**#SoloPR Topic Chat – Managing Your Self-Employed Business Transcript – 10/22/2014**

This week we were joined by Sara Conde, the director of consultant services for @MBOpartners, to discuss the following questions:

1. What has changed about consulting and being self-employed in the past 5 years?

2. What is the hardest thing about going out on your own today?

3. Are companies now more receptive to hiring consultants? Any verticals that aren't?

4. What are some key selling points of working with independent contractors we can use?

5. What are your top tips for negotiating fees?

6. What are common "contract traps" - what should we look for, and how do you get them removed?

7. How do I know when I could benefit from outside help when finalizing a client arrangement?

*Transcript follows in reverse chronological order:*

**fransteps**1:59pm via tchat.io

Thanks for being here! RT @SoloPR: Excellent chat today, everyone! Many thanks to Sara at @MBOpartners for joining us. #solopr

**ltwoods**1:59pm via TweetDeck

RT @MBOpartners: A7: It's all about you. If you feel overwhelmed or don't know where to start, seek outside assistance! #solopr

**fransteps**1:59pm via tchat.io

A7: best investment I ever made-having a lawyer draw up a contract to use w/ clients & one to use w/ subcontractors. #solopr

**SoloPR**1:59pm via tchat.io

Excellent chat today, everyone! Many thanks to Sara at @MBOpartners for joining us. #solopr

**SoloPR**1:58pm via tchat.io

RT @MBOpartners: A7: If you ever have consulting related questions, check out our resources at mbopartners.com #solopr

**KellyeCrane**1:58pm via TweetDeck

@fransteps Rare for a prospect to not be open to contract changes, in my experience. When they aren't, it's usually their lawyer #solopr

**bethwatkins**1:58pm via Twitter Web Client

Great #soloPR chat today. Thanks for the valuable info!

**ltwoods**1:58pm via TweetDeck

Downloaded MT @SoloPR: BTW, most of you probably have it, #SoloPR has a free 57-page guide to contracts: soloprpro dot com/getitinwriting/

**EEPaul**1:58pm via TweetDeck

MT ... .#SoloPR has a free 57-page guide to [PR - freelance] contracts: soloprpro dot com/getitinwriting/ >#CIPRIPS

**KarenSwim**1:58pm via tchat.io

A7: A sticking point such as high insurance required can be solved with outside help #solopr

**MBOpartners**1:58pm via TweetDeck

A7: When you're spending billable time on items you can't bill for, like taxes, expenses, insurances etc. #solopr

**JanetLFalk**1:57pm via Twitter for iPad

@3HatsComm agree. I tell my clients they need to include their customers in case studies, so seen as endorsement, not promotion. #solopr

**KellyeCrane**1:57pm via TweetDeck

A7: When the prospect isn't budging about something and you don't want to budge either, a 3rd party can help. #solopr

**EmpoweredElaine**1:57pm via Twitter Web Client

RT @PaulaJohns: Same here. RT @akenn A6 I've had my contract template reviewed by a lawyer #solopr

**MBOpartners**1:56pm via TweetDeck

A7: If you ever have consulting related questions, check out our resources at mbopartners.com#solopr

**ltwoods**1:56pm via TweetDeck

RT @KarenSwim: A6: Number one tip, READ the contract, if you don't understand something, don't sign it #solopr

**KarenSwim**1:56pm via tchat.io

A7: Admin burdens that will cut into your time; areas required that you are not fond of managing#solopr

**LaCariBenitez**1:56pm via Twitter for iPhone

RT @LoisMarketing: Donate your time and talent to causes you care about. Don't donate them to paying clients. #soloPR

**MBOpartners**1:56pm via TweetDeck

@SoloPR @akenn Have to be ready for the ones that, insist on using theirs though! #solopr

**fransteps**1:56pm via tchat.io

Signs to look for? RT @KellyeCrane: A7: When the prospect is being crazy. :-) #solopr

**SoloPR**1:55pm via tchat.io

RT @MBOpartners: A7: It's all about you. If you feel overwhelmed or don't know where to start, seek outside assistance! #solopr

**PaulaJohns**1:55pm via tchat.io

Another reason I love #soloPR > RT @SoloPR:#SoloPR has a free 57-page guide to contracts: soloprpro dot com/getitinwriting/

**ltwoods**1:55pm via TweetDeck

RT @MBOpartners: A6: Refund language can be hidden in sneakily. Refunds should be avoided; use language saying that all payments are final#solopr

**KellyeCrane**1:55pm via TweetDeck

A7: When the prospect is being crazy. :-) #solopr

**MBOpartners**1:55pm via TweetDeck

A7: It's all about you. If you feel overwhelmed or don't know where to start, seek outside assistance! #solopr

**VoiceMattersLLC**1:55pm via TweetCaster for Android

RT @SoloPR: Q7. How do I know when I could benefit from outside help when finalizing a client arrangement? #solopr

**ltwoods**1:55pm via TweetDeck

RT @MBOpartners: A6: Make sure indemnities are specific and only encompass items you can either control or get covered by insurance.#solopr

**KellyeCrane**1:55pm via TweetDeck

RT @SoloPR: Q7. How do I know when I could benefit from outside help when finalizing a client arrangement? #solopr

**VoiceMattersLLC**1:55pm via TweetCaster for Android

RT @KristK: YES! RT @billth: A4: When I worked in corp, we hired contractors because they brought new energy and perspective to challenges #solopr

**SoloPR**1:55pm via tchat.io

Good to have your own- many clients prefer it! RT @akenn: A6 I've had my contract template reviewed by a lawyer #solopr

**fransteps**1:54pm via tchat.io

RT @SoloPR: Q7. How do I know when I could benefit from outside help when finalizing a client arrangement? #solopr

**rajean**1:54pm via Twitter for Android

Yes. "@KarenSwim: A5: Do not set your rates based on your old salary. You are not an employee but a business. #solopr"

**KristK**1:54pm via Twitter for Websites

RT @SoloPR: Q7. How do I know when I could benefit from outside help when finalizing a client arrangement? #solopr

**SoloPR**1:54pm via tchat.io

Q7. How do I know when I could benefit from outside help when finalizing a client arrangement? #solopr

**SoloPR**1:54pm via tchat.io

Great stuff, everyone - Q7 is coming up... #solopr

**PaulaJohns**1:54pm via tchat.io

Same here. RT @akenn A6 I've had my contract template reviewed by a lawyer #solopr

**KristK**1:54pm via Twitter for Websites

RT @SoloPR: BTW, most of you probably have it, but #SoloPR has a free 57-page guide to contracts: soloprpro dot com/getitinwriting/

**SoloPR**1:53pm via tchat.io

BTW, most of you probably have it, but #SoloPRhas a free 57-page guide to contracts: soloprpro dot com/getitinwriting/

**PaulaJohns**1:53pm via tchat.io

Nice! MT @MBOpartners A6: We have a solid gold glossary of contract terms, tips for#selfemployed for free:info.mbopartners.com/rs/mbo/images/... #solopr

**SoloPR**1:53pm via tchat.io

Cool! RT @MBOpartners: A6: we have a glossary of contract terms and tips for #selfemployed for free here: info.mbopartners.com/rs/mbo/images/... #solopr

**EmpoweredElaine**1:53pm via Twitter Web Client

RT @KristK: YES! RT @billth: A4: When I worked in corp, we hired contractors because they brought new energy and perspective to challenges #solopr

**EmpoweredElaine**1:52pm via Twitter Web Client

RT @KristK: RT @MBOpartners: A6: We have a solid gold glossary of contract terms and tips for#selfemployed for free: http://t.co/yCtfoKrkZinfo.mbopartners.com/rs/mbo/images/…

**kcwriter**1:52pm via Twitter Web Client

RT @KellyeCrane: A6: Also common for clients to have a section to indemnify themselves, but not indemnifying you in return. Easy change. ##solopr

**akenn**1:52pm via Twitter for Websites

A6 I've had my contract template reviewed by a lawyer #solopr

**KristK**1:52pm via tchat.io

RT @MBOpartners: A6: We have a solid gold glossary of contract terms and tips for#selfemployed for free:info.mbopartners.com/rs/mbo/images/… #solopr

**KellyeCrane**1:52pm via TweetDeck

Oops, my last tweet didn't make no sense. :-p#solopr

**ltwoods**1:52pm via Twitter Web Client

@fransteps I have bookmarked the series. I look forward to learning from it. #solopr

**KarenSwim**1:51pm via tchat.io

@3HatsComm Wise words of advice, as we are often working with partners. #solopr

**SoloPR**1:51pm via tchat.io

For those who don't know, IP = Intellectual Property MT @MBOpartners: A6: Understand the impacts of IP clauses, esp for writers.... #solopr

**MBOpartners**1:51pm via TweetDeck

A6: Hey #solopr - we have a solid gold glossary of contract terms and tips for #selfemployed for free here: info.mbopartners.com/rs/mbo/images/...

**KarenSwim**1:51pm via tchat.io

You would not be sorry @ltwoods! @KellyeCraneis so humble but she is one of the smartest people I know! cc @fransteps #solopr

**fransteps**1:51pm via tchat.io

@ltwoods this was BEFORE we became the#solopr we are today. NOw it's all in the "Show Me The Money" series for members.

**SoloPR**1:50pm via tchat.io

RT @KarenSwim: A6: Number one tip, READ the contract, if you don't understand something, don't sign it #solopr

**3HatsComm**1:50pm via TweetDeck

@KarenSwim and limited only to your scope, YOUR deliverables, no one else's. #soloPR

**KellyeCrane**1:50pm via TweetDeck

A6: Also common for clients to have a section to indemnify themselves, but not indemnifying you in return. Easy change. #solopr

**ltwoods**1:50pm via TweetDeck

I need to call Kellye! RT @KarenSwim: Ha @fransteps that @KellyeCrane is a wise woman! She has saved my bacon numerous times!#solopr

**Frankandbrown**1:49pm via Twitter for iPhone

RT @gregwbrooks: A5: Familiarity deflates esteem. Be the distant expert, charge a fortune. Be the pseudo-employee, get paid like an employe#soloPR

**3HatsComm**1:49pm via TweetDeck

@KristK run into those, esp. w/ gov't projects. I wasn't at that scale, scope. #soloPR

**KarenSwim**1:49pm via tchat.io

A6: Number one tip, READ the contract, if you don't understand something, don't sign it #solopr

**KristK**1:49pm via Twitter for Websites

RT @MBOpartners: A6: Understand the impacts of IP clauses, esp for writers. Make sure your proprietary information doesn't become the clien#solopr

**Frankandbrown**1:49pm via Twitter for iPhone

RT @KellyeCrane: A5: If prospect says their budget can't handle your proposed amt, re-work the scope (not the budget). #solopr

**SoloPR**1:49pm via tchat.io

MT @MBOpartners: A6: Refund language can be hidden... Refunds should be avoided; use language saying that all payments are final#solopr

**Frankandbrown**1:49pm via Twitter for iPhone

RT @billth: A5: Clients ALWAYS know their budget or budget range! Don't let them tell you they don't! #solopr

**KarenSwim**1:48pm via tchat.io

A6: If pymnts are tied to deliverable, make sure there's language re review time, so you don't deliver & wait months for "approval" #solopr

**KellyeCrane**1:48pm via TweetDeck

A6: Some clients send you their standard contract with a bunch of inapplicable stuff. You can always ask for sections to go. #solopr

**Frankandbrown**1:48pm via Twitter for iPhone

RT @EEPaul: RT @SoloPR: Q5. What are your top tips for negotiating fees? #solopr > Know your value. Walk away if clients expect lower fee i...

**MBOpartners**1:48pm via TweetDeck

RT @fransteps: @MBOpartners : just used your calculator -- it rocks! Great tool for consultants.#solopr

**3HatsComm**1:48pm via TweetDeck

@JanetLFalk seen excessive non-disclosures too, as if a market projection has nuclear launch codes or something #soloPR

**MBOpartners**1:48pm via TweetDeck

A6: Understand the impacts of IP clauses, esp for writers. Make sure your proprietary information doesn't become the client's #solopr

**KristK**1:48pm via Twitter for Websites

RT @MBOpartners: A6: Make sure indemnities are specific and only encompass items you can either control or get covered by insurance.#solopr

**SoloPR**1:47pm via TweetDeck

RT @MBOpartners: A6: Make sure indemnities are specific and only encompass items you can either control or get covered by insurance.#solopr

**akenn**1:47pm via Twitter for Websites

Great expert advice from @MBOpartners on Q6 "What are common 'contract traps'?" in today's#solopr chat

**fransteps**1:47pm via tchat.io

@MBOpartners : just used your calculator -- it rocks! Great tool for consultants. #solopr

**KristK**1:47pm via tchat.io

A6: Excessive insurance requirements seem to be pervasive but may not be applicable to your work. #solopr

**twtweetr**1:47pm via RoundTeam

RT @LoisMarketing: Donate your time and talent to causes you care about. Don't donate them to paying clients. #soloPR

**MBOpartners**1:47pm via TweetDeck

A6: Refund language can be hidden in sneakily. Refunds should be avoided; use language saying that all payments are final #solopr

**fransteps**1:47pm via tchat.io

RT @MBOpartners: A6: If terms unfavorable; 1 way to get paid in timely manner is to negotiate invoice frequency instead of net term #solopr

**MBOpartners**1:46pm via TweetDeck

A6: Make sure indemnities are specific and only encompass items you can either control or get covered by insurance. #solopr

**SoloPR**1:46pm via TweetDeck

RT @MBOpartners: A6: If Net terms unfavorable; one way to get paid in a timely manner is to negotiate the invoice frequency instead of the#solopr

**KarenSwim**1:45pm via tchat.io

MT @3HatsComm: ...lack of specifics that lead to scope creep. no clear chain of command, or access to decision makers. #soloPR

**MBOpartners**1:45pm via TweetDeck

A6: Making sure you understand the noncompete is critical. It needs to exclude relationships developed outside of the contract #solopr

**JanetLFalk**1:45pm via Twitter for iPad

@SoloPR non-competes and confidentiality more than 2 years. #solopr

**KellyeCrane**1:45pm via TweetDeck

RT @SoloPR: Q6. What are common "contract traps" - what should we look for, and how do you get them removed? #solopr

**MarketingMel**1:45pm via TweetDeck

RT @SoloPR: Q6. What are common "contract traps" - what should we look for, and how do you get them removed? #solopr

**SoloPR**1:45pm via tchat.io

Be *the* person they want to work with RT @gregwbrooks: A5: Authority is proportional to hourly rate. Vanilla work destroys rates. #solopr

**fransteps**1:45pm via tchat.io

A6: payment terms exceeding net 15 or net 30 is one contract trap. #solopr

**fairsnape**1:45pm via Twitter for iPhone

RT @LoisMarketing: Donate your time and talent to causes you care about. Don't donate them to paying clients. #soloPR

**3HatsComm**1:45pm via TweetDeck

A6 vagueness, lack of specifics that lead to scope creep. no clear chain of command, or access to decision makers. #soloPR

**billth**1:45pm via Twitter for Websites

A5: Clients ALWAYS know their budget or budget range! Don't let them tell you they don't! #solopr

**MarketingMel**1:45pm via TweetDeck

RT @KristK: Amen! MT @KellyeCrane: A5: If prospect says their budget can't handle your proposed fee, re-work the scope (not the budget).#solopr

**MBOpartners**1:45pm via TweetDeck

A6: If Net terms unfavorable; one way to get paid in a timely manner is to negotiate the invoice frequency instead of the net terms #solopr

**KarenSwim**1:44pm via Twitter for Websites

RT @SoloPR: Q6. What are common "contract traps" - what should we look for, and how do you get them removed? #solopr

**KristK**1:44pm via Twitter for Websites

RT @SoloPR: Q6. What are common "contract traps" - what should we look for, and how do you get them removed? #solopr

**KarenSwim**1:44pm via tchat.io

@EEPaul Wondered where you went, welcome back! #solopr

**gregwbrooks**1:44pm via Twitter Web Client

A5: Authority is proportional to hourly rate. Vanilla work destroys rates. #solopr

**kcwriter**1:44pm via Twitter Web Client

@KellyeCrane It's one of those "great minds think alike" things :-) #solopr

**SoloPR**1:44pm via tchat.io

Q6. What are common "contract traps" - what should we look for, and how do you get them removed? #solopr

**EEPaul**1:44pm via TweetDeck

#soloPR. Sorry. May have missed some tweetchat there - lost connection.

**SoloPR**1:43pm via tchat.io

Helpful tips on Q5, thanks! Q6 is up next...#solopr

**ltwoods**1:43pm via TweetDeck

RT @EEPaul: RT @SoloPR: Q5. What are your top tips for negotiating fees? #solopr > Know your value. Walk away if clients expect lower fee i...

**SoloPR**1:43pm via tchat.io

RT @EEPaul: Know your value. Walk away if clients expect lower fee if solo. #solopr

**EmpoweredElaine**1:43pm via Twitter Web Client

RT @3HatsComm: @KellyeCrane and if they don't know the budget, tell them to call when they do. :) #soloPR

**EmpoweredElaine**1:43pm via Twitter Web Client

RT @KellyeCrane: A5: If prospect says their budget can't handle your proposed amt, re-work the scope (not the budget). #solopr

**EEPaul**1:43pm via TweetDeck

RT @SoloPR: Q5. What are your top tips for negotiating fees? #solopr > Know your value. Walk away if clients expect lower fee if solo.

**ltwoods**1:43pm via TweetDeck

RT @KellyeCrane: A5: If prospect says their budget can't handle your proposed amt, re-work the scope (not the budget). #solopr

**KellyeCrane**1:42pm via TweetDeck

@kcwriter Oh, we jinxed! :-) #solopr

**3HatsComm**1:41pm via TweetDeck

@KellyeCrane and if they don't know the budget, tell them to call when they do. :) #soloPR

**KristK**1:41pm via tchat.io

Amen! MT @KellyeCrane: A5: If prospect says their budget can't handle your proposed fee, re-work the scope (not the budget). #solopr

**VoiceMattersLLC**1:41pm via TweetCaster for Android

RT @SoloPR: Just FYI- Members of #SoloPRPRO Premium have resources to help in setting fees: soloprpro dot com/join

**billth**1:41pm via Twitter for Websites

RT @KellyeCrane: A5: If prospect says their budget can't handle your proposed amt, re-work the scope (not the budget). #solopr

**fransteps**1:41pm via tchat.io

Key difference! RT @MBOpartners: A5: know the difference between cost-based and market-based bill rates #solopr

**KellyeCrane**1:41pm via TweetDeck

@KarenSwim @fransteps Thanks you two! :-)#solopr

**ltwoods**1:41pm via TweetDeck

@LoisMarketing Great idea! #solopr

**EEPaul**1:40pm via TweetDeck

RT @SoloPR: Q5. What are your top tips for negotiating fees? #solopr

**EmpoweredElaine**1:40pm via Twitter Web Client

RT @SoloPR: Just FYI- Members of #SoloPRPRO Premium have resources to help in setting fees: soloprpro dot com/join

**KellyeCrane**1:40pm via TweetDeck

A5: If prospect says their budget can't handle your proposed amt, re-work the scope (not the budget). #solopr

**EmpoweredElaine**1:40pm via Twitter Web Client

RT @KarenSwim: +100 RT @SoloPR: Just FYI- Members of #SoloPR PRO Premium have resources to help in setting fees: soloprpro dot com/join

**KarenSwim**1:40pm via tchat.io

Ha @fransteps that @KellyeCrane is a wise woman! She has saved my bacon numerous times! #solopr

**LoisMarketing**1:40pm via TweetDeck

Donate your time and talent to causes you care about. Don't donate them to paying clients.#soloPR

**MBOpartners**1:40pm via TweetDeck

A5: know the difference between cost-based and market-based bill rates #solopr

**gregwbrooks**1:40pm via Twitter Web Client

A5: Expertise is your power and distance protects the mystery. Don't be the prospect's buddy and you can charge more. #solopr

**ltwoods**1:40pm via TweetDeck

RT @KarenSwim: A5: Do not set your rates based on your old salary. You are not an employee but a business. #solopr

**VoiceMattersLLC**1:40pm via TweetCaster for Android

RT @KarenSwim: +100 RT @SoloPR: Just FYI- Members of #SoloPR PRO Premium have resources to help in setting fees: soloprpro dot com/join

**kcwriter**1:39pm via Twitter Web Client

If clients say they can't afford the project fee, offer a smaller scope/service. Don't just lower your fee for the same project #solopr

**fransteps**1:39pm via tchat.io

A5: I'll never forget when I was setting my first rate as a solo. @KellyeCrane told me I was too low. She was sooo right! #solopr

**ltwoods**1:39pm via TweetDeck

RT @gregwbrooks: A5: Familiarity deflates esteem. Be the distant expert, charge a fortune. Be the pseudo-employee, get paid like an employe#soloPR

**VoiceMattersLLC**1:39pm via TweetCaster for Android

RT @BarbaraKB: <3 @KellyeCrane: @thespottedduck That's a great point - many traditional employers are embracing our virtual ways of doing t#solopr

**KristK**1:39pm via Twitter for Websites

RT @gregwbrooks: A5: Familiarity deflates esteem. Be the distant expert, charge a fortune. Be the pseudo-employee, get paid like an employe#soloPR

**SoloPR**1:39pm via tchat.io

Yes- don't focus on tactics, show results RT @akenn: #1 tip is to show value (in whatever terms resonate most with audience) #solopr

**3HatsComm**1:39pm via TweetDeck

@akenn learned the hard way, the minute they think you'll negotiate you've already lost. plus it shows they don't really value you #soloPR

**KarenSwim**1:39pm via tchat.io

+100 RT @SoloPR: Just FYI- Members of#SoloPR PRO Premium have resources to help in setting fees: soloprpro dot com/join

**VoiceMattersLLC**1:39pm via TweetCaster for Android

RT @akenn: #1 tip is to show value (in whatever terms resonate most with audience) #solopr

**EEPaul**1:38pm via TweetDeck

A4: In-house or consultancy teams may not have skills, experience or insights that #soloPR 's can offer. Can "Pay as You Go" for it too.

**VoiceMattersLLC**1:38pm via TweetCaster for Android

RT @thespottedduck: A4: Knowing exactly who you're working with and guaranteed senior-level attention. #solopr

**VoiceMattersLLC**1:38pm via TweetCaster for Android

RT @KarenSwim: A4: We work with lots of different companies so have broader perspective#solopr

**SoloPR**1:38pm via tchat.io

Just FYI- Members of #SoloPR PRO Premium have resources to help in setting fees: soloprpro dot com/join

**KarenSwim**1:38pm via tchat.io

@MBOpartners Jinx! Just mentioned it too, lol! I use this every year to assess rates. #solopr

**ltwoods**1:38pm via TweetDeck

Then I need dust storm & flood days! #desert RT @MarketingMel: @MBOpartners And in our case, snow days! #soloPR

**MBOpartners**1:38pm via TweetDeck

@ltwoods the days you don't get paid for - AKA non-billable days #solopr

**KarenSwim**1:38pm via tchat.io

A5; @SoloPR Pro has a great show me the money series, use it! @mbo Partners also has a great bill rate calculator. #solopr

**BarbaraKB**1:38pm via Tweetbot for iOS

<3 @KellyeCrane: @thespottedduck That's a great point - many traditional employers are embracing our virtual ways of doing things.#solopr

**KristK**1:37pm via Twitter for Websites

RT @MBOpartners: A5: We built a free bill rate calculator you can use to check your rate here:mbopartners.com/billrate #solopr

**ltwoods**1:37pm via TweetDeck

@MBOpartners Uh, what are sick days???#solopr

**LoisMarketing**1:37pm via TweetDeck

Remember .. clients and prospective clients talk to each other. Don't negotiate fees. Quietly 'bonus' work but stick w hourly rate #soloPR

**EmpoweredElaine**1:37pm via Twitter Web Client

RT @akenn: #1 tip is to show value (in whatever terms resonate most with audience) #solopr

**SoloPR**1:37pm via tchat.io

RT @REDMEDIAPR: Be prepared to walk away - Once you lower your rate or budget, they will expect it again &again #solopr

**KristK**1:37pm via Twitter for Websites

RT @SoloPR: Q5. What are your top tips for negotiating fees? #solopr

**akenn**1:37pm via Twitter for Websites

@3HatsComm good point. I don't negotiate fees as much as I offer services that fit a budget.#solopr

**KristK**1:37pm via Twitter for Websites

RT @MBOpartners: A5: If your referrals are based on word of mouth, then your first client you lowballed with will refer you at that rate #solopr

**KellyeCrane**1:37pm via TweetDeck

A5: Case studies illustrating what you've done for similar clients shows you've got the goods. Key to high rate. #solopr

**MarketingMel**1:37pm via TweetDeck

@gregwbrooks A prophet in his own country, eh?#soloPR

**billth**1:37pm via Twitter for Websites

RT @MBOpartners: A5: Did you build full FICA, sick days, state and local taxes, vacation, cash flow, etc. into your bill rate? #solopr

**TaraGeissinger**1:37pm via Hootsuite

TRUTH! @MBOpartners: If your referrals are based on word of mouth, then your 1st client you lowballed will refer you at that rate #solopr

**KarenSwim**1:37pm via tchat.io

A5: Do not set your rates based on your old salary. You are not an employee but a business.#solopr

**REDMEDIAPR**1:37pm via TweetDeck

Be prepared to walk away - Once you lower your rate or budget, they will expect it again &again Why buy the cow.. #solopr

**3HatsComm**1:36pm via TweetDeck

A5 part of me wants to say "Don't." Do ppl haggle w/ a doctor, lawyer, accountant? they find one who's price they'll pay. #soloPR

**ltwoods**1:36pm via TweetDeck

RT @MBOpartners: A5: Did you build full FICA, sick days, state and local taxes, vacation, cash flow, etc. into your bill rate? #solopr

**MBOpartners**1:36pm via TweetDeck

A5: We built a free bill rate calculator you can use to check your rate here: mbopartners.com/billrate#solopr

**gregwbrooks**1:36pm via Twitter Web Client

A5: Familiarity deflates esteem. Be the distant expert, charge a fortune. Be the pseudo-employee, get paid like an employee. #soloPR

**REDMEDIAPR**1:36pm via TweetDeck

RT @SoloPR: RT @billth: A5: I highly recommend Alan Weiss' "Value-Based Fees: How to Charge - and Get - What You're Worth"#solopr

**ltwoods**1:36pm via TweetDeck

RT @akenn: #1 tip is to show value (in whatever terms resonate most with audience) #solopr

**SoloPR**1:36pm via tchat.io

RT @billth: A5: I highly recommend Alan Weiss' "Value-Based Fees: How to Charge - and Get - What You're Worth" #solopr

**ltwoods**1:36pm via TweetDeck

RT @MBOpartners: A5: If your referrals are based on word of mouth, then your first client you lowballed with will refer you at that rate #solopr

**kelcesarz**1:35pm via Twitter for Websites

A5: Prove your worth- show you can make a difference for your client. #solopr

**REDMEDIAPR**1:35pm via TweetDeck

THIS MT @MBOpartners: If your referrals are based on word of mouth, then your 1st client you lowballed will refer you at that rate #solopr

**JanetLFalk**1:35pm via Twitter for iPad

@SoloPR Have an internal schedule of project vs retainer vs package.#solopr

**MarketingMel**1:35pm via TweetDeck

@MBOpartners And in our case, snow days!#soloPR

**fransteps**1:35pm via tchat.io

RT @MBOpartners: A5: Did you build full FICA, sick days, state & local taxes, vacation, cash flow, etc. into bill rate? #solopr

**SoloPR**1:35pm via tchat.io

RT @REDMEDIAPR: A5 be transparent on what you are providing. and stick to your guns, bc who respects someone who halves their rate? #solopr

**KarenSwim**1:35pm via tchat.io

Yes! MT @MBOpartners: If your referrals are based on WOM, then your first client you lowballed with will refer you at that rate #solopr

**billth**1:35pm via Twitter for Websites

A5: I highly recommend Alan Weiss' "Value-Based Fees: How to Charge - and Get - What You're Worth" #solopr

**ltwoods**1:35pm via TweetDeck

Love this! RT @PaulaJohns: A4 Agility, expertise, experience. #soloPR

**MBOpartners**1:35pm via TweetDeck

A5: Did you build full FICA, sick days, state and local taxes, vacation, cash flow, etc. into your bill rate? #solopr

**SoloPR**1:35pm via tchat.io

This! 1,000 times! MT @MBOpartners: A5: ...Once you start at a low rate, it is hard to raise it later #solopr

**REDMEDIAPR**1:35pm via TweetDeck

A5 - be transparent on what you are providing. and stick to your guns, bc who respects someone who halves their rate? #solopr

**VoiceMattersLLC**1:34pm via TweetCaster for Android

RT @MBOpartners: A4: Experienced, expert individuals working on a project basis keeps your company flexible #solopr

**VoiceMattersLLC**1:34pm via TweetCaster for Android

RT @SoloPR: Q4. What are some key selling points of working with independent contractors we can use? #solopr

**MarketingMel**1:34pm via TweetDeck

RT @KarenSwim: Lol! Standing by with first aid kit RT @gregwbrooks: A4: If anyone says "lower price," I will cut you. #solopr

**akenn**1:34pm via Twitter for Websites

#1 tip is to show value (in whatever terms resonate most with audience) #solopr

**MBOpartners**1:34pm via TweetDeck

A5: If your referrals are based on word of mouth, then your first client you lowballed with will refer you at that rate #solopr

**fransteps** 1:34pm via tchat.io

Calling @gregwbrooks! RT @SoloPR: Q5. What are your top tips for negotiating fees? #solopr

**3HatsComm** 1:34pm via TweetDeck

A4 perhaps more willingness to speak truth to power? sometimes agency exec doesn't want to lose the client, we'll take that risk. #soloPR

**KellyeCrane** 1:34pm via TweetDeck

RT @SoloPR: Q5. What are your top tips for negotiating fees? #solopr

**ltwoods** 1:34pm via TweetDeck

RT @fransteps: A4: We're smart, we're funny, we're deadline oriented and we deliver. #solopr

**OhhSocialMedia** 1:34pm via RoundTeam

RT @KellyeCrane: A4: Resist the temptation to talk about lower overhead. You don't want to be the "bargain" option. #solopr

**SoloPR** 1:34pm via tchat.io

Ooh, yes! RT @KarenSwim: A4: You are hiring specialized expertise, we're not "forced into" working in areas of weakness #solopr

**ltwoods** 1:33pm via TweetDeck

LOL! RT @gregwbrooks: A4: If anyone says "lower price," I will cut you. #solopr

**MBOpartners** 1:33pm via TweetDeck

A5: We see a lot of first timers underselling themselves. Once you start at a low rate, it is hard to raise it later #solopr

**MarketingMel** 1:33pm via TweetDeck

RT @SoloPR: Q5. What are your top tips for negotiating fees? #solopr

**SoloPR**1:33pm via tchat.io

Q5. What are your top tips for negotiating fees?#solopr

**ltwoods**1:33pm via TweetDeck

RT @thespottedduck: A4: Knowing exactly who you're working with and guaranteed senior-level attention. #solopr

**SoloPR**1:33pm via tchat.io

Interesting pt! RT @JanetLFalk: I do not consider big agencies the competition. Rather, it is inertia.#solopr

**KarenSwim**1:33pm via tchat.io

@fransteps Well yes doggone it! I am smart and I think I'm really funny :-) #solopr

**ltwoods**1:33pm via TweetDeck

RT @MBOpartners: A4: Experienced, expert individuals working on a project basis keeps your company flexible #solopr

**EmpoweredElaine**1:33pm via Twitter Web Client

RT @SoloPR: Good stuff RT @MBOpartners: A4: Experienced, expert individuals working on a project basis keeps your company flexible #solopr

**SoloPR**1:32pm via tchat.io

All great answers to Q4! And @gregwbrooksdidn't have to cut anyone (whew!). Q5 is up next... #solopr

**EmpoweredElaine**1:32pm via Twitter Web Client

Yes, yes we do! @fransteps A4: We're smart, we're funny, we're deadline oriented and we deliver. #solopr

**REDMEDIAPR**1:32pm via TweetDeck

RT @KellyeCrane: A4: Day-to-day access to senior level counsel is a huge one for clients who've experienced lg agency bait-and-switch#solopr

**EmpoweredElaine**1:32pm via Twitter Web Client

RT @fransteps: A4: We're smart, we're funny, we're deadline oriented and we deliver. #solopr

**PaulaJohns**1:32pm via tchat.io

A4 Agility, expertise, experience. #soloPR

**MarketingMel**1:32pm via TweetDeck

@ltwoods So glad you're reading E-Myth by Michael Gerber (and I'm not his publicist!) Let me know how you like it. #solopr

**KarenSwim**1:32pm via tchat.io

A4: You are hiring specialized expertise, we're not "forced into" working in areas of weakness#solopr

**3HatsComm**1:32pm via TweetDeck

@MarketingMel I'm flexible, fast but there are limits. sometimes scope demands more hands on deck and I've only got 2. #soloPR

**JanetLFalk**1:31pm via Twitter for iPad

@SoloPR I do not consider big agencies the competition. Rather, it is inertia. #solopr

**EmpoweredElaine**1:31pm via Twitter Web Client

RT @KarenSwim: Lol! Standing by with first aid kit RT @gregwbrooks: A4: If anyone says "lower price," I will cut you. #solopr

**KellyeCrane**1:31pm via TweetDeck

A4: Day-to-day access to senior level counsel is a huge one for clients who've experienced lg agency bait-and-switch #solopr

**KristK**1:31pm via tchat.io

YES! RT @billth: A4: When I worked in corp, we hired contractors because they brought new energy and perspective to challenges #solopr

**EmpoweredElaine**1:30pm via Twitter Web Client

A4. Agreed! Broader perspective and a great pulse of industries. #solopr #pr #entrepreneur

**ltwoods**1:30pm via TweetDeck

RT @EmpoweredElaine: A2. I love that I can be selective w clients - relationships that work, we continue with. The ones that don't, we don'#solopr

**SoloPR**1:30pm via tchat.io

Good stuff RT @MBOpartners: A4: Experienced, expert individuals working on a project basis keeps your company flexible #solopr

**MarketingMel**1:30pm via TweetDeck

RT @SoloPR: Like it! RT @billth: A4: When I worked in corp, we hired contractors because they brought new energy and perspective to challen#solopr

**3HatsComm**1:30pm via TweetDeck

You typed it faster. :) RT @thespottedduck: A4: Knowing exactly who you're working with and guaranteed senior-level attention. #solopr

**KarenSwim**1:30pm via tchat.io

Lol! Standing by with first aid kit RT @gregwbrooks: A4: If anyone says "lower price," I will cut you. #solopr

**fransteps**1:30pm via tchat.io

A4: We're smart, we're funny, we're deadline oriented and we deliver. #solopr

**MarketingMel**1:30pm via TweetDeck

A. 4 Our flexibility, ability to turn quickly. No hoop jumping. We don't nickel & dime. Client works w/ the boss.#soloPR #buckstopshere

**EmpoweredElaine**1:30pm via Twitter Web Client

RT @KarenSwim: A4: We work with lots of different companies so have broader perspective#solopr

**ltwoods**1:30pm via TweetDeck

Cute reasons! RT @rajean: These are the reasons working from home works for me. Work/life balance. #soloprpic.twitter.com/G8sKChmEW1

**SoloPR**1:29pm via tchat.io

Like it! RT @billth: A4: When I worked in corp, we hired contractors because they brought new energy and perspective to challenges #solopr

**JanetLFalk**1:29pm via Twitter for iPad

@SoloPR Senior advisor with customized, personalized, responsive service. #solopr

**BizBuzzNH**1:29pm via Twitter for iPhone

RT @KarenSwim: This, this, this!! MT @3HatsComm: "Unless it's a big project/deadline I don't let my inbox be my to-do list". #soloPR

**REDMEDIAPR**1:29pm via TweetDeck

A4 - flexibility, fresh thinking and better value - NOT lower price - bc you aren't passing along massive overhead #solopr

**KarenSwim**1:29pm via tchat.io

A4: Your dollars have a tangible return - results versus hours worked #solopr

**SoloPR**1:29pm via tchat.io

This one is *big* RT @thespottedduck: A4: Knowing exactly who you're working with and guaranteed senior-level attention. #solopr

**EmpoweredElaine**1:29pm via Twitter Web Client

RT @SoloPR: Q4. What are some key selling points of working with independent contractors we can use? #solopr

**ltwoods**1:29pm via TweetDeck

I am currently reading it. RT @MarketingMel: Mandatory reading for any entrepreneur: The E-Myth. Oldie but goodie. #soloPR

**EmpoweredElaine**1:29pm via Twitter Web Client

RT @ltwoods: Good one RT @MarketingMel: A. 2 Ironicall,y keeping the steady drum beat of marketing up while immersed w/ current client work#soloPR

**gregwbrooks**1:28pm via Twitter Web Client

A4: If anyone says "lower price," I will cut you.#solopr

**billth**1:28pm via Twitter for Websites

A4: When I worked in corp, we hired contractors because they brought new energy and perspective to challenges #solopr

**3HatsComm**1:28pm via TweetDeck

RT @MBOpartners: @KellyeCrane Watch out for non-competes in any contract with a staffing company #solopr

**kcwriter**1:28pm via Twitter Web Client

RT @KellyeCrane: A3: Definitely more receptive. Some very large companies have "approved contractors," so you may have to sub thru a sfaffi#solopr

**KristK**1:28pm via tchat.io

Love this! RT @MBOpartners: A4: Experienced, expert individuals working on a project basis keeps your company flexible #solopr

**KellyeCrane**1:28pm via TweetDeck

A4: Resist the temptation to talk about lower overhead. You don't want to be the "bargain" option. #solopr

**thespottedduck**1:28pm via tchat.io

A4: Knowing exactly who you're working with and guaranteed senior-level attention. #solopr

**KarenSwim**1:28pm via tchat.io

A4: We work with lots of different companies so have broader perspective #solopr

**ltwoods**1:28pm via TweetDeck

Easily pushed to the background RT @kelcesarz: A2: Remembering to self promote your brand, and not just your clients. #solopr

**KristK**1:27pm via Twitter for Websites

RT @SoloPR: Q4. What are some key selling points of working with independent contractors we can use? #solopr

**MBOpartners**1:27pm via TweetDeck

A4: Experienced, expert individuals working on a project basis keeps your company flexible #solopr

**ltwoods**1:27pm via TweetDeck

Good one RT @MarketingMel: A. 2 Ironicall,y keeping the steady drum beat of marketing up while immersed w/ current client work. #soloPR

**MarketingMel**1:27pm via TweetDeck

RT @SoloPR: Q4. What are some key selling points of working with independent contractors we can use? #solopr

**SoloPR**1:27pm via tchat.io

Q4. What are some key selling points of working with independent contractors we can use?#solopr

**ltwoods**1:27pm via TweetDeck

RT @LoisMarketing: Whatever you think holds you back is holding you back. #soloPR

**KarenSwim**1:27pm via tchat.io

This, this, this!! MT @3HatsComm: "Unless it's a big project/deadline I don't let my inbox be my to-do list". #soloPR

**SoloPR**1:27pm via tchat.io

Good stuff on Q3- here comes Q4... #solopr

**dariasteigman**1:26pm via TweetDeck

@MBOpartners @KarenSwim @KellyeCraneThx. Working again. Of course, now I have to get organized & go out in the rain. :) #solopr

**ltwoods**1:26pm via TweetDeck

RT @KarenSwim: A2: Realizing that barrier to entry is low but still high rate of failure, you are not just practicing craft but running a b#solopr

**fransteps**1:26pm via tchat.io

Who you callin' old? RT @rajean: Me too @KarenSwim! Old-timers reunion. lol @fransteps#solopr

**LoisMarketing**1:26pm via TweetDeck

Not industry specific -- ALL industries are hiring independents :) Wake up and go for the opps!#soloPR A3

**rajean**1:26pm via Twitter for Android

Me too @KarenSwim! Old-timers reunion. lol @fransteps #solopr

**3HatsComm**1:26pm via TweetDeck

@KristK hard, you have to train yourself (and others). Unless it's a big project/deadline I don't let my inbox be my to-do list. #soloPR

**SoloPR**1:26pm via tchat.io

MT @REDMEDIAPR: A3 I find a lot of companies now prefer it bc it eliminates overhead, benefits etc #solopr

**ltwoods**1:26pm via TweetDeck

#Truth RT @MBOpartners: A2: Finding clients has been, is, and will be the most difficult thing about going independent #solopr

**MBOpartners**1:26pm via TweetDeck

@KellyeCrane Watch out for non-competes in any contract with a staffing company #solopr

**KarenSwim**1:26pm via tchat.io

A3: There are always those that prefer agency/company to solo #solopr

**gregwbrooks**1:25pm via Twitter Web Client

@SoloPR Every vertical I'm in (all non-consumer) is on board. Some are still pretty parochial, but all recognize flexibility/value. #solopr

**VoiceMattersLLC**1:25pm via Instagram

Catching a bit of #solopr Twitter chat in the parking lot following my IVBNG meeting.#networking... instagram.com/p/udo0ihviCt/

**LoisMarketing**1:25pm via TweetDeck

After 'giving the assignment to the youngest' companies are now hiring independents #SoloPRA3

**SoloPR**1:25pm via tchat.io

Good pt! RT @MBOpartners: A3: Companies avoiding contractors are the ones that engage them improperly #misclassification #solopr

**missusP**1:25pm via Twitter for iPhone

More opportunity! RT @KellyeCrane: RT @SoloPR: Q1: What has changed about consulting and being self-employed in the past 5 years? #solopr

**MarketingMel**1:25pm via TweetDeck

RT @SoloPR: Q3. Are companies now more receptive to hiring consultants? Any verticals that aren't? #solopr

**KellyeCrane**1:25pm via TweetDeck

A3: Definitely more receptive. Some very large companies have "approved contractors," so you may have to sub thru a sfaffing firm. #solopr

**fransteps**1:25pm via tchat.io

RT @MBOpartners: A3: IT, banking, pharma, healthcare and travel are some of the big industries hiring independents #solopr

**3HatsComm**1:24pm via TweetDeck

Amen. MT @billth: A2: Getting paid what we're worth. #solopr

**MBOpartners**1:24pm via TweetDeck

A3: Companies avoiding contractors are the ones that engage them improperly #misclassification#solopr

**JanetLFalk**1:24pm via Twitter for iPad

@SoloPR cost-cutting makes outsourcing more palatable. Also project work lowers overhead.#solopr

**EmpoweredElaine**1:24pm via Twitter Web Client

A3. Not that I've found - most verticals are also receptive. #solopr

**KristK**1:24pm via Twitter for Websites

RT @MBOpartners: A3: IT, banking, pharma, healthcare and travel are some of the big industries hiring independents #solopr

**EEPaul**1:24pm via TweetDeck

#SoloPR but off-topic: Can US/Canada PR practitioners who do construction/real estate PR do SoME survey: svy.mk/1qET4aa (or RT)

**missusP**1:24pm via Twitter for iPhone

A lifelong challenge! RT @kelcesarz: A2: Also, learning to step away from my work and not let it become me, even though I love it. #solopr

**KristK**1:24pm via Twitter for Websites

RT @SoloPR: Q3. Are companies now more receptive to hiring consultants? Any verticals that aren't? #solopr

**EmpoweredElaine**1:24pm via Twitter Web Client

RT @SoloPR: Q3. Are companies now more receptive to hiring consultants? Any verticals that aren't? #solopr

**billth**1:24pm via Twitter for Websites

A2: Getting paid what we're worth. A great book on this: Alan Weiss' "Value Based Fees" #solopr

**REDMEDIAPR**1:24pm via TweetDeck

A3 I find a lot of companies now prefer it bc it eliminates overhead, benefits etc - you have to rem to comp for that in your rate #solopr

**KristK**1:24pm via tchat.io

A2: Work-life balance seems harder these days. Unlimited personal leave, no set hours, and yet I still check emails at nite #solopr

**MBOpartners**1:24pm via TweetDeck

A3: IT, banking, pharma, healthcare and travel are some of the big industries hiring independents #solopr

**rajean**1:24pm via Twitter for Android

Gr8 advice! "@KristK: A2: I now recommend all students take a class on owning/running a business. Playing catch-up now. #solopr"

**EmpoweredElaine**1:23pm via Twitter Web Client

RT @KellyeCrane: LOL! Loved that scene in that movie J MT @MBOpartners: @dariasteigmanGood luck with the printer #officespace #solopr

**KellyeCrane**1:23pm via TweetDeck

RT @SoloPR: Q3. Are companies now more receptive to hiring consultants? Any verticals that aren't? #solopr

**KarenSwim**1:23pm via Twitter for Websites

RT @SoloPR: Q3. Are companies now more receptive to hiring consultants? Any verticals that aren't? #solopr

**EmpoweredElaine**1:23pm via Twitter Web Client

RT @PaulaJohns: Great! MT @KristK: A2: I now recommend all students take a class on owning/running a business. #solopr

**SoloPR**1:23pm via tchat.io

Great idea. RT @MBOpartners: @SoloPR@sfair60 @KellyeCrane Try working at a#coworking space! #solopr

**fransteps**1:23pm via tchat.io

RT @SoloPR: Q3. Are companies now more receptive to hiring consultants? Any verticals that aren't? #solopr

**EmpoweredElaine**1:23pm via Twitter Web Client

A2. I love that I can be selective w clients - relationships that work, we continue with. The ones that don't, we don't renew with. #solopr

**SoloPR**1:23pm via tchat.io

Q3. Are companies now more receptive to hiring consultants? Any verticals that aren't? #solopr

**allenmireles**1:23pm via TweetDeck

My post for @Vocus addresses success of#Twitter chat w/ shout out to @KellyeCrane &#solopr chat: happening now!vocus.com/blog/twitter-c...

**MBOpartners**1:23pm via TweetDeck

@SoloPR @sfair60 @KellyeCrane Try working at a #coworking space! #solopr

**SoloPR**1:22pm via tchat.io

Excellent discussion on Q2! Q3 is up next...#solopr

**JasMollica**1:22pm via Twitter for iPhone

@KellyeCrane if I wasn't "thrown" into #solopr, I don't know when I would have done it.

**3HatsComm**1:22pm via TweetDeck

@KristK that's why I minored in B.A. Even so, the real world of running a biz, even w/ smart outsourcing, it's a lot of work. #soloPR

**SoloPR**1:22pm via TweetDeck

RT @sfair60: @KellyeCrane @SoloPR Feeling isolated. Not part of a team. #solopr

**MarketingMel**1:22pm via TweetDeck

RT @PaulaJohns: Great! MT @KristK: A2: I now recommend all students take a class on owning/running a business. #solopr

**KellyeCrane**1:22pm via TweetDeck

LOL! Loved that scene in that movie J MT @MBOpartners: @dariasteigman Good luck with the printer #officespace #solopr

**rajean**1:21pm via Twitter for Android

These are the reasons working from home works for me. Work/life balance. #soloprpic.twitter.com/KIlLwouPua

**PaulaJohns**1:21pm via tchat.io

Great! MT @KristK: A2: I now recommend all students take a class on owning/running a business. #solopr

**fransteps**1:21pm via tchat.io

Great idea! RT @KristK: A2: I now recommend all students take a class on owning/running a business. Playing catch-up now. #solopr

**EmpoweredElaine**1:21pm via Twitter Web Client

RT @KellyeCrane: @rajean @EEPaul Yes, we don't have to rely on an employer for safety or balance! We make our own path. #solopr

**KarenSwim**1:21pm via tchat.io

Smart! RT @KristK: A2: I now recommend all students take a class on owning/running a business. Playing catch-up now. #solopr

**KellyeCrane**1:21pm via TweetDeck

Yes, get a pep talk from trusted friend(s)! RT @PaulaJohns: A2 It takes a leap of faith and confidence that you can do it. #soloPR

**MBOpartners**1:20pm via TweetDeck

@dariasteigman You can always come back and read! Good luck with the printer #officespace#solopr

**KarenSwim**1:20pm via tchat.io

@dariasteigman Miss you! Good luck with the printer, maybe you'll catch some of the chat. Fingers crossed. #solopr

**KristK**1:20pm via tchat.io

A2: I now recommend all students take a class on owning/running a business. Playing catch-up now. #solopr

**thespottedduck**1:20pm via tchat.io

A2: As a new solo, knowing there was a resource like @SoloPRpro out there made the jump a lot easier. For all the reasons mentioned. #solopr

**EEPaul**1:20pm via TweetDeck

A2: #SoloPR No need to "reinvent the wheel" if you have friends who can share what they've already learned. Onwards and updwards!

**kelcesarz**1:20pm via Twitter for Websites

A2: Also, learning to step away from my work and not let it become me, even though I love it.#solopr

**dariasteigman**1:20pm via TweetDeck

Cranky because I'm missing #solopr. Missing#solopr b/c I have to reinstall a printer.
So I can print out something b/f my 2 p.m. meeting.

**KellyeCrane**1:20pm via TweetDeck

@rajean @EEPaul Yes, we don't have to rely on an employer for safety or balance!
We make our own path. #solopr

**REDMEDIAPR**1:20pm via TweetDeck

added to the list RT @MarketingMel: Mandatory reading for any entrepreneur: The
E-Myth. Oldie but goodie. #soloPR

**PaulaJohns**1:19pm via tchat.io

A2 It takes a leap of faith and confidence that you can do it. Lots of factors affect the
decision.#soloPR

**REDMEDIAPR**1:19pm via TweetDeck

THIS @kelcesarz Agree and one of reasons I love the Solo PR Facebook group, it's
like having office mates that are all way smarter! #solopr

**KarenSwim**1:19pm via tchat.io

@kelcesarz Agree and one of reasons I love the Solo PR Facebook group, it's like
having office mates that are all way smarter! #solopr

**LoisMarketing**1:19pm via TweetDeck

Businesses are outsourcing PR and marketing functions right and left. Be fluid and
be open to taking on the responsibillities #soloPR

**MarketingMel**1:18pm via TweetDeck

Mandatory reading for any entrepreneur: The E-Myth. Oldie but goodie. #soloPR

**KellyeCrane** 1:18pm via TweetDeck

@gregwbrooks Should have been more specific: I meant health insurance. #solopr

**KristK** 1:18pm via Twitter for Websites

RT @gregwbrooks: @SoloPR Understanding consulting -- any type of consulting -- is a separate discipline from services provided. Most don't #solopr

**JanetLFalk** 1:18pm via Twitter Web Client

Greetings from overcast NYC. Law firm, consultants and nonprofit PR #solopr

**rajean** 1:18pm via Twitter for Android

Shouldn't we always strive for a better work/life balance @EEPaul @KellyeCrane? I am a better help to my clients b/c of it. #solopr

**EEPaul** 1:18pm via TweetDeck

RT @3HatsComm: #soloPr was thinking same.. you're on your own so it's DIY tech support and IT, HR on and on. > But others can help!

**Content_Team** 1:18pm via Hootsuite

Yes! So hard. RT @kelcesarz: A2: Remembering to self promote your brand, and not just your clients. #solopr

**KellyeCrane** 1:18pm via TweetDeck

Was just about to say this! RT @JasMollica: Q2: hardest thing is actually doing it, IMO. Pulling the trigger on solo can be scary. #solopr

**REDMEDIAPR** 1:18pm via TweetDeck

RT @kelcesarz: A2: Not having someone to bounce ideas off of when my brain power is running slow that day. #solopr

**KristK** 1:18pm via tchat.io

@kelcesarz I turn to tight group of friends. I don't need them to tell me I'm brilliant; I need them to tell me when I'm not. #solopr

**kcwriter**1:18pm via Twitter Web Client

Yep! @MarketingMel A. 2 Ironicall,y keeping the steady drum beat of marketing up while immersed w/ current client work. #soloPR

**gregwbrooks**1:18pm via Twitter Web Client

@KellyeCrane As someone with psychotic risk tolerance, this fascinates me. Are people that worried about getting sued? #solopr

**KarenSwim**1:18pm via tchat.io

So true! RT @kelcesarz: A2: Remembering to self promote your brand, and not just your clients.#solopr

**JanetLFalk**1:18pm via Twitter Web Client

RT @kelcesarz: A2: Not having someone to bounce ideas off of when my brain power is running slow that day. #solopr

**SoloPR**1:17pm via TweetDeck

Biggie RT @MarketingMel: A. 2 Ironicall,y keeping the steady drum beat of marketing up while immersed w/ current client work. #soloPR

**LoisMarketing**1:17pm via TweetDeck

Unwillingness to cross into a marketing or admin role. Wake up #soloPR .. open your mind to do what's needed :)

**MBOpartners**1:17pm via TweetDeck

@gregwbrooks Agreed! There are more and more resources to help everyday. Challenge is knowing where to start, like most skills. #solopr

**fransteps**1:17pm via tchat.io

RT @gregwbrooks: @SoloPR Understanding consulting --any type--is a sep discipline from services provided-Most don't get it.#solopr#solopr

**MarketingMel**1:17pm via TweetDeck

@LoisMarketing You are on it today my friend! Great #soloPR tips.

**EEPaul**1:17pm via TweetDeck

.@kelcesarz Good point. Like that #soloPr helps bounce ideas. Want to do the same for UK PRs#CIPRIPS

**EmpoweredElaine**1:17pm via Twitter Web Client

A2 #solopr Huge plus - creating the right virtual team has allowed us to provide great service. #pr#entrepreneur

**kelcesarz**1:17pm via Twitter for Websites

A2: Remembering to self promote your brand, and not just your clients. #solopr

**JasMollica**1:17pm via Twitter for iPhone

@KellyeCrane @SoloPR Q2: hardest thing is actually doing it, IMO. Pulling the trigger on solo can be scary. #solopr

**KarenSwim**1:17pm via tchat.io

A2: It's not the getting started but keeping it going! #solopr

**ltwoods**1:17pm via TweetDeck

RT @MBOpartners: A1: Whereas digital presence has always been important, today, it's all about finding the right channel to reach your audi#solopr

**MarketingMel**1:17pm via TweetDeck

RT @LoisMarketing: Whatever you think holds you back is holding you back. #soloPR

**gregwbrooks**1:17pm via Twitter Web Client

@MBOpartners Doesn't have to be that way, though -- most make it more difficult than it has to be. It's a skill, like anything else. #solopr

**KristK**1:17pm via Twitter for Websites

RT @kelcesarz: A2: Not having someone to bounce ideas off of when my brain power is running slow that day. #solopr

**SoloPR**1:17pm via tchat.io

That's why we're here! J RT @kelcesarz: A2: Not having someone to bounce ideas off of when my brain power is running slow that day. #solopr

**EmpoweredElaine**1:16pm via Twitter Web Client

RT @PaulaJohns: So true MT @fransteps: A1: Volatile marketplace has propelled growth of niche solos. You can hire exactly what you need.#solopr

**MarketingMel**1:16pm via TweetDeck

A. 2 Ironicall,y keeping the steady drum beat of marketing up while immersed w/ current client work. #soloPR

**billth**1:16pm via Twitter for Websites

A2: Taking out the trash WHILE discussing final contract negotiations with a new client ; ) #solopr

**fransteps**1:16pm via tchat.io

RT @KristK: A2: not having the cache of being the face of organization or having its resources to support project. Had to adjust. #solopr

**EmpoweredElaine**1:16pm via Twitter Web Client

RT @EEPaul: A2 Doing it on your own. Need to know others have been down that track (and can share experiences) #soloPR

**LoisMarketing**1:16pm via TweetDeck

Whatever you think holds you back is holding you back. #soloPR

**MBOpartners**1:16pm via TweetDeck

@fransteps the first week is the hardest! #solopr

**EmpoweredElaine**1:16pm via Twitter Web Client

RT @gregwbrooks: @SoloPR Understanding consulting -- any type of consulting -- is a separate discipline from services provided. Most don't #solopr

**SoloPR**1:16pm via tchat.io

MT @gregwbrooks: Understanding consulting is a separate discipline from services provided. Most don't get it.#solopr #solopr

**EmpoweredElaine**1:16pm via Twitter Web Client

RT @KarenSwim: A2: Realizing that barrier to entry is low but still high rate of failure, you are not just practicing craft but running a b#solopr

**KarenSwim**1:16pm via tchat.io

@gregwbrooks Yes! Was trying to formulate that thought! #solopr

**MBOpartners**1:16pm via TweetDeck

A2: Keeping track of vendors, including benefits, accountants, insurance agents, etc. all eat into billable hours #solopr

**KristK**1:16pm via Twitter for Websites

RT @KarenSwim: A2: Realizing that barrier to entry is low but still high rate of failure, you are not just practicing craft but running a b#solopr

**kelcesarz**1:16pm via Twitter for Websites

A2: Not having someone to bounce ideas off of when my brain power is running slow that day.#solopr

**KristK**1:16pm via tchat.io

A2: not having the cache of being the face of an organization or having its resources to support a project. Had to adjust. #solopr

**KarenSwim**1:15pm via tchat.io

A2: Realizing that barrier to entry is low but still high rate of failure, you are not just practicing craft but running a biz #solopr

**gregwbrooks**1:15pm via Twitter Web Client

@SoloPR Understanding consulting -- any type of consulting -- is a separate discipline from services provided. Most don't get it.#solopr

**EmpoweredElaine**1:15pm via Twitter Web Client

RT @EEPaul: .@KellyeCrane Not just a safe bet, but a better work/life balance #soloPR

**EEPaul**1:15pm via TweetDeck

A2 Doing it on your own. Need to know others have been down that track (and can share experiences) #soloPR

**KellyeCrane**1:15pm via TweetDeck

A2: I think insurance concerns often hold people back from becoming independent. #solopr

**PaulaJohns**1:15pm via tchat.io

So true MT @fransteps: A1: Volatile marketplace has propelled growth of niche solos. You can hire exactly what you need. #solopr

**fransteps**1:15pm via tchat.io

Especially during start-up! RT @MBOpartners: A2: Keeping consistent cash flow is another big chllnge facing #independent consultants #solopr

**ltwoods**1:15pm via Twitter for Websites

RT @EmpoweredElaine: Will be super chatty for the next hour so apologies in advance. Pls mute or even better join us! #solopr #PR #marketinga href="#" class="_quickSearchPopup hash" title="socialmedia">#socialmedia

**MarketingMel**1:15pm via TweetDeck

RT @MBOpartners: A2: Finding clients has been, is, and will be the most difficult thing about going independent #solopr

**MBOpartners**1:14pm via TweetDeck

A2: Keeping a consistent cash flow is another big challenge facing #independent consultants#solopr

**KristK**1:14pm via Twitter for Websites

RT @fransteps: A1: Volatile marketplace has propelled growth of niche solos, too! You can hire exactly what you need. #solopr

**EmpoweredElaine**1:14pm via Twitter Web Client

RT @SoloPR: Q2: What is the hardest thing about going out on your own today? #solopr

**KellyeCrane**1:14pm via TweetDeck

RT @SoloPR: Q2: What is the hardest thing about going out on your own today? #solopr

**SoloPR**1:14pm via tchat.io

RT @MBOpartners: A1: Media is starting to pick up the huge boost #selfemployed people bring to a recovering economy #solopr

**LoisMarketing**1:14pm via TweetDeck

Do I dare say it? Outsourcing PR brings the proper 30,000 foot view :) #soloPR

**EmpoweredElaine**1:13pm via Twitter Web Client

#solopr @thespottedduck Agreed! MUCH less stigma from working from home. It's no longer used in "quotations" by people when I reference it.

**KristK**1:13pm via Twitter for Websites

RT @MBOpartners: A2: Finding clients has been, is, and will be the most difficult thing about going independent #solopr

**KellyeCrane**1:13pm via TweetDeck

@thespottedduck That's a great point - many traditional employers are embracing our virtual ways of doing things. #solopr

**KarenSwim**1:13pm via tchat.io

@PaulaJohns @akenn Great point about more complexities, true for indies and orgs #solopr

**MarketingMel**1:13pm via TweetDeck

RT @EEPaul: A1 last five years has seen emergence from global financial crisis. Greater acceptance that we can't work like we always did#solopr

**KristK**1:13pm via Twitter for Websites

RT @SoloPR: Q2: What is the hardest thing about going out on your own today? #solopr

**MBOpartners**1:13pm via TweetDeck

A2: Finding clients has been, is, and will be the most difficult thing about going independent#solopr

**rajean**1:13pm via Twitter for Android

Great answer @fransteps @KarenSwim #solopr

**KristK**1:13pm via tchat.io

A1: Out-sourcing has morphed into work that is ongoing, although project-based work remains popular from both sides of equation. #solopr

**fransteps**1:13pm via tchat.io

RT @SoloPR: Q2: What is the hardest thing about going out on your own today? #solopr

**EEPaul**1:13pm via TweetDeck

.@KellyeCrane Not just a safe bet, but a better work/life balance #soloPR

**SoloPR**1:13pm via tchat.io

Q2: What is the hardest thing about going out on your own today? #solopr

**EmpoweredElaine**1:12pm via Twitter Web Client

RT @thespottedduck: A1 Working from home has *almost* lost its stigma. Now many brick and mortar agencies offer WFH Fridays + more virtual#solopr

**PaulaJohns**1:12pm via tchat.io

@akenn But also more complexities with so many options. #soloPR

**SoloPR**1:12pm via tchat.io

Great answers to Q1, thanks all! Q2 is coming up... #solopr

**akenn**1:12pm via Twitter for Websites

@PaulaJohns ah, yes, totally agree! #solopr

**rajean**1:12pm via Twitter for Android

RT @KellyeCrane: A1: Our numbers continue to increase, and more folks see being#selfemployed as a viable career. #solopr

**KellyeCrane**1:12pm via TweetDeck

@EEPaul True, and also the employee has realized traditional employment is not always the "safe" bet. #solopr

**KarenSwim**1:12pm via Twitter for Websites

RT @MBOpartners: A1: Media is starting to pick up the huge boost #selfemployed people bring to a recovering economy #solopr

**PaulaJohns**1:12pm via tchat.io

@akenn More insurance options, more organizations catering to our needs (like#soloPR), more tech options, more opps...#solopr

**fransteps**1:12pm via tchat.io

A1: Volatile marketplace has propelled growth of niche solos, too! You can hire exactly what you need. #solopr

**MBOpartners**1:12pm via TweetDeck

A1: Media is starting to pick up the huge boost#selfemployed people bring to a recovering economy #solopr

**akenn**1:11pm via Twitter for Websites

RT @thespottedduck: A1 Working from home has *almost* lost its stigma. Now many brick and mortar agencies offer WFH Fridays + more virtual#solopr

**KarenSwim**1:11pm via tchat.io

Truth! MT @EEPaul: .. emergence from global financial crisis. Greater acceptance that we can't work like we always did #solopr

**EmpoweredElaine**1:11pm via Twitter Web Client

#solopr @billth Agreed! More opportunities NOW than there were 5 years ago for both long and short term #PR projects.

**social8market**1:11pm via RoundTeam

RT @KellyeCrane: RT @SoloPR: Q1: What has changed about consulting and being self-employed in the past 5 years? #solopr

**fransteps**1:11pm via tchat.io

RT @KarenSwim: A1: More orgs see value of utilizing consultants to optimize, augment internal teams and expertise #solopr

**thespottedduck**1:11pm via tchat.io

A1 Working from home has *almost* lost its stigma. Now many brick and mortar agencies offer WFH Fridays + more virtual agencies.#solopr

**EEPaul**1:11pm via TweetDeck

A1 last five years has seen emergence from global financial crisis. Greater acceptance that we can't work like we always did #solopr

**WorkMarket**1:11pm via Twitter Web Client

RT @MBOpartners: A1: Digital Marketplaces like @WorkMarket have developed to connect#selfemployed and their clients. LinkedIn as well#solopr

**KarenSwim**1:11pm via tchat.io

A1: More orgs see value of utilizing consultants to optimize, augment internal teams and expertise#solopr

**SoloPR**1:11pm via tchat.io

Good pt- benefits proven RT @billth: A1 More companies- large and small- are looking to consultants instead of hiring internally #solopr

**EmpoweredElaine**1:11pm via Twitter Web Client

RT @billth: A1 More companies -- large and small -- are looking to consultants instead of hiring internally #solopr

**ltwoods**1:10pm via TweetDeck

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

**MBOpartners**1:10pm via TweetDeck

RT @KarenSwim: A1: Challenges that tethered to traditional have been diminished, i.e. insurance, benefits #solopr

**fransteps**1:10pm via tchat.io

RT @KristK: A1: Consulting used to be euphemism for "betwn jobs" but now accepted as career. We don't need jobs; we want clients#solopr

**SoloPR**1:10pm via tchat.io

We're no longer an unusual choice! RT @gregwbrooks: @SoloPR A1: Greater acceptance in the marketplace among top-tier clients. #soloPR

**KarenSwim**1:10pm via tchat.io

A1: Challenges that tethered to traditional have been diminished, i.e. insurance, benefits #solopr

**KristK**1:10pm via Twitter for Websites

RT @billth: A1 More companies -- large and small -- are looking to consultants instead of hiring internally #solopr

**PaulaJohns**1:10pm via tchat.io

This, and just greater acceptance period! RT @gregwbrooks: @SoloPR A1: Greater acceptance in the marketplace among top-tier clients. #soloPR

**MBOpartners**1:10pm via TweetDeck

A1: Whereas digital presence has always been important, today, it's all about finding the right channel to reach your audience now #solopr

**akenn**1:10pm via Twitter for Websites

@PaulaJohns curious... what do you mean by that? #solopr

**KristK**1:10pm via tchat.io

A1: Consulting used to be euphemism for "between jobs" but now it's accepted as career choice. We don't need jobs; we want clients#solopr

**billth**1:09pm via Twitter for Websites

A1 More companies -- large and small -- are looking to consultants instead of hiring internally#solopr

**KellyeCrane**1:09pm via TweetDeck

A1: When I started decades ago, I think a lot of people thought I was a dilettante. Working from home? Really? J #solopr

**fransteps**1:09pm via tchat.io

True! RT @gregwbrooks: @SoloPR A1: Greater acceptance in the marketplace among top-tier clients. #soloPR

**KarenSwim**1:09pm via iOS

Enjoying view from my office as I join #soloprpic.twitter.com/qBmQm4qTMQ

**EEPaul**1:09pm via TweetDeck

RT @akenn: A1: over past 5 years there's been a greater understanding + acceptance of working virtually/remotely #solopr

**MBOpartners**1:09pm via TweetDeck

A1: Digital Marketplaces like @WorkMarket have developed to connect #selfemployed and their clients. LinkedIn as well #solopr

**SoloPR**1:08pm via tchat.io

RT @PaulaJohns: A1 Seems like we have more options now to tailor our self-employment to our needs, but also more to look out for. #soloPR



**akenn**1:08pm via Twitter for Websites

A1: over past 5 years there's been a greater understanding + acceptance of working virtually/remotely #solopr



**SoloPR**1:08pm via tchat.io

RT @3HatsComm: A1 Technology for sure. made it a lot faster, more diverse and greater reach; you can get more done w/ less #soloPR



**gregwbrooks**1:08pm via Twitter Web Client

@SoloPR A1: Greater acceptance in the marketplace among top-tier clients. #soloPR



**PaulaJohns**1:08pm via tchat.io

A1 Seems like we have more options now to tailor our self-employment to our needs, but also more to look out for. #soloPR



**MarketingMel**1:08pm via TweetDeck

RT @SoloPR: Q1: What has changed about consulting and being self-employed in the past 5 years? #solopr



**EmpoweredElaine**1:07pm via Twitter Web Client

Q1: What has changed about consulting and being self-employed in the past 5 years? #solopr



**KellyeCrane**1:07pm via TweetDeck

A1: Our numbers continue to increase, and more folks see being #selfemployed as a viable career.#solopr



**MarketingMel**1:07pm via TweetDeck

HI everyone. Waving to my #soloPR peeps from beautfiul East Tennessee. Career PR pro, solo 5+ years. @SoloPR

**3HatsComm**1:07pm via TweetDeck

A1 Technology for sure. made it a lot faster, more diverse and greater reach; you can get more done w/ less #soloPR

**KellyeCrane**1:07pm via TweetDeck

RT @SoloPR: Q1: What has changed about consulting and being self-employed in the past 5 years? #solopr

**KristK**1:07pm via Twitter for Websites

RT @SoloPR: Q1: What has changed about consulting and being self-employed in the past 5 years? #solopr

**KellyeCrane**1:07pm via TweetDeck

RT @MBOpartners: For reference #solopr folks, you can read the annual State of Independence in America study here: mbopartners.com/state-of-indep…

**fransteps**1:06pm via tchat.io

RT @SoloPR: Q1: What has changed about consulting and being self-employed in the past 5 years? #solopr

**SoloPR**1:06pm via tchat.io

Q1: What has changed about consulting and being self-employed in the past 5 years? #solopr

**SoloPR**1:06pm via tchat.io

Great crowd gathering! Everyone is welcome to participate today – share your own thoughts and experiences. Q1 is up next… #solopr

**EmpoweredElaine**1:06pm via Twitter Web Client

Will be super chatty for the next hour so apologies in advance. Pls mute or even better join us! #solopr #PR #marketing #socialmedia

**3HatsComm**1:06pm via TweetDeck

doors and blinds open, trying to bring the outside in as I join #soloPR on this lovely day in Atlanta.

**fransteps**1:05pm via tchat.io

Fran in San Antonio! Welcome to @MBOpartners#solopr

**SoloPR**1:05pm via tchat.io

RT @MBOpartners: For reference #solopr folks, you can read the annual State of Independence in America study here: mbopartners.com/state-of-indep...

**KarenSwim**1:05pm via tchat.io

...and lucky consultant who has the honor of working with @MBOpartners! #solopr

**PaulaJohns**1:05pm via tchat.io

Hi #soloPR friends. Paula here, joining from sunny San Diego.

**MBOpartners**1:05pm via TweetDeck

@SoloPR Thrilled to be here! #solopr

**kcwriter**1:05pm via Twitter Web Client

Kelle Campbell, Texas-based PR writer #solopr

**EmpoweredElaine**1:04pm via Twitter Web Client

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

**KellyeCrane**1:04pm via TweetDeck

UK in the house! MT @EEPaul: RT @SoloPR: It's time for this week's #solopr chat > #CIPRIPS

**EmpoweredElaine**1:04pm via Twitter Web Client

RT @SoloPR: On the 4th Wed of the month, we have a Topic Chat- today we focus on#selfemployed best practices. #solopr

**thespottedduck**1:04pm via tchat.io

Tuning in from Framingham, Mass. Hello all!#solopr

**billth**1:04pm via Twitter for Websites

Bill Threlkeld of Threlkeld Communications here. Looking forward to the TweetChat #solopr

**MBOpartners**1:04pm via TweetDeck

For reference #solopr folks, you can read the annual State of Independence in America study here: mbopartners.com/state-of-indep...

**EmpoweredElaine**1:04pm via Twitter Web Client

It's time! Checking into #solopr chat!

**KristK**1:04pm via Twitter for Websites

RT @SoloPR: .@MBOpartners handles a lot of the items we'll talk about today on behalf of its clients, and Sara leads the charge. Welcome Sa#solopr

**SoloPR**1:04pm via tchat.io

.@MBOpartners handles a lot of the items we'll talk about today on behalf of its clients, and Sara leads the charge. Welcome Sara! #solopr

**KarenSwim**1:04pm via tchat.io

Karen Swim joining from Michigan ready to get my chat on! #solopr

**EEPaul**1:04pm via TweetDeck

RT @SoloPR: On the 4th Wed of the month, we have a Topic Chat- today we focus on#selfemployed best practices. #solopr

**SoloPR**1:03pm via tchat.io

.@MBOpartners is a client of our own @KarenSwim, and produces the annual State of Independence in America study. #solopr

**gregwbrooks**1:03pm via Twitter Web Client

Greg here, hot dog and Diet Coke in hand.#solopr

**EEPaul**1:03pm via TweetDeck

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

**KristK**1:03pm via Twitter for Websites

RT @SoloPR: On the 4th Wed of the month, we have a Topic Chat- today we focus on#selfemployed best practices. #solopr

**SoloPR**1:03pm via tchat.io

Today, our special guest is Sara Conde, the director of consultant services for @MBOpartners. #solopr

**KristK**1:03pm via tchat.io

Hello! Kristie here from MS Gulf Coast (25 yrs exp, 10 as indy, APR and PR prof). #SoloPRsaves my sanity and warms my heart.

**SoloPR**1:02pm via tchat.io

On the 4th Wed of the month, we have a Topic Chat- today we focus on #selfemployed best practices. #solopr

**MBOpartners**1:02pm via TweetDeck

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

**KellyeCrane**1:02pm via TweetDeck

@KarenSwim Chat time! J #solopr

**MBOpartners**1:02pm via TweetDeck

Sara Conde here with @MBOpartners, a company that makes it easier for independent consultants and their clients to work together#solopr

**KarenSwim**1:02pm via Twitter for Websites

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

**SoloPR**1:01pm via tchat.io

If you're new to chatting, we suggest using a tool like tchat.io – makes it easier to keep up. Remember to use the #SoloPR hashtag!

**KellyeCrane**1:01pm via TweetDeck

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

**SoloPR**1:01pm via tchat.io

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

**SoloPR**1:00pm via tchat.io

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