoloPR
- 1:50:00 PM @JenMarsikFriess  & good bluffers! MT @KellyeCrane: A3: I think SM has made it harder to tell the diff betw people who are likeable vs. good at work #solopr
- 1:50:00 PM @KellyeCrane  A3: LinkedIn can tell many tales. Do they have actual recommendations from ppl they've worked with? #solopr




1:51:00 PM @SoloPR Nice! RT @[KristK](#): A2: I should mention I have very few immediate family members. They pay in hugs, laughter and food (priceless). #SoloPR


1:51:00 PM @prtini  Hi @[mdbarber](#) & #SoloPR. We <3 our startups, but just to be clear, we only work with startups that value PR & prioritize it in the budget.

1:51:00 PM @decillis  I think you're all taking Q3 as a working relationship q. What about just new connections where you don't want to outright ask? #solopr

1:51:00 PM  retweeted @prtini: Hi @[mdbarber](#) & #SoloPR. We <3 our startups, but just to be clear, we only work with startups that value PR & prioritize it in the budget.

1:51:00 PM  @LoisMarketing  Don't forget the background check on a long-term contractor -- allowed as 'hinge' in most cases just as w prospective employee #soloPR A3

1:51:00 PM @SoloPR  RT @[dariasteigman](#): A3 Do your homework. Use your network to vet people, much as you do (you do, don't you?) with "offline" contacts #solopr

1:51:00 PM @mdbarber  @prtini thanks for chiming in Heather. I completely agree with you. #solopr

1:51:00
PM

@SoloPR



RT @gregwbrooks: @SoloPR A3: I'm a pretty good (read: make-people-cry direct) interviewer and don't hire people I haven't met. #solopr

1:51:00
PM

@KristK



A3: Mutual connections can help vet a potential client, colleague. Check 'em out IRL b4 committing. #SoloPR

1:52:00
PM

@phyllisweisspr



#solopr Burn me once, shame on you. Burn me twice, shame on me.

1:52:00
PM

@decillis



@dariasteigman Completely. There's just something about a face-to-face, even virtual, that brings what you're looking for out. #solopr

1:52:00
PM

@SoloPR



Yes, ask around! RT @ehr_comms: Comms world is really small here, I'm sure I know someone they've worked with. #solopr

1:52:00
PM

@LoisMarketing

retweeted @mdbarber: @prtini thanks for chiming in Heather. I completely agree with you. #solopr








1:52:00
PM







@prtini



@mdbarber If they don't budget for PR, they clearly don't value it, which means they're not a good fit for us! #SoloPR





- 1:53:00 PM @LoisMarketing Begin by asking trusted advisors and colleagues for referrals. Don't go into the cold tundra alone (!) to find right #soloPR A3
- 1:53:00 PM @KellyeCrane  A3: A person can be an excellent communicator online, but bad at deadlines. You have to check around... #solopr
- 1:53:00 PM @mdbarber  @prtini Exactly. And that is the distinction I think many were trying to make. You've done it so well in your business. #solopr
- 1:53:00 PM @3HatsComm  A3 as part of the reference, I encourage ppl to call - get the good and the bad - straight from the client's mouth #soloPR
- 1:53:00 PM @akenn  I think @prtini sums up what we've all been thinking #solopr
- 1:53:00 PM @decillis  I'm an extremely shy person that is in the social world, and I keep saying to meet in real life with people. So there's that. #solopr
- 1:54:00 PM @ehr_comms  A3: If they're late for a first meeting/call I can guarantee they'll miss deadlines. #solopr
- 1:54:00 PM @SoloPR  RT @prtini: @mdbarber If they don't budget for PR, they clearly don't value it, which means they're not a good fit for us! #SoloPR

- 1:54:00 PM @gregwbrooks  @**KellyeCrane** In which Kelly Crane starts picking on my hobbies... :)#**soloPR**
- 1:55:00 PM @SoloPR  Congrats! RT @**JanetLFalk**: A3 Was found on LinkedIn three times, including today. Asked mutual contact re issues. #**soloPR**
- 1:55:00 PM @JenMarsikFriess  A3 Recently heard of 2 execs (not PR) who interviewed great and are bad fits. You have to SERIOUSLY invest in the vetting process. #soloPR
- 1:55:00 PM @SoloPR  This! RT @**phyllisweisspr**: #**soloPR** Burn me once, shame on you. Burn me twice, shame on me.
- 1:56:00 PM @KellyeCrane  A3: Let me say that I've been burned by people who are very professional-seeming in person. #SoloPR
- 1:56:00 PM @PaulaJohns  Meetings this morning and looks like I missed a great chat...shout out to my #soloPR friends. Looking forward to reading the transcript.
- 1:56:00 PM @VoiceMattersLLC retweeted @**prtini**: @**mdbarber** If they don't budget for PR, they clearly don't value it, which means they're not a good fit for us! #**SoloPR**



1:56:00 PM @KateRobins  @**KellyeCrane** And the #solopr conf I think would be a good way to meet ppl.

1:56:00 PM @MarketingMel  @**Bristvol** @**SoloPR** Yes Logan and it's not our first rodeo marketing/PR blurredlines #solopr


1:56:00 PM @ehr_comms  A3: @**KellyeCrane** - I have too!!!! And other times thought it wouldn't go anywhere and turned out to be amazing. #solopr


1:56:00 PM @KellyeCrane  A3: My top tip here is to start slow with a new subcontractor/partner. Do a test project or two first. #solopr








1:57:00 PM @3HatsComm  @**KellyeCrane** and when ppl you've worked w/ aren't exactly social, rec-writing types? #solopr









1:57:00 PM   retweeted @**KellyeCrane**: A3: My top tip here is to start slow with a new subcontractor/partner. Do a test project or two first. #solopr

1:57:00 PM @accms   @**KellyeCrane** That's excellent advice. #solopr

1:57:00 PM @ehr_comms  A3: It's just so hard to read people sometimes. #solopr

1:57:00 PM @dariasteigman  Thanks, #solopr peeps, for another hour of smarts & sass.

- 1:57:00 PM @VoiceMattersLC  A3: yes, have had similar experience - the professional presentation contrasted the work process. [#neversayneverbut](#) [#solopr](#)
- 1:58:00 PM @SoloPR  This has been a fun/enlightening chat, everyone! Clock on the wall says we're out of time... [#solopr](#)
- 1:58:00 PM @KristK  My Green Acres double life: after [#solopr](#), I'm headed outside to help unload our new welder with the tractor/hoist, then off to teach PR.
- 1:58:00 PM @PaulaJohns  Very smart > RT [@kellyecrane](#) A3: My top tip here is to start slow with a new subcontractor/partner. Do a test project or two first. [#solopr](#)
- 1:58:00 PM @dariasteigman  A3 And might I add: Trust your instincts. If you have any doubts, look elsewhere. [#solopr](#)
- 1:58:00 PM @phyllisweisspr  [#solopr](#) Thank you everyone for such a fabulous chat. It's my first time with y'all online and now I'm hooked.
- 1:58:00 PM @3HatsComm  [@decillis](#) [@dariasteigman](#) I push for a video chat of some kind if I can, a stronger connection than a call. [#soloPR](#)

- 1:58:00 PM @gregwbrooks  @**KellyeCrane** Another reason I don't worry about being too professional -- keeps expectations manageable. #solopr
- 1:58:00 PM @MarketingMel  A. 3 Watch the sub in a non profit situation. That's how I found a fabulous subcontractor. #soloPR
- 1:58:00 PM @VoiceMattersLC  Yes! RT @**dariasteigman**: Thanks, #solopr peeps, for another hour of smarts & sass.
- 1:58:00 PM @ehr_comms  Thanks everyone. Have a great week!! #solopr
- 1:58:00 PM @SoloPR  Remember, we keep sharing and discussing #solopr topics on the hashtag all week. Transcript will be on soloprpro dot com tomorrow!
- 1:58:00 PM @LoisMarketing  Just as you test partners, allow them to test you. Be agreeable to a short-term or 'test' project as well :) #soloPR
- 1:58:00 PM @fransteps  RT @**KristK**: My Green Acres double life: after #solopr, I'm headed out to help unload new welder w/tractor/hoist, then to teach PR. #solopr
- 1:59:00 PM @SoloPR  Have a great week, friends! #solopr