



#SoloPR Transcript –5/7/2014

Q1: When you work w/a client on a project basis, how do you define a 'rush' job in the contract? [#solopr](#)

Q2: Can someone do PR and still be a journalist on the side? How do you juggle? [#solopr](#)

Q3: With the lines between Marketing & PR blurring, have you shifted how you position yourself or changed your offerings? [#solopr](#)

Q4 is a follow-up: Do you find yourself competing for the same types of projects with non-PR vendors? [#solopr](#)



KristK2:00pm via Twubs

A4: good way to waste resources: hire tactical skills without investing in an overarching strategy. [#solopr](#)



KarenSwim2:00pm via Twubs

@kcwriter Have a good one, so happy you were here today! [#solopr](#)



KarenSwim2:00pm via Twubs

@Yetunde Oh yay! Look forward to chatting with you more than once per week! [#solopr](#)



Yetunde1:59pm via TweetChat powered by oneQube

RT @KellyeCrane Have FUN, #solopr



jgombita 1:59pm via web

Well @Yetunde hope your definition of "conventional PR" doesn't reduce the discipline/craft to simply media relations for marketing #solopr



kcwriter 1:59pm via TweetChat powered by oneQube

Glad to have been a part of the chat this time around. Have a great rest of day, everybody! #solopr



KellyeCrane 1:58pm via TweetDeck

I feel like I talked extra-much today. Heading out on a trip to see my college girlfriends tomorrow, so I must be excited. J #solopr



Yetunde 1:58pm via TweetChat powered by oneQube

RT @SoloPR Thanks for the tweet chat. looking forward to joining solopr #solopr



YourPRAssistant 1:57pm via HootSuite

RT @PRjeff: It's been a pleasure all. Now go have your PR pie and eat it too. #VivaPR #solopr



Yetunde 1:57pm via web

@jgombita hahahhaha that's the word we used when I was in college. "conventional" as in, the way that is normal. aka traditional #solopr



fransteps 1:56pm via tchat.io

RT @SoloPR: Remember, we share on hashtag all week long-transcript will be up on soloprpro dot com tomrw - see you next week! #solopr



PRjeff 1:56pm via tchat.io

#solopr transcript – 5/7/2014

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

It's been a pleasure all. Now go have your PR pie and eat it too. #VivaPR #solopr



YourPRAssistant 1:55pm via HootSuite

RT @PRjeff: PR pie is tastiest PT @KellyeCrane: A4: ...everyone's just trying to get a piece of the pie. #solopr



SoloPR 1:55pm via tchat.io

Yes! Can be more lucrative, too RT @Yetunde: The new direction is offering some trainings for clients, not just doing it for them. #solopr



jgombita 1:55pm via web

@Yetunde what do you mean "conventional"? Wrote "piffle" post about people saying "traditional PR" when they mean MSmedia relations. #solopr



ehr_comms 1:55pm via tchat.io

Thanks so much everyone. #solopr



SoloPR 1:54pm via tchat.io

Yuum yum! RT @PRjeff: PR pie is tastiest PT @KellyeCrane: A4: ...everyone's just trying to get a piece of the pie. #solopr



3HatsComm 1:54pm via TweetDeck

ITA. I may lose but I do fight this fight all the time. RT @jgombita: PR involves the strategic WHY and WHAT decisions. #soloPR



SoloPR 1:54pm via tchat.io

Remember, we share on the hashtag all week long. The transcript will be up on soloprpro dot com tomorrow - see you next week! #solopr



Yetunde1:54pm via TweetChat powered by oneQube

The new direction is offering some trainings for clients, not just doing it for them. #solopr



PRjeff1:54pm via tchat.io

PR pie is tastiest PT @KellyeCrane: A4: ...everyone's just trying to get a piece of the pie.#solopr



SoloPR1:54pm via tchat.io

Wow, great chat today everyone! I see our official time is almost up, not room for another question. Thanks for joining! #solopr



Yetunde1:53pm via TweetChat powered by oneQube

hahah absolutely RT @KellyeCrane A4: Our savvy, nimble #solopr pros were way ahead in making the necessary adjustments!



Yetunde1:53pm via TweetChat powered by oneQube

and now there are companies that only do social media pr competing with companies that do conventional pr #solopr



KarenSwim1:53pm via Twubs

Agree RT @KellyeCrane A4: Our savvy, nimble#solopr pros were way ahead in making the necessary adjustments!



3HatsComm1:53pm via TweetDeck

@EEPaul thought I'd get them back when they saw the team didn't 'get' them, weren't good curators. No matter.. package deal. #soloPR



jgombita1:53pm via web

My point is that a lot of (written/spoken) "communication" is tactical @3HatsComm. PR involves the strategic WHY and WHAT decisions.#soloPR



KellyeCrane1:53pm via TweetDeck

@3HatsComm Even automation can have smart messaging strategy behind it- PR pros needed even in those cases, I believe. #solopr



KellyeCrane1:52pm via TweetDeck

A4: Our savvy, nimble #solopr pros were way ahead in making the necessary adjustments!



Yetunde1:52pm via TweetChat powered by oneQube

AGREE RT @jgombita Public relations is more than just "communications" Reputation, value & relationship building can take many forms#soloPR



EEPaul1:51pm via TweetDeck

A4 #solopr @3HatsComm Had same happen to me, but regained work once it became clear automation killed authenticity. Reputation matters.



3HatsComm1:51pm via TweetDeck

@SoloPR what can I tell you.. 'set and forget' broadcast is a lot cheaper than custom content, human engagement #soloPR



KellyeCrane1:51pm via TweetDeck

A4: It's the advertising model that's seen the most disruption- everyone's just trying to get a piece of the pie. #solopr



3HatsComm1:50pm via TweetDeck

@jgombita true.. didn't mean to limit PR to being 'just' comms. relationships, brand value and rep certainly extend beyond that #soloPR



SoloPR1:50pm via tchat.io

MT @gregwbrooks: If you're chasing strategic pieces of work (for client AND you), then non-PR competitors is much less an issue. #solopr



akenn1:50pm via tchat.io

yep RT @KellyeCrane the big PR agencies are just now waking up and trying to compete with ad/digital (vs other way around). #solopr



SoloPR1:49pm via tchat.io

RT @YourPRAssistant: @KellyeCrane #SoloPRbelieve #PR pros are translators & needed by marketing pros.



KellyeCrane1:49pm via TweetDeck

@akenn I actually think the big PR agencies are just now waking up and trying to compete with ad/digital (vs other way around). #solopr



KarenSwim1:49pm via HootSuite

@YourPRAssistant Oh yes I had forgotten about that chapter! #solopr



YourPRAssistant1:49pm via HootSuite

@KellyeCrane #SoloPR believe #PR pros are translators & needed by marketing pros. They don't get the strategy behind media support for mktg.



PRjeff1:48pm via tchat.io

@joeldon If they still generate great PR results, more power to them. #solopr



SoloPR1:48pm via tchat.io

#solopr transcript – 5/7/2014

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

True! RT @joeldon: Never met an ad agency that didn't also list public relations as an offering. Often one person or outsourced. #solopr



OhhSocialMedia 1:48pm via RoundTeam

RT @KellyeCrane: A4: Don't see ad agencies trying to elbow in as much anymore. #solopr



SoloPR 1:48pm via tchat.io

Ugh RT @3HatsComm: A4 yes, I lost SM mgt part of a portfolio to a web dev firm so they could optimize (aka automate) it for less \$ #soloPR



gregwbrooks 1:48pm via web

If you're chasing strategic pieces of work (for client AND you), then worrying about non-PR competitors is much less an issue. #solopr



remcojanssen 1:48pm via Twitter for Android

RT @jgombita: Public relations is more than just "communications" @3HatsComm. Reputation, value and relationship building can take many for #soloPR



KarenSwim 1:48pm via HootSuite

@dariasteigman So bummed for you I know how much you enjoy the games #solopr



joeldon 1:48pm via HootSuite

Never met an ad agency that didn't also list public relations as an offering. Often one person or outsourced. #solopr



jgombita 1:47pm via web

Public relations is more than just "communications" @3HatsComm. Reputation, value and relationship building can take many forms.... #soloPR



PRjeff1:47pm via tchat.io

@KarenSwim MR? #solopr



cloudspark1:47pm via web

@PRjeff i do if it means i can slay silos and get exponential return for the client's efforts. or if it's a specialty i don't have. #solopr



KarenSwim1:47pm via Twubs

To @KellyeCrane's point and question, think of how SEO has also spilled over into other silos#solopr



KellyeCrane1:47pm via TweetDeck

@fransteps @akenn Maybe I don't see it as much because I've beaten them all back from my clients with a stick. J #solopr



Yetunde1:46pm via TweetChat powered by oneQube

SO TRUE! RT @KellyeCrane A4: There was a time when advertising firms were re-branding as "digital" and trying to take over sm. #solopr



YourPRAssistant1:46pm via HootSuite

@KarenSwim Exploited bloggers... Urgh!#SoloPR



3HatsComm1:46pm via TweetDeck

A4 yes, I lost SM mgt part of a portfolio to a web dev firm so they could optimize (aka automate) it for less \$ #soloPR



KarenSwim1:46pm via Twubs

A4: I do both so yes and when it comes to social media, content marketing it is more common for it to be non-PR #solopr



PRjeff1:46pm via web

RT @KellyeCrane: A3: I don't buy into the idea that Marketing is taking over PR- I actually think smart #solopr pros are doing the opposite.



SoloPR1:46pm via tchat.io

RT @akenn: I know for a fact that bigger PR firms find themselves competing more with ad firms these days #solopr



fransteps1:46pm via tchat.io

Still...RT @KellyeCrane: A4: There was a time when advertising firms were re-branding as "digital" & trying to take over so/me. #solopr



SoloPR1:46pm via tchat.io

Teehee RT @PRjeff: A4: Who wants to work w/a client that would consider hiring a non-PR vendor? #solopr



akenn1:45pm via tchat.io

I know for a fact that bigger PR firms find themselves competing more with ad firms these days #solopr



KellyeCrane1:45pm via TweetDeck

@gregwbrooks Hahaha! #solopr



KarenSwim1:45pm via Twubs

Yes RT @KellyeCrane A4: There was a time when advertising firms were re-branding as "digital" and trying to take over social media.#solopr



fransteps1:45pm via tchat.io

@decillis Love this! How about pants for a wedding outfit? Just think it over.... #solopr



KellyeCrane1:45pm via TweetDeck

A4: Don't see ad agencies trying to elbow in as much anymore. #solopr



phyllisweisspr1:44pm via Tweet Button

RT @cloudspark: a4: more so in the digital space than in traditional communications#solopr



KarenSwim1:44pm via Twubs

@PRjeff it could be for content marketing, non MR work #solopr



Yetunde1:44pm via TweetChat powered by oneQube

@SoloPR A4: YES. In our changing industry what has helped is our depth of experience in multiple fields Image Branding, PR and Mktg#solopr



cloudspark1:44pm via web

a4: more so in the digital space than in traditional communications #solopr



phyllisweisspr1:44pm via Tweet Button

RT @BluePepperPR: @phyllisweisspr I collaborated w/ client's legal on statement. I wanted to kick them out my sandbox (or throw sand in the#solopr



KellyeCrane1:44pm via TweetDeck

A4: There was a time when advertising firms were re-branding as "digital" and trying to take over social media. #solopr



BluePepperPR 1:44pm via TweetChat powered by oneQube

A4: What's a 'non-PR' vendor? Everyone 'does' PR... :- (#solopr



decillis 1:44pm via TweetDeck

@fransteps #solopr lifepic.twitter.com/gEKlhbbQui



YourPRAssistant 1:44pm via HootSuite

@PRjeff Not me. #SoloPR



gregwbrooks 1:43pm via web

@SoloPR A4. Sometimes. The poor, dumb, outgunned bastards. #solopr



fransteps 1:43pm via tchat.io

A4: Loaded question! Can I plead the fifth? #solopr



PRjeff 1:43pm via tchat.io

A4: Who wants to work w/a client that would consider hiring a non-PR vendor? #solopr



prophetdwann 1:43pm via Twitter for iPhone

RT @KarenSwim: RT @SoloPR Q4 is a follow-up: Do you find yourself competing for the same types of projects with non-PR vendors? #solopr



KristK 1:43pm via Twubs

RT @SoloPR Q4 is a follow-up: Do you find yourself competing for the same types of projects with non-PR vendors? #solopr



KarenSwim 1:43pm via Twubs

RT @SoloPR Q4 is a follow-up: Do you find yourself competing for the same types of projects with non-PR vendors? #solopr



KellyeCrane 1:43pm via TweetDeck

RT @SoloPR: Q4 is a follow-up: Do you find yourself competing for the same types of projects with non-PR vendors? #solopr



kcwriter 1:42pm via TweetChat powered by oneQube

RT @cloudspark a3: marketing = you asking for a date. pr = people talking so well of you that people seek you out for a date. #solopr



Yetunde 1:42pm via TweetChat powered by oneQube

RT @SoloPR Q4 is a follow-up: Do you find yourself competing for the same types of projects with non-PR vendors? #solopr



3HatsComm 1:42pm via TweetDeck

@phyllisweisspr report to no, work together with .. absotively. :) #soloPR



YourPRAssistant 1:42pm via HootSuite

@SoloPR (waving) Former tech blogger and it was fortifying for me as a #PR pro. #SoloPR Still invited by startups to test online apps.



PRjeff 1:42pm via tchat.io

Blow up silos. RT @3HatsComm: A3 Integrationist. CRM, IR, MR, HR, R&D, S&S.. all works better when it works together. Comms is key, #solopr



fransteps1:42pm via tchat.io

RT @SoloPR: Q4 is a follow-up: Do you find yourself competing for the same types of projects with non-PR vendors? #solopr



KarenSwim1:42pm via Twubs

@dariasteigman Aww boo hiss to rain and missing #solopr



SoloPR1:42pm via tchat.io

Q4 is a follow-up: Do you find yourself competing for the same types of projects with non-PR vendors? #solopr



BluePepperPR1:42pm via TweetChat powered by oneQube

@phyllisweisspr I collaborated w/ client's legal on statement. I wanted to kick them out my sandbox (or throw sand in their eyes). #solopr



cloudspark1:42pm via web

a3: marketing = you asking for a date. pr = people talking so well of you that people seek you out for a date. #solopr



cloudspark1:41pm via web

RT @KristK: A3 Mktg = customer-, transaction-focused comms but orgs need to communicate with others beyond customers (hence PR)#solopr



3HatsComm1:41pm via TweetDeck

A3 Integrationist. CRM, IR, MR, HR, R&D, S&S.. it all works better when it works together. Communications is key, PR = Comms. #soloPR



dariasteigman 1:41pm via Twitter for Android

Missing #solopr to go to #Nats game. Endless rain delay & concourse crowds driving me home to watch on TV. Best laid plans.



YourPRAssistant 1:41pm via HootSuite

RT @SoloPR: RT @EEPaul: #SoloPR A3: Yes. Much more digital over past six years. Have to be social media-savvy. Helps to be an active tech ...



Yetunde 1:41pm via TweetChat powered by oneQube

Hello Everyone #solopr just got opportuned to join the tweet



PRjeff 1:41pm via tchat.io

RT @KelyeCrane: A3: Some of you are alluding to this: most clients don't really care what you call it. They care about the result! #solopr



phyllisweisspr 1:41pm via Tweet Button

@gregwbros #solopr So true. I was thinking more of corporate America.



KarenSwim 1:41pm via Twubs

@KelyeCrane Agree that many solos can and do but not always the case for others i.e. in-house or large agency #solopr



PRjeff 1:41pm via tchat.io

Yep! RT @KristK: A3 Mktg = customer-, transaction-focused comms but orgs need to communicate w/ others beyond customers (hence PR) #solopr



ehr_comms 1:40pm via tchat.io

@decillis how exciting! Congrats! #solopr



3HatsComm 1:40pm via TweetDeck

@KristK many many Publics are crucial to an org's success, many outcomes (including sales) drive bottom line #soloPR



KellyeCrane 1:40pm via TweetDeck

A3: Some of you are alluding to this: most clients don't really care what you call it. They care about the result! #solopr



gregwbrooks 1:40pm via web

@phyllisweisspr Unless your client is a law firm. ;) #solopr



decillis 1:40pm via TweetDeck

.@fransteps HOW MANY TIMES DO I HAVE TO TELL YOU THAT LONG SHIRTS ARE WHERE IT'S AT??? #solopr



akenn 1:40pm via Tweet Button

RT @KellyeCrane: A3: Content strategy/marketing, inbound mkts, email campaigns - all areas #solopr pros can (and do) conquer.



fransteps 1:39pm via tchat.io

If you wore pants...RT @decillis: @akenn Ha! don't think anyone wants a personal branding session from me. I'm kind of an idiot. #solopr



decillis 1:39pm via TweetDeck

My browser is acting all kinds of weird, so I'm just gonna finally buy my wedding dress. Have a great day guys! :) #solopr



KellyeCrane 1:39pm via TweetDeck

A3: Content strategy/marketing, inbound mkts, email campaigns - all areas **#solopr** pros can (and do) conquer.



phyllisweisspr 1:39pm via Tweet Button

#solopr The key is that PR should never report to the legal department.



prophetdwann 1:39pm via Twitter for iPhone

RT **@KarenSwim**: Yes and yes!!! RT **@BluePepperPR @PRjeff** It seems like PR also needs to have good PR. :-)
#solopr



BluePepperPR 1:38pm via TweetChat powered by oneQube

!!! RT **@PRjeff**: A3: I just tell biz owners **#marketing** promotes products, **#PR** promotes organizations. **#solopr**



KarenSwim 1:38pm via Twubs

Yes and yes!!! RT **@BluePepperPR @PRjeff** It seems like PR also needs to have good PR. :-)
#solopr



LoisMarketing 1:38pm via TweetDeck

My parting thought (gotta run for a meeting): If you want to grow and thrive as a **#soloPR** embrace and offer BOTH. :)



PRjeff 1:38pm via tchat.io

Oh, no kidding. Run into a lot of this. RT **@BluePepperPR**: It seems like PR also needs to have good PR. :-)
#solopr



KarenSwim 1:38pm via Twubs

@akenn True some can but some of us can be prissy little prima donnas too, not anyone in this group but those other people out there #solopr



KristK 1:38pm via web

RT @PRjeff: A3: I just tell biz owners #marketingpromotes products, #PR promotes organizations. #solopr



fransteps 1:37pm via tchat.io

Like this approach! RT @PRjeff: A3: I just tell biz owners #marketing promotes products, #PRpromotes organizations. #solopr



BluePepperPR 1:37pm via TweetChat powered by oneQube

@PRjeff It seems like PR also needs to have good PR. :-) #solopr



PRjeff 1:37pm via tchat.io

A3: The utopian org chart: head of PR and head of marketing are equal; both have direct report to CEO. #solopr



KristK 1:37pm via Twubs

A3 Mktg = customer-, transaction-focused comms but orgs need to communicate with others beyond customers (hence PR) #solopr



phyllisweisspr 1:37pm via Tweet Button

RT @PRjeff: A3: I just tell biz owners #marketingpromotes products, #PR promotes organizations. #solopr



gregwbrooks 1:37pm via web

@PRjeff Companies have a nasty habit of wanting to sell things on the say to being safe. ;) #solopr



KellyeCrane1:37pm via TweetDeck

A3: I do think it's useful to continue talking about my PR background. Helps clients understand your frame of ref. #solopr



tootiewootie1:36pm via Twitter for iPhone

RT @BluePepperPR: There should be synergy + collab. ~> MT @ehr_comms A3: Marketing and PR should def parallel each other and influence each#solopr



KarenSwim1:36pm via Twubs

@KristK @PRjeff not all have common sense :-)#solopr



SCommI1:36pm via TweetDeck

RT @SoloPR: RT @ehr_comms: A3: Marketing and PR should def parallel each other and influencing each other. #solopr



LoisMarketing1:36pm via TweetDeck

@PRjeff There's something to be said for marketing as THE umbrella -- for keeping companies in business :) :) #soloPR A3



PRjeff1:36pm via tchat.io

A3: I just tell biz owners #marketing promotes products, #PR promotes organizations. #solopr



akenn1:36pm via tchat.io

Yet they still act superior to PR pros RT @KarenSwim Seriously, God bless the journos, low pay, stress and often no respect #solopr



BluePepperPR1:36pm via TweetChat powered by oneQube

RT @joeldon Best scenario has always been PR reporting to the CEO or Board; a strategic asset.. #solopr



3HatsComm1:36pm via TweetDeck

RT @KristK: A3: strategic comms counsel w senior-level tactical implementation. Specifics depend on client needs <-- ditto #solopr



SoloPR1:36pm via tchat.io

RT @EPPaul: #SoloPR A3: Yes. Much more digital over past six years. Have to be social media-savvy. Helps to be an active tech blogger too.



joeldon1:36pm via HootSuite

Best scenario has always been PR reporting to the CEO or Board; a strategic asset.. #solopr



decillis1:36pm via TweetDeck

@akenn Ha! I don't think anyone wants a personal branding session from me. I'm kind of an idiot. ;) #solopr



KristK1:36pm via Twubs

RT @PRjeff A3: Those w/common sense know there is no q that PR is THE umbrella -- at least when it comes to keeping co's safe #solopr



BluePepperPR1:35pm via TweetChat powered by oneQube

There should be synergy + collab. ~> MT @ehr_comms A3: Marketing and PR should def parallel each other and influence each other.#solopr



SoloPR1:35pm via tchat.io

RT @ehr_comms: A3: Marketing and PR should def parallel each other and influencing each other. #solopr



jendonovansf 1:35pm via TweetDeck

@gregwbrooks @KarenSwim @PRjeff Oh how you've changed :) #solopr



PRjeff 1:35pm via tchat.io

A3: Those w/common sense know there is no q that PR is THE umbrella -- at least when it comes to keeping co's safe #solopr



KarenSwim 1:35pm via Twubs

Ha! RT @satscribe @fransteps Beat? I have whole suburbs to cover. ;-) #solopr



SoloPR 1:35pm via tchat.io

RT @BluePepperPR: A3: We've enhanced our services and spend more time educating clients on the differences in the disciplines. #solopr



TheesOcialite 1:35pm via Twitter for Android

RT @KellyeCrane: A3: I don't buy into the idea that Marketing is taking over PR- I actually think smart #solopr pros are doing the opposite.



akenn 1:35pm via tchat.io

Love this. Can I sign up for tutoring session? RT @decillis A3: I'm constantly shifting and changing how I present me & my offerings #solopr



YourPRAssistant 1:35pm via HootSuite

RT @LoisMarketing: When someone asks what I do I readily say "Marketing communications and public relations". #soloPR A3



fransteps 1:34pm via tchat.io

hey there! RT @satscribe: @fransteps Beat? I have whole suburbs to cover. ;-) #solopr



KarenSwim 1:34pm via HootSuite

@jendonovansf @gregwbrooks Seriously, God bless the journos, low pay, stress and often no respect #solopr



SoloPR 1:34pm via tchat.io

MT @3HatsComm: A3 tools and tactics have shifted, expanded but biz tenets hold true – to be a successful biz, communication is key #soloPR



LoisMarketing 1:34pm via TweetDeck

When someone asks what I do I readily say "Marketing communications and public relations". #soloPR A3



gregwbrooks 1:34pm via web

@jendonovansf @KarenSwim @PRjeff It was younger Greg-like -- I made the leap to PR 24 years ago. #solopr



KristK 1:34pm via Twubs

A3: Overall offering is the same = strategic comms counsel w senior-level tactical implementation. Specifics depend on client needs #solopr



PRjeff 1:34pm via tchat.io

A3: Marketing needs to have good PR... as does HR, operations, sales, etc. #solopr



KellyeCrane 1:34pm via TweetDeck

@fransteps Now, I think it's just all communications, and who communicates better than PR? #biased J #solopr



EEPaul 1:34pm via TweetDeck

#SoloPR A3: Yes. Much more digital over past six years. Have to be social media-savvy. Helps to be an active tech blogger too.



satscribe 1:34pm via web

@fransteps Beat? I have whole suburbs to cover. ;-) #solopr



BluePepperPR 1:34pm via TweetChat powered by oneQube

!! MT @YourPRAssistant @KellyeCrane Yes and I find myself explaining mktg leads the PR campaign, etc. People still want PR to sell. #solopr



LoisMarketing 1:33pm via TweetDeck

I blurred the lines when I started my business. I offer a suite of services that encompass both. #soloPR A3



3HatsComm 1:33pm via TweetDeck

@fransteps @KellyeCrane FWIW my last corporate job title was MarComm Manager and I did internal/external PR, design, events, more #soloPR



gregwbrooks 1:33pm via web

@SoloPR A3, WTG is PR-heavy marketing and sells as such. But I think PR is subsidiary to marketing anyway. #solopr



ehr_comms 1:33pm via tchat.io

A3: Marketing and PR should def parallel each other and influencing each other. #solopr



akenn 1:33pm via tchat.io

You have such a positive perspective RT @KellyeCrane I don't buy idea of Mkting taking over PR- smart #solopr pros are doing the opposite.



PRjeff1:33pm via tchat.io

!! RT @KellyeCrane: A3: I don't buy into the idea Marketing is taking over PR- I actually think smart #solopr pros are doing the opposite.



KarenSwim1:33pm via Twubs

A3: In some corp circles PR reports to marketing was not true in past #solopr



YourPRAssistant1:32pm via HootSuite

RT @KellyeCrane: A3: I don't buy into the idea that Marketing is taking over PR- I actually think smart #solopr pros are doing the opposite.



PRjeff1:32pm via tchat.io

They might be a good source for clients. PT @akenn: more + more journos need PR to "build their own brand" #solopr



BluePepperPR1:32pm via TweetChat powered by oneQube

A3: We've enhanced our services and spend more time educating clients on the differences in the disciplines. #solopr



TheesOcialite1:32pm via Twitter for Android

"@KellyeCrane: A2: As we know, not all PR work is media relations, so it's not always a big problem. #solopr"



SoloPR1:32pm via tchat.io

MT @decillis: A3: I'm constantly shifting and changing how I present me & my offerings...#solopr #solopr



YourPRAssistant 1:32pm via HootSuite

@[KellyeCrane](#) [#SoloPR](#) Yes and I find myself (@[thejstandard](#)) explaining that mktg leads the PR campaign, etc. People still want PR to sell.



KarenSwim 1:32pm via Twubs

True RT @[KellyeCrane](#) A3: For years, much of what I've been doing would have been called Marketing Communications in the past. [#solopr](#)



prophetdwann 1:32pm via Twitter for iPhone

@[KarenSwim](#) lovin' what I can see of [#solopr#tweetchat](#) today!



KellyeCrane 1:32pm via TweetDeck

A3: I don't buy into the idea that Marketing is taking over PR- I actually think smart [#solopr](#)pros are doing the opposite.



ehr_comms 1:32pm via tchat.io

A3: This is so difficult, i.e. is writing content for a website considered marketing or communications now? [#solopr](#)



3HatsComm 1:32pm via TweetDeck

A3 tools and tactics have shifted, expanded but biz tenets hold true – to be a successful, sustainable biz, communication is key [#soloPR](#)



akenn 1:31pm via tchat.io

A twist on journo/PR question -more + more journos need PR to "build their own brand" as their role expands to blogger, speaker, etc [#solopr](#)



PRjeff 1:31pm via HootSuite

@gregwbrooks Nice! #soloPR



fransteps 1:31pm via tchat.io

And now? RT @KellyeCrane: A3: For years, much of what I've been doing would have been called Marketing Communications in the past. #solopr



KellyeCrane 1:31pm via TweetDeck

A3: For years, much of what I've been doing would have been called Marketing Communications in the past. #solopr



decillis 1:31pm via TweetDeck

A3: I'm constantly shifting and changing how I present me & my offerings. But that has a lot to do w/ my stuff constantly changing #solopr



prophetdwann 1:31pm via Twitter for iPhone

RT @KarenSwim: A2: These days everyone has a side hustle so this question extends beyond PR/Journo roles #solopr



KristK 1:31pm via Twubs

RT @SoloPR Q3: With the lines between Marketing & PR blurring, have you shifted how you position yourself or changed your offerings? #solopr



jendonovansf 1:30pm via TweetDeck

@gregwbrooks @KarenSwim @PRjeff Only 50% That doesn't sound very "Greg-like" ;) #solopr



3HatsComm 1:30pm via TweetDeck

@fransteps I know! just when I think I know who covers what.. it's all changed. again. :) #soloPR



KellyeCrane 1:30pm via TweetDeck

RT @SoloPR: Q3 With the lines between Marketing & PR blurring, have you shifted how you position yourself or changed your offerings? #solopr



jendonovansf 1:30pm via TweetDeck

@fransteps Absolutely, especially in the tech world. #solopr



SoloPR 1:29pm via tchat.io

RT @LoisMarketing: Feature or column writing is different than being a news journalist. That can work for PR advisors :) #soloPR A2



fransteps 1:29pm via tchat.io

A2: Wait, do journos still HAVE beats? Our locals are being moved around constantly. #solopr



gregwbrooks 1:29pm via web

@KarenSwim @PRjeff When I made the jump, my salary went up nearly 50% overnight -- all the detox most journalists need. :) #solopr



SoloPR 1:29pm via tchat.io

Q3: With the lines between Marketing & PR blurring, have you shifted how you position yourself or changed your offerings? #solopr



prophetdwann 1:28pm via Twitter for iPhone

RT @SoloPR: RT @akenn: The answer to Q2 is "yes of course" but "absolutely not if they're doing PR for someone in their current beat" #solopr



KellyeCrane 1:28pm via TweetDeck

@gregwbrooks Yes! Hence my last tweet - journos come over to the "dark side" of PR everyday. #solopr



prophetdwann 1:28pm via Twitter for iPhone

RT @SoloPR: Q2: Can someone do PR and still be a journalist on the side? How do you juggle?#solopr



phyllisweisspr 1:28pm via Tweet Button

RT @gregwbrooks: A2 addendum: Where are these mythical freelance journalism gigs that are even worth our hourly-rate equivalent?#solopr



YourPRAssistant 1:28pm via HootSuite

@KellyeCrane I thought they just woke up and decided I think I'm PR therefore I am PR. LOL#SoloPR



KarenSwim 1:28pm via Twubs

@gregwbrooks Ha! That IS the question of the day! #solopr



kcwriter 1:28pm via TweetChat powered by oneQube

MT @KristK @3HatsComm A2 If: 1) diff topics 2) no overlap/conflicts of interest & 3) disclosure, OK from all parties, it could work #soloPR



LoisMarketing 1:28pm via TweetDeck

Feature or column writing is different than being a news journalist. That can work for PR advisors :) #soloPR A2



SoloPR 1:28pm via tchat.io

Thanks everyone for your interesting thoughts on Q2! Q3 is coming up... #solopr



KarenSwim 1:27pm via Twubs

Lol! RT @PRjeff A2: Don't journalists who come over to the #PR side go through months of detox? #solopr



KellyeCrane 1:27pm via TweetDeck

@PRjeff Journos who try PR for a while become PR people. :-) #solopr



phyllisweisspr 1:27pm via Tweet Button

RT @PRjeff: A2: Don't journalists who come over to the #PR side go through months of detox?#solopr



gregwbrooks 1:27pm via web

A2 addendum: Where are these mythical freelance journalism gigs that are even worth our hourly-rate equivalent? #solopr



fransteps 1:27pm via tchat.io

LOL this! RT @PRjeff: A2: Don't journalists who come over to the #PR side go through months of detox? #solopr



KristK 1:27pm via Twubs

MT @3HatsComm A2 If: 1) diff topics 2) no overlap, conflicts of interest and 3) disclosure, OK from all parties, it could work #soloPR



YourPRAssistant 1:27pm via HootSuite

@LoisMarketing LOL Love it! #SoloPR



PRjeff 1:26pm via tchat.io

A2: Don't journalists who come over to the #PRside go through months of detox? #solopr

#solopr transcript – 5/7/2014

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KellyeCrane1:26pm via TweetDeck

Me too! RT @fransteps: A2: My answer today is far different from my answer of 5 years ago. Media roles are changing #solopr



LornaWDee1:26pm via Twitter for Android

RT @KarenSwim: A2: I know two former broadcast journos who lost jobs bc they did both even with no conflict of interest #solopr



YourPRAssistant1:26pm via HootSuite

@KarenSwim #SoloPR So true.



3HatsComm1:26pm via TweetDeck

A2 Agree that if: 1) diff topics 2) no overlap, conflicts of interest and 3) disclosure, OK from all parties, it could work #soloPR



ehr_comms1:26pm via tchat.io

Exactly! @KarenSwim #solopr



BluePepperPR1:25pm via TweetChat powered by oneQube

Meeting at 2P ~> MT @LoisMarketing If I need to clear something with the boss I have a meeting in front of the mirror. :) #soloPR



KarenSwim1:25pm via Twubs

A2: These days everyone has a side hustle so this question extends beyond PR/Journo roles#solopr



SoloPR1:25pm via TweetDeck

RT @EEPaul: @SoloPR Some of my freelance commissions come because editors know my clients/expertise - I just make it 100% clear.#soloPR



PRjeff1:25pm via tchat.io

A2: Would you hire the driver who caused your car to be in an accident to be your attorney in the case? Just thinkin' #solopr



phyllisweisspr1:25pm via Tweet Button

RT @LoisMarketing: If I need to clear something with the boss I have a meeting in front of the mirror. :) :) #soloPR A2



SoloPR1:25pm via tchat.io

RT @YourPRAssistant: @SoloPR #SoloPRThat's how I began in PR. Check w/ HR. Most peeps sign emp agreement w/ concern for non-compete clause



akenn1:25pm via tchat.io

.@sportsgirlkat does a good job (in my eyes) of balancing the two jobs #solopr



KarenSwim1:24pm via Twubs

Excellent point! RT @KellyeCrane A2: As we know, not all PR work is media relations, so it's not always a big problem. #solopr



LoisMarketing1:24pm via TweetDeck

If I need to clear something with the boss I have a meeting in front of the mirror. :) :) #soloPR A2



3HatsComm1:24pm via TweetDeck

RT @KellyeCrane: A2: As we know, not all PR work is media relations, so it's not always a big problem. #solopr



KristK 1:24pm via Twubs

A2: I've known PR people who wrote column for local paper/magazine or had community TV show -- unrelated to their PR work. [#solopr](#)



phyllisweisspr 1:24pm via Tweet Button

RT @kcwriter: A2: If you tell your boss and your editor upfront and they're fine with it, then you should be covered. [#solopr](#)



kcwriter 1:24pm via TweetChat powered by oneQube

A2: If you tell your boss and your editor upfront and they're fine with it, then you should be covered. [#solopr](#)



KellyeCrane 1:24pm via TweetDeck

A2: As we know, not all PR work is media relations, so it's not always a big problem. [#solopr](#)



EEPaul 1:23pm via TweetDeck

@SoloPR Some of my freelance commissions come because editors know my clients/expertise - I just make it 100% clear. [#soloPR](#)



phyllisweisspr 1:23pm via Tweet Button

[#solopr](#) I too jumped to the "dark side" when someone I covered as a reporter gave me a better paying job as an information director.



3HatsComm 1:23pm via TweetDeck

+1 RT @EEPaul: A2 [#soloPR](#) 1. Tell editor if you have conflict of interest. 2. Don't focus solely on clients



KristK 1:23pm via Twubs

A2: Reporter accepted writing project with org he covered. Soon lost job and freelance gig. #solopr



akenn 1:22pm via tchat.io

Conflict of interest can evolve & change. What seems OK at first can become offensive later b/c of promotions, other events/players #solopr



fransteps 1:22pm via tchat.io

A2: My answer today is far different from my answer of 5 years ago. Media roles are changing. How to define is a challenge. #solopr



YourPRAssistant 1:22pm via HootSuite

RT @KristK: A2: Dual PR/journalist roles can work -- as long as lines are clear, and you don't write about clients or cover their beat. #solopr



gregwbrooks 1:22pm via web

@SoloPR A2: In theory, yes. Employer (on both sides) may disagree. I'm more intrigued with PR people doing p/t journalism. #solopr



3HatsComm 1:22pm via TweetDeck

@BluePepperPR exactly .. designers, programmers, delivery .. pick almost any industry, you pay a premium for rush. #soloPR



SoloPR 1:22pm via tchat.io

RT @KristK: A2 Dual PR/journalist roles can work- as long as lines are clear, and you don't write about clients or cover their beat #solopr



YourPRAssistant 1:22pm via HootSuite

@SoloPR #SoloPR That's how I began in PR. Check w/ HR. Most peeps sign emp agreement w/ concern for non-compete clause.



KristK 1:22pm via Twubs

A2: Dual PR/journalist roles: Inform your boss and your clients and define ethical boundaries. #solopr



BluePepperPR 1:22pm via TweetChat powered by oneQube

RT @decillis Key to life right here. RT @KellyeCrane: A2: As with most things, complete honesty and transparency would be required. #solopr



SoloPR 1:21pm via tchat.io

I'd tell even without a conflict RT @EEPaul: A2#soloPR 1. Tell editor if you have conflict of interest. 2. Don't focus solely on clients



phyllisweisspr 1:21pm via Tweet Button

RT @KristK: A2: Dual PR/journalist roles can work -- as long as lines are clear, and you don't write about clients or cover their beat. #solopr



KarenSwim 1:21pm via Twubs

@KellyeCrane Yes and were keeping separate but... #solopr



LoisMarketing 1:21pm via TweetDeck

I prefer to keep things clean, clear and straight-up. If there's any chance of conflict of interest I do not accept the work. #SoloPR A2



KristK 1:21pm via Twubs

A2: Dual PR/journalist roles can work -- as long as lines are clear, and you don't write about clients or cover their beat. #solopr



KarenSwim1:21pm via Twubs

Smart advice! RT @EEPaul A2 #soloPR 1. Tell editor if you have conflict of interest. 2. Don't focus solely on clients



decillis1:21pm via TweetDeck

Key to life right here. RT @KellyeCrane: A2: As with most things, complete honesty and transparency would be required. #solopr



SoloPR1:20pm via tchat.io

RT @akenn: The answer to Q2 is "yes of course" but "absolutely not if they're doing PR for someone in their current beat" #solopr



KarenSwim1:20pm via Twubs

Agree! and check emp. contract RT @KellyeCrane A2: As with most things, complete honesty and transparency would be required. #solopr



KellyeCrane1:20pm via TweetDeck

@KarenSwim Oh no! Had they told their bosses what they were doing? #solopr



kcwriter1:20pm via TweetChat powered by oneQube

A2: My 1st thought is it'd be best if their journalistic beat doesn't overlap with their area of PR #solopr



EEPaul1:20pm via TweetDeck

A2 #soloPR 1. Tell editor if you have conflict of interest. 2. Don't focus solely on clients



LoisMarketing 1:20pm via TweetDeck

I consider PR and independent journalism to be a conflict of interest. I would not pursue a journalist assignment. #soloPR A2



gregwbrooks 1:20pm via web

@LoisMarketing I've been smart, lucky or both. I charge wildly different rates for many reasons; it's never bitten me in the ass. #solopr



KellyeCrane 1:19pm via TweetDeck

A2: As with most things, complete honesty and transparency would be required. #solopr



jendonovansf 1:19pm via TweetDeck

A2: Seems like a conflict of interest to be doing #PR & still be a #journalist #Solopr



BluePepperPR 1:19pm via TweetChat powered by oneQube

MT @KristK A1: Rush job = unscheduled project w/ super-quick turnaround. Rush fees make the juggling, longer hours worth taking it. #solopr



LoisMarketing 1:19pm via TweetDeck

@gregwbrooks i'd find another name for it. :)#soloPR



PRjeff 1:19pm via tchat.io

A2: Ha. Funny question. Wouldn't a PR pro who was a #journalist on the side be like having a front group?? #solopr



akenn 1:19pm via tchat.io

The answer to Q2 is "yes of course" but "absolutely not if they're doing PR for someone in their current beat" #solopr



KarenSwim 1:18pm via Twubs

A2: I know two former broadcast journos who lost jobs bc they did both even with no conflict of interest #solopr



SoloPR 1:18pm via tchat.io

Good pt- other vendors may have rush fees RT @BluePepperPR: A1:...if I have to pay rush rates (i.e. designer), I pass them along. #solopr



ehr_comms 1:18pm via Tweet Button

RT @SoloPR: Q2: Can someone do PR and still be a journalist on the side? How do you juggle?#solopr



phyllisweisspr 1:18pm via Tweet Button

RT @KellyeCrane: @phyllisweisspr Yes, and we need more money as a result for the dentist and hair salon! :-) #solopr



KarenSwim 1:18pm via Twubs

RT @SoloPR Q2: Can someone do PR and still be a journalist on the side? How do you juggle?#solopr



gregwbrooks 1:18pm via web

@LoisMarketing The jackass rate is sort of the baseline. I only go up from there. :) #solopr



3HatsComm 1:18pm via TweetDeck

@KarenSwim Clients' failure to plan (and my failure to manage them cc @LoisMarketing) and then wanting turnaround asap is rush IMO#soloPR



prophetdwann 1:18pm via Twitter for iPhone

RT @KarenSwim: A1: If it's a new client & project that is a rush then I charge a rush fee, talked about and agreed to in writing in advance#solopr



prophetdwann 1:18pm via Twitter for iPhone

RT @KarenSwim: A1: If current client who has an urgent need, I don't charge a rush fee, stuff happens #solopr



KristK 1:18pm via Twubs

RT @SoloPR Q2: Can someone do PR and still be a journalist on the side? How do you juggle?#solopr



LoisMarketing 1:18pm via TweetDeck

@gregwbrooks I work on fixed fee basis too. But what if a prospective client asks for referrals? Trust me, they'll talk fees. #soloPR



BluePepperPR 1:17pm via TweetChat powered by oneQube

A1: It depends on the client + our schedule. We remain flexible but if I have to pay rush rates (i.e. designer), I pass them along. #solopr



KellyeCrane 1:17pm via TweetDeck

@phyllisweisspr Yes, and we need more money as a result for the dentist and hair salon! :-)#solopr



KristK 1:17pm via Twubs

A1: Rush job = unscheduled project with super-quick turnaround. Rush fees make the juggling, longer hours worth taking it. #solopr



PRjeff 1:17pm via tchat.io

@KarenSwim Thx. It's been an absolutely crazy workload of late including a client product launch in Mexico City. #solopr



SoloPR1:17pm via tchat.io

Q2: Can someone do PR and still be a journalist on the side? How do you juggle? #solopr



LoisMarketing1:17pm via TweetDeck

@gregwbrooks But you said "custom fees" ... and "jackass rate"??? #soloPR



gregwbrooks1:17pm via web

@LoisMarketing Also: Most of my clients don't know who my other clients are. By design. #solopr



KarenSwim1:16pm via Twubs

@akenn Me too (retainer) #solopr



3HatsComm1:16pm via TweetDeck

Stuff happens all the time, @KarenSwim and opportunities pop up that require speed and quick turnaround, that's not rush but.. #soloPR



phyllisweisspr1:16pm via Tweet Button

#solopr I was in a rush. I meant rush job equals extra teeth grinding and white hair.



gregwbrooks1:16pm via web

@LoisMarketing Everyone's getting a fixed fee in my world, not an hourly rate. Makes it harder for them to compare. #solopr



fransteps1:16pm via tchat.io

Hah! RT @phyllisweisspr: #solopr Rish job equals extra teeth grinding and more white hairs.



SoloPR1:16pm via tchat.io

Nice tips and insights on Q1 everyone! Q2 is coming up next... #solopr



KarenSwim1:16pm via Twubs

@PRjeff Hi Jeff! It has been a long time, so glad you're here! #solopr



phyllisweisspr1:16pm via Tweet Button

#solopr Rish job equals extra teeth grinding and more white hairs.



KristK1:16pm via Twubs

MT @3HatsComm A1 if you want same day at the cleaners or to jump the line at the computer repair shop, you pay to rush the work #soloPR



KellyeCrane1:15pm via TweetDeck

@gregwbros Yes, the incorporated "PITA" fee.#solopr



akenn1:15pm via tchat.io

Seems like we handle it differently depending on whether client is retainer or project. I mostly work w/former type. #solopr



LoisMarketing1:15pm via TweetDeck

@gregwbros I work on a managed services basis for retainer clients. And it's based on a standard fee, never custom fees. #soloPR



fransteps1:15pm via tchat.io

A1: Would like to know how some solos define "rush job." #solopr



PRjeff 1:15pm via Tweet Button

RT @KarenSwim: A1: If current client who has an urgent need, I don't charge a rush fee, stuff happens #solopr



SoloPR 1:15pm via tchat.io

MT @LoisMarketing: If you're constantly working under rush deadlines, you need to better manage your client... #soloPR



kcwriter 1:15pm via TweetChat powered by oneQube

Nice approach! MT @PRjeff If a one-off project, provide a fee that takes into consideration the deadline w/o specifying a rush fee. #solopr



SoloPR 1:15pm via tchat.io

RT @KarenSwim: A1: If current client who has an urgent need, I don't charge a rush fee, stuff happens #solopr



3HatsComm 1:14pm via TweetDeck

A1 like anything else: you want same day at the cleaners or to jump the line at the computer repair shop, you pay to rush the work #soloPR



LoisMarketing 1:14pm via TweetDeck

@gregwbrooks What if they talk to each other?#soloPR



phyllisweisspr 1:14pm via Tweet Button

RT @PRjeff: A1: Focus on providing stellar#CustomerService. Rush charges are abt as exciting as paying checked baggage fees.#solopr



YourPRAssistant 1:14pm via HootSuite

RT @KarenSwim: A1: If current client who has an urgent need, I don't charge a rush fee, stuff happens #solopr



SoloPR 1:14pm via tchat.io

Yes! RT @PRjeff: If it's a one-off project, I provide a fee that takes into consideration the deadline w/o specifying a rush fee. #solopr



PRjeff 1:14pm via tchat.io

A1: Focus on providing stellar #CustomerService. Rush charges are abt as exciting as paying checked baggage fees. #solopr



gregwbrooks 1:14pm via web

A1. I don't charge rush fees, but all clients get custom fee structures. They may get a rush or jackass rate without knowing. #solopr



YourPRAssistant 1:14pm via HootSuite

@KellyeCrane Great point. Retainer clients tend to more mindful & respectful of #PR labor. #SoloPR



KellyeCrane 1:14pm via TweetDeck

A1: Sometimes a plan lists "critical success factors" that including what's needed from the client, and when, to stay on track. #solopr



KristK 1:13pm via Twubs

RT @PRjeff If it's a one-off project, I provide a fee that takes into consideration the deadline w/o specifying a rush fee. #solopr



SoloPR1:13pm via tchat.io

RT @3HatsComm: A1 the catch is that even a 'simple' project is WORK, needs to fit into the calendar, even if it's only a few hours #soloPR



LoisMarketing1:13pm via TweetDeck

If you're constantly working under rush deadlines, you need to better manage your client -- and guide them in better management too.#soloPR



KarenSwim1:12pm via Twubs

@gregwbrooks Hey you! #solopr



PRjeff1:12pm via tchat.io

If it's a one-off project, I provide a fee that takes into consideration the deadline w/o specifying a rush fee. #solopr



decillis1:12pm via TweetDeck

@gregwbrooks Like you need an intro. #solopr



KarenSwim1:12pm via Twubs

A1: If current client who has an urgent need, I don't charge a rush fee, stuff happens #solopr



3HatsComm1:12pm via TweetDeck

exactly @KellyeCrane when it's a pay-as-you-go arrangement, things are different vs. when you pay for 'being on call' #soloPR



YourPRAssistant1:12pm via web

@phyllisweisspr My privilege! #solopr

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



phyllisweisspr 1:12pm via Tweet Button

#solopr I'd rather have a rush project than no project, so I find a way to make it work with that client.



kcwriter 1:12pm via TweetChat powered by oneQube

@KarenSwim Aw, thanks! I missed you, too. #solopr



gregwbrooks 1:12pm via web

Late arrival, late introduction. I'm Greg, I work nationally. Mostly B2B and Gov stuff. #solopr



KarenSwim 1:12pm via Twubs

A1: If it's a new client & project that is a rush then I charge a rush fee, talked about and agreed to in writing in advance #solopr



akenn 1:12pm via tchat.io

@decillis Hi! #solopr



LoisMarketing 1:12pm via TweetDeck

RT @KellyeCrane: A1: Of course, retainer clients are a different matter. We have plans, and sometimes have to adjust. That's different. #solopr



SoloPR 1:11pm via tchat.io

RT @PRjeff: A1: When a client has a ton of urgent deadlines, I just bust my tail to take care of them. Reward = client loyalty #solopr



KellyeCrane 1:11pm via TweetDeck

A1: Of course, retainer clients are a different matter. We have plans, and sometimes have to adjust. That's different. #solopr

#solopr transcript – 5/7/2014

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3HatsComm 1:11pm via TweetDeck

A1 the catch is that even a 'simple' project is WORK, needs to fit into the calendar, even if it's only a few hours #soloPR



YourPRAssistant 1:11pm via HootSuite

RT @KellyeCrane: A1: I personally don't do project-based rush jobs (learned that one the hard way!). Usually means the client isn't "togethe#solopr



akenn 1:11pm via tchat.io

Same here, @PRjeff. Opportunities (and emergencies) come up quickly all the time in PR. Need to ID + decide whether to act. #solopr



LoisMarketing 1:11pm via TweetDeck

If you charge standard fees across the board and 'just accept' rush work, some clients will take advantage of you. #soloPR A1



ehr_comms 1:11pm via Tweet Button

RT @KellyeCrane: A1: I personally don't do project-based rush jobs (learned that one the hard way!). Usually means the client isn't "togethe#solopr



joeldon 1:11pm via HootSuite

RT @KellyeCrane: A1: If you want to charge extra for rush jobs, have to tell the client what that means in advance (not after). #solopr



KellyeCrane 1:10pm via TweetDeck

A1: I personally don't do project-based rush jobs (learned that one the hard way!). Usually means the client isn't "together" #solopr



phyllisweisspr1:10pm via Tweet Button

#solopr I typically specify a project will take X number of hours and anything beyond that costs more.



fransteps1:10pm via tchat.io

a1: I'm thinking this is an area I've missed about rush jobs, at least in my contracts. Ears open!#solopr



KristK1:10pm via Twubs

RT @KellyeCrane A1: You can define specific terms in your umbrella agreement, e.g., "must have X weeks to complete Y" or pay premium#solopr



PRjeff1:10pm via tchat.io

A1: When a client has a ton of urgent deadlines, I just bust my tail to take care of them. Reward = client loyalty #solopr



KarenSwim1:10pm via Twubs

@kcwriter You were missed! #solopr



SoloPR1:10pm via tchat.io

MT @LoisMarketing In initial meetings w/client we reach agreement on standard hourly fees and upcharges for rush or special work.#soloPR A1



decillis1:10pm via TweetDeck

RT @KellyeCrane: A1: If you want to charge extra for rush jobs, have to tell the client what that means in advance (not after). #solopr



KarenSwim1:10pm via Twubs

Thank goodness there you all are! Had to switch to twubs to see chat #solopr

#solopr transcript – 5/7/2014

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



FreelanceItalia 1:09pm via RoundTeam

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



LoisMarketing 1:09pm via TweetDeck

You SHOULD define special fees and terms for rush work. Consider the extended hours, changes, etc involved in accommodating.#soloPR A1



kcwriter 1:09pm via TweetChat powered by oneQube

Finally get to join in a #solopr chat. It's been forever!



YourPRAssistant 1:09pm via HootSuite

#SoloPR I generally allow for one pass-through in deliverables/scope. Multiple pass-throughs should be an additional charge per...



KristK 1:09pm via web

RT @SoloPR: Q1: When you work w/a client on a project basis, how do you define a 'rush' job in the contract? #solopr



SoloPR 1:09pm via tchat.io

MT @PRjeff: A1: I've never defined a rush job in a contract. I have honest conversations w/clients re: reasonable expectations #solopr



KellyeCrane 1:08pm via TweetDeck

A1: If you want to charge extra for rush jobs, have to tell the client what that means in advance (not after). #solopr



phyllisweisspr 1:08pm via Tweet Button

RT @PRjeff: A1: I've never defined a rush job in a contract. I have honest conversations up front w/clients re: reasonable expectations #solopr



decillis 1:08pm via TweetDeck

@akenn Hi! :) #solopr



ehr_comms 1:08pm via Tweet Button

RT @PRjeff: A1: I've never defined a rush job in a contract. I have honest conversations up front w/clients re: reasonable expectations #solopr



LoisMarketing 1:08pm via TweetDeck

In initial meetings with client I define and we reach agreement on standard hourly fees and upcharges for rush or special work. #soloPR A1



PRjeff 1:08pm via tchat.io

A1: I've never defined a rush job in a contract. I have honest conversations up front w/clients re: reasonable expectations #solopr



phyllisweisspr 1:08pm via Tweet Button

RT @LoisMarketing: I define the scope and deadlines within the project contract advising the client that changes will be subject to additio#soloPR



KellyeCrane 1:07pm via TweetDeck

A1: You can define specific terms in your umbrella agreement if you'd like, e.g., "must have X weeks to complete Y" or pay premium#solopr



KristK 1:07pm via Twubs

Joining #solopr chat for next hour (hopefully!) I'm Kristie from the MS Gulf Coast (23 yrs exp, 9 as indy, APR, PR prof).



YourPRAssistant 1:07pm via HootSuite

RT @SoloPR: RT @phyllisweisspr: #solopr Q1: The project description should specify the deadlines. Anything earlier is considered a "rush."



YourPRAssistant 1:07pm via HootSuite

RT @LoisMarketing: I define the scope and deadlines within the project contract advising the client that changes will be subject to additio#soloPR



phyllisweisspr 1:07pm via web

RT @KellyeCrane: A1: If you're only working on a project basis, then the terms of each request can be determined before work begins. #solopr



3HatsComm 1:07pm via TweetDeck

RT @KellyeCrane: A1: If you're only working on a project basis, then the terms of each request can be determined before work begins. #solopr



KarenSwim 1:07pm via Nurph

Hi @YourPRAssistant glad it's not just me. I am going to switch to Twubs or tchat.io #SoloPR



jendonovansf 1:07pm via TweetDeck

@akenn Sounds like me, Alison!! #solopr



akenn 1:06pm via tchat.io

I have 13 tabs/apps open on my screen right now. But of course the #soloPR Twitter chat is one of them! Popping in + out of chat today.



3HatsComm 1:06pm via TweetDeck

Checking into #soloPR chat on a sunny afternoon from Atlanta.



YourPRAssistant 1:06pm via Nurph

Hi @KarenSwim I thought the same. Using Hootsuite to follow chat. #SoloPR



LoisMarketing 1:06pm via TweetDeck

I define the scope and deadlines within the project contract advising the client that changes will be subject to additional fees. #soloPR A1



SoloPR 1:06pm via tchat.io

RT @phyllisweisspr: #solopr Q1: The project description should specify the deadlines. Anything earlier is considered a "rush."



jendonovansf 1:06pm via TweetDeck

@KarenSwim No #solopr



PRjeff 1:06pm via tchat.io

A Pacific Time Zone mornin' to all. Happy to drop in. Trying to stay cool as the #Phx furnace heat is on its way. #solopr



KarenSwim 1:06pm via Nurph

Hmm, not seeing thread in nurph? Is anyone else having issues in other chat clients?#SoloPR



ehr_comms 1:06pm via tchat.io

#solopr transcript – 5/7/2014

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

Ah! Thanks @phyllisweisspr #solopr



phyllisweisspr 1:06pm via web

RT @ehr_comms: A1: I'm not sure I understand this question, almost every new client feels like a rush ... #solopr



phyllisweisspr 1:05pm via Tweet Button

#solopr Q1: The project description should specify the deadlines. Anything earlier is considered a "rush."



ehr_comms 1:05pm via tchat.io

A1: I'm not sure I understand this question, almost every new client feels like a rush ...#solopr



KellyeCrane 1:05pm via TweetDeck

A1: If you're only working on a project basis, then the terms of each request can be determined before work begins. #solopr



YourPRAssistant 1:05pm via HootSuite

@BluePepperPR Hey chica! (hugs) #SoloPR



KarenSwim 1:05pm via HootSuite

RT @KellyeCrane: RT @SoloPR: Q1: When you work w/a client on a project basis, how do you define a 'rush' job in the contract? #solopr



fransteps 1:05pm via tchat.io

Hi all! Fran from San Antonio, TX! Looking like rain here and we desperately need it! #solopr



decillis 1:05pm via TweetDeck

I'm Betsy in Columbus, OH! #solopr



YourPRAssistant 1:05pm via HootSuite

@KellyeCrane Thank you! (waving at all)#SoloPR



BluePepperPR 1:04pm via TweetChat powered by oneQube

@YourPRAssistant @thejstandard Hi, Robin!#solopr



fransteps 1:04pm via tchat.io

RT @SoloPR: Q1: When you work w/a client on a project basis, how do you define a 'rush' job in the contract? #solopr



ehr_comms 1:04pm via Tweet Button

RT @SoloPR: Q1: When you work w/a client on a project basis, how do you define a 'rush' job in the contract? #solopr



KellyeCrane 1:04pm via TweetDeck

RT @SoloPR: Q1: When you work w/a client on a project basis, how do you define a 'rush' job in the contract? #solopr



KellyeCrane 1:04pm via TweetDeck

@YourPRAssistant @thejstandard Hi there- glad you could join us today! #solopr



jendonovansf 1:04pm via TweetDeck

Good morning #soloPR friends. #SanFranciscobased #communications consultant here.



LoisMarketing 1:03pm via TweetDeck

Atlantan III is here :) Hi #soloPR friends. Can't stay long today but looking forward to chatting and catching up with all of you.



SoloPR1:03pm via tchat.io

Q1: When you work w/a client on a project basis, how do you define a 'rush' job in the contract?#solopr



YourPRAssistant1:03pm via HootSuite

#SoloPR Glad to be here. #PR #VA but also #PRprofessional > @thejstandard Thank you @KellyeCrane



BluePepperPR1:03pm via TweetChat powered by oneQube

Eshe Glover :: BluePepper Public Relations :: here, there and everywhere... but mostly located in gorgeous Charlotte. *waves* #solopr



SoloPR1:02pm via tchat.io

Great crowd gathering - happy to see you all on this fine spring day. Q1 is coming up... #solopr



SoloPR1:02pm via tchat.io

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



phyllisweisspr1:02pm via Tweet Button

#solopr This is Phyllis Weiss, prez of Weiss Communications, Inc., an Atlanta PR firm.



KellyeCrane1:01pm via TweetDeck

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



KellyeCrane1:01pm via TweetDeck

#solopr transcript – 5/7/2014

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

@PRjeff Hi There, Jeff! Thanks for sharing the latest #solopr post.



SoloPR1:01pm via tchat.io

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



ehr_comms1:01pm via Tweet Button

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



ehr_comms1:00pm via tchat.io

Hello from London! Hope everyone is well!#solopr



SoloPR1:00pm via tchat.io

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