



#SoloPR Transcript – 2/11/2015

Q1: Q1 comes from @wjasong75: Any thoughts on media databases? I am beginning to think they are all a waste of \$\$\$.

Q2: What advice would you give to someone that is just starting in freelance PR?

Q3: What do you do if you realize a client lied to you, and you've been communicating that lie?

Q4: Do you have a clause about ethics in your contracts?

Q5: Can you be a successful #SoloPR pro without doing media relations?

Transcript follows in reverse chronological order:



[SoloPR 1:57pm via tchat.io](#)

Our next chat will be on Feb 25- same time. Hope you can join us then! In the meantime, remember we share on the [#solopr](#) hashtag 24/7



[KarenSwim 1:56pm via tchat.io](#)

That was fast! Thanks @[KellyeCrane](#) for today's chat! [#solopr](#)



[LisaMcAlister 1:56pm via Hootsuite](#)

Clearly :-) RT @[c_hami_chi](#): @[KellyeCrane](#) @[LisaMcAlister](#) and wildly attractive. [#solopr](#)



[mdbarber 1:56pm via Twitter Web Client](#)

RT @[KarenSwim](#): @[mdbarber](#) @[LoisMarketing](#) Also there are so many clients who do not need MR to connect with their publics, could care less [#solopr](#)



[mdbarber 1:56pm via tchat.io](#)

GREAT Chat today! Thanks for being here everyone and to @[KellyeCrane](#) for organizing. Have a good week. [#solopr](#)



[SoloPR 1:56pm via tchat.io](#)

As always, we'll have a recap/transcript of this chat on the Solooprpro dot com blog tomorrow. [#solopr](#)



[KarenSwim 1:56pm via tchat.io](#)

@[mdbarber](#) @[LoisMarketing](#) Also there are so many clients who do not need MR to connect with their publics, could care less [#solopr](#)



[c_hami_chi 1:55pm via Twitter Web Client](#)

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

@[BernadetteDavis](#) Hi! Join in! [#solopr](#)



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

[#soloPR](#) A5: in UK, some trade media editorial opportunities so rare that it's better to find alternatives to media relations



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

Looks like we're about out of time - thanks everyone for joining today! [#solopr](#)



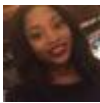
[RikkiWillingham](#) 1:55pm via [Twitter for iPhone](#)

@[c_hami_chi](#) thank you so much [#solopr](#)



[NovaComms](#) 1:55pm via [Twitter for iPhone](#)

@[c_hami_chi](#) @[KellyeCrane](#) @[LisaMcAlister](#) Kind of a "big deal" ;) [#SoloPR](#)



[RikkiWillingham](#) 1:55pm via [Twitter for iPhone](#)

RT @[c_hami_chi](#): @[RikkiWillingham](#) good idea! best of luck to you as you build your career. [#oldfart](#) [#solopr](#)



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

No. It's part of what we all do. RT @[KellyeCrane](#): @[LoisMarketing](#) Are you asking, what do you do if you don't do media relations? [#solopr](#)



[3HatsComm](#) 1:55pm via [TweetDeck](#)

@[KellyeCrane](#) and there's the rub. I'm not trading on MY rep, relationships; worked for it - it's EARNED media for a reason [#soloPR](#)

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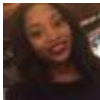
[RikkiWillingham](#) 1:55pm via Twubs

Looking up pr agencies in Dallas [#solopr](#)



[c hami chi](#) 1:55pm via Twitter Web Client

RT @[3HatsComm](#): @[LisaMcAlister](#) the 'trick' (that I've not always mastered) is showing the value of integration, of doing more, being more [#soloPR](#)



[RikkiWillingham](#) 1:54pm via Twubs

RT @[BernadetteDavis](#) Been watching today's [#solopr](#) chat. Good questions and answers. (I'm a solo PR pro based in Dallas).



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

@[BernadetteDavis](#) *waving* to you, Bernadette! [#solopr](#)



[KarenSwim](#) 1:54pm via tchat.io

Agree @[mdbarber](#): @[LoisMarketing](#) By providing strategic plan incl strategies & tactics the client needs. Not all about MR [#solopr](#)



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

RT @[mdbarber](#): @[LoisMarketing](#) By providing strategic plan incl strategies & tactics the client needs. That doesn't always include a MR strat [#solopr](#)



[c hami chi](#) 1:54pm via Twitter Web Client

@[KellyeCrane](#) @[LisaMcAlister](#) and wildly attractive. [#solopr](#)



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

We are *fascinating* J RT @[c_hami_chi](#): @[LisaMcAlister](#) And it's why [#solopr](#) pro's always have things to talk about at a cocktail party.



[BernadetteDavis](#) 1:53pm via Twitter Web Client

Been watching today's [#solopr](#) chat. Good questions and answers. (I'm a solo PR pro based in Dallas).



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

@[LoisMarketing](#) Are you asking, what do you do if you don't do media relations? [#solopr](#)



[LisaMcAlister](#) 1:53pm via Hootsuite

Good to know! RT @[KarenSwim](#): @[LisaMcAlister](#) For a long time I did one industry, trust me no different, lol! [#solopr](#)



[mdbarber](#) 1:52pm via tchat.io

@[LoisMarketing](#) By providing strategic plan incl strategies & tactics the client needs. That doesn't always include a MR strategy. [#solopr](#)



[3HatsComm](#) 1:52pm via TweetDeck

@[LisaMcAlister](#) the 'trick' (that I've not always mastered) is showing the value of integration, of doing more, being more [#soloPR](#)



[prmommydc](#) 1:52pm via Twitter Web Client

RT @[KellyeCrane](#): A5: BTW, media relations "hired guns" are always in demand. Especially if you have relationships w/nat'l business press [#solopr](#)



[c_hami_chi](#) 1:52pm via Twitter Web Client

@[LisaMcAlister](#) And it's why [#solopr](#) pro's always have things to talk about at a cocktail party.



[mdbarber](#) 1:52pm via tchat.io

@[EEPaul](#) Good to know. PRSA Code of Ethics very strong as well. @[CIPR_UK](#) [#solopr](#)



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

A5: BTW, media relations "hired guns" are always in demand. Especially if you have relationships w/nat'l business press [#solopr](#)



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

But how do you separate being a media relations pro (and trusted source) from being a [#soloPR](#)???



[LisaMcAlister](#) 1:51pm via Hootsuite

It does! RT @[c_hami_chi](#): @[LisaMcAlister](#) but that's what keeps it interesting, right? [#solopr](#)



[KarenSwim](#) 1:51pm via tchat.io

@[LisaMcAlister](#) For a long time I did one industry, trust me no different, lol! [#solopr](#)



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

[#soloPR](#) A4: As a UK practitioner, I cite the @[CIPR UK](#) code of conduct - has strong approach on ethics (now compulsory part of our CPD)



[LisaMcAlister](#) 1:51pm via Hootsuite

@[3HatsComm](#) I think I need to take your approach on that one! Halleluyah! [#soloPR](#)



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

Big part of my pitch: u get custom team RT @[c_hami_chi](#): A5: I think that's what makes [#soloPR](#) pro's more compelling to potential clients.



[c_hami_chi](#) 1:50pm via Twitter Web Client

@[LisaMcAlister](#) but that's what keeps it interesting, right? [#soloPR](#)



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

Yes! RT @[KellyeCrane](#): A5: Media relations is still an important part of PR. But there are all kinds of [#soloPR](#) pros...



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

Amen! RT @[NovaComms](#): Thank goodness people like y r out there :) RT @[stacyhpeterson](#): A5: MR is one of my fave parts of this job! [#soloPR](#)



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

That's great- the rush of success! RT @[stacyhpeterson](#): A5: Media relations is one of my favorite parts of this job! [#soloPR](#)



[c_hami_chi](#) 1:49pm via Twitter Web Client

A5: @[KellyeCrane](#) I think that's what makes [#solopr](#) pro's more compelling to potential clients.



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

Perhaps the solos have the best opps to 'pierce the veil'? Hmmm .. just a thought ..
[#soloPR](#)



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

Thank goodness people like you are out there :) RT @[stacyhpeterson](#): A5: Media relations is one of my favorite parts of this job! [#solopr](#)



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

RT @[mdbarber](#): A5 - If u have clients who need it & you don't love it, hire someone from this group who loves it. ...better results. [#solopr](#)



[LisaMcAlister](#) 1:49pm via Hootsuite

A5 With MR I struggle with the fact that my clients don't fall into 1 industry. One minute I'm pitching arts, next outdoor industry [#solopr](#)



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

Agreed! RT @[KellyeCrane](#): A5: We can build teams based on what we do best. [#solopr](#)



[stacyhpeterson](#) 1:48pm via Twitter Web Client

A5: Media relations is one of my favorite parts of this job! [#solopr](#)



[KellyeCrane](#) 1:48pm via TweetDeck

A5: We can build teams based on what we do best. [#solopr](#)



[NovaComms 1:48pm via TweetDeck](#)

Amen! RT @[3HatsComm](#): A5 I've reached a point that, if it's not integrated comms, if client equates PR solely w/ MR .. deal breaker. [#soloPR](#)



[LoisMarketing 1:48pm via TweetDeck](#)

RT @[KellyeCrane](#): A5: Media relations is still an important part of PR. But there are all kinds of [#solopr](#) pros...



[c hami_chi 1:48pm via Twitter Web Client](#)

RT @[mdbarber](#): A5 - If u have clients who need it & you don't love it, hire someone from this group who loves it. Client will get better res[#solopr](#)



[mdbarber 1:48pm via Twitter Web Client](#)

RT @[EEPaul](#): RT @[mdbarber](#): ... @[CIPR_UK](#) Send us details -- time and such. I'm sure many will join. [#solopr](#) > will do. Look out for [#CIPRchat](#)



[KellyeCrane 1:48pm via TweetDeck](#)

A5: Media relations is still an important part of PR. But there are all kinds of [#solopr](#) pros...



[3HatsComm 1:48pm via TweetDeck](#)

A5 Absotively! I've reached a point that, if it's not integrated comms, if client equates PR solely w/ MR .. deal breaker. [#soloPR](#)



[mdbarber 1:48pm via Twitter for Mac](#)

You beat me to the jinx. “@[KellyeCrane](#): @[mdbarber](#) Oh, jinx! [#solopr](#)”



[EEPaul 1:48pm via TweetDeck](#)

RT @[mdbarber](#): ... @[CIPR_UK](#) Send us details -- time and such. I'm sure many will join. [#solopr](#) > will do. Look out for [#CIPRchat](#), c 1pm GMT



[c hami chi 1:47pm via Twitter Web Client](#)

If all I did was MR I would die a bit every day. Have to use other parts of your brain too. [#solopr](#)



[mdbarber 1:47pm via tchat.io](#)

A5 - If u have clients who need it & you don't love it, hire someone from this group who loves it. Client will get better results. [#solopr](#)



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

RT @[SoloPR](#): Yes, it's still important! RT @[LoisMarketing](#): This day and time you must have a source at the source. Don't negate media relati[#soloPR](#)



[SoloPR 1:47pm via tchat.io](#)

Yes, it's still important! RT @[LoisMarketing](#): This day and time you must have a source at the source. Don't negate media relations. [#soloPR](#)



[SoloPR 1:47pm via tchat.io](#)

RT @[KarenSwim](#): A5: I do it and love it but sheesh it's gotten more brutal! [#solopr](#)



[mdbarber 1:47pm via tchat.io](#)

A5 - Nothing wrong with using non-media tools to reach your client's audience. So many other avenues in today's world. [#solopr](#)



[c hami chi](#) 1:47pm via Twitter Web Client

@[RikkiWillingham](#) good idea! best of luck to you as you build your career. [#oldfart](#)
[#solopr](#)



[LisaMcAlister](#) 1:46pm via Hootsuite

Ditto! RT @[KarenSwim](#): A5: I do it and love it but sheesh it's gotten more brutal!
[#solopr](#)



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

RT @[3HatsComm](#): another common mistake is taking on 'bad fit' kinds of projects, clients just to get started. Gotta learn to say No. [#soloPR](#)



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

@[LisaMcAlister](#) Me too! [#solopr](#)



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

A5: This doesn't mean I don't offer media relations to large clients when needed. I collaborate w/other [#solopr](#) pros!



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

This day and time you must have a source at the source. Don't negate media relations.
[#soloPR](#)



[LisaMcAlister](#) 1:46pm via Hootsuite

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A5 Some days I want to retire from MR! [#solopr](#)



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

A5: I do it and love it but sheesh it's gotten more brutal! [#solopr](#)



[mdbarber 1:45pm via Twitter Web Client](#)

RT @[KarenSwim](#): A5: These days, it is even more important to have other arrows in your quiver [#solopr](#)



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

RT @[KellyeCrane](#): A5: I had people tell me I'd never make it without media relations and/or I would miss it. Wrong and wrong. :-) [#solopr](#)



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

RT @[EEPaul](#): Thx for really interesting [#soloPR](#) tweetchat. @[CIPR_UK](#) is hosting a [#UKsoloPR](#) tweetchat on 27 Feb, if any US solos fancy contri...



[Vruno 1:45pm via Twitter Web Client](#)

[#SoloPR](#) A5 You can still be niche, but having acumen across spectrum of marketing/PR landscape is what modern PR practitioners need to be.



[mdbarber 1:45pm via Twitter Web Client](#)

RT @[KellyeCrane](#): A5: I had people tell me I'd never make it without media relations and/or I would miss it. Wrong and wrong. :-) [#solopr](#)



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

Thx for really interesting [#soloPR](#) tweetchat. [@CIPR_UK](#) is hosting a [#UKsoloPR](#) tweetchat on 27 Feb, if any US solos fancy contributing.



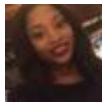
[SoloPR 1:45pm via tchat.io](#)

RT [@KarenSwim](#): A5: These days, it is even more important to have other arrows in your quiver [#soloPR](#)



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

A5: I had people tell me I'd never make it without media relations and/or I would miss it. Wrong and wrong. :-) [#soloPR](#)



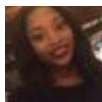
[RikkiWillingham 1:45pm via Twitter for iPhone](#)

RT [@mdbarber](#): [@RikkiWillingham](#) Good news! That will give you some really good introductions. [#soloPR](#)



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

A5 - MR is a really small part of my business. Especially with social media, it's becoming less important. [#soloPR](#)



[RikkiWillingham 1:45pm via Twitter for iPhone](#)

RT [@KarenSwim](#): [@RikkiWillingham](#) working for an agency can give you real world education & help you identify your expertise [#soloPR](#)



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

RT [@KarenSwim](#): A5: These days, it is even more important to have other arrows in your quiver [#soloPR](#)



[KarenSwim 1:44pm via tchat.io](#)

A5: These days, it is even more important to have other arrows in your quiver [#solopr](#)



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

@[KellyeCrane](#) I didn't know that! Me too.... [#solopr](#)



[c_hami_chi 1:44pm via Twitter Web Client](#)

@[SoloPR](#) A5: Yes I think so! [#solopr](#) pro's can cover content development, writing, high-level strategy, project mngt, social media goodness



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

@[mdbarber](#) Oh, jinx! [#solopr](#)



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

A5: Absolutely can be a successful [#SoloPR](#) person without [#media](#) relations. So many forms of comms and influence today.



[mdbarber 1:44pm via tchat.io](#)

@[RikkiWillingham](#) Good news! That will give you some really good introductions. [#solopr](#)



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

A5: Yes! I "retired" from media relations years ago. As we know, [#PR](#) is much more than that. [#solopr](#)



[KarenSwim 1:44pm via tchat.io](#)

So true, people forget this RT @[mddbarber](#): A5 - Definitely lyes. There's so much more to PR than media relations. [#solopr](#)



[mddbarber 1:43pm via Twitter Web Client](#)

RT @[RikkiWillingham](#): Working at an agency first and then freelancing = success. [#solopr](#)



[RikkiWillingham 1:43pm via Twitter for iPhone](#)

Definitely going to join @[UNTPRSSA](#) [#solopr](#)



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

A5 - Definitely lyes. There's so much more to PR than media relations. [#solopr](#)



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

RT @[SoloPR](#): Q5: Can you be a successful [#SoloPR](#) pro without doing media relations?



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

A5: Absolutely! [#solopr](#)



[LisaMcAlister 1:43pm via Hootsuite](#)

@[mddbarber](#) I actually do think that some people just need a little education about where the lines should be drawn. [#solopr](#)



[RikkiWillingham 1:43pm via Twitter for iPhone](#)

Working at an agency first and then freelancing = success. [#solopr](#)



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

@[RikkiWillingham](#) working for an agency can give you real world education & help you identify your expertise [#solopr](#)



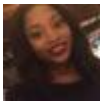
[mdbarber 1:43pm via Twitter Web Client](#)

RT @[SoloPR](#): Q5: Can you be a successful [#SoloPR](#) pro without doing media relations?



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

Q5: Can you be a successful [#SoloPR](#) pro without doing media relations?



[RikkiWillingham 1:42pm via Twitter for iPhone](#)

RT @[mdbarber](#): @[RikkiWillingham](#) That's a really good idea. Gives you great experience that you can't get in school; also more like running a [#solopr](#)



[c hami chi 1:42pm via Twitter Web Client](#)

A4 MT @[3HatsComm](#) indemnification clause has due diligence, omissions, etc. per Q3 on both parties <----- smahttt [#solopr](#)



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

There's always that "Look, this can't happen again .." convo :) [#soloPR](#)



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

Interesting discussion on this sticky issue, folks - thanks! Q5 is up next... [#solopr](#)



[SDITSystems 1:41pm via RoundTeam](#)

RT @[PaulaJohns](#): Important conversation to have > MT @[LisaMcAlister](#) When client is deluded I remind them I'm not even close to harshest crit#[solopr](#)



[KellyeCrane 1:41pm via TweetDeck](#)

@[c_hami_chi](#) Yes, usually the 30 day out clause is to help the client feel more comfy, but it goes both ways. [#solopr](#)



[mdbarber 1:41pm via tchat.io](#)

@[LisaMcAlister](#) Oh, I know. But would putting it in your contract really make a difference with those? [#solopr](#)



[KellyeCrane 1:41pm via TweetDeck](#)

@[KarenSwim](#) LOL! [#solopr](#)



[c_hami_chi 1:41pm via Twitter Web Client](#)

A4: @[KellyeCrane](#) and if you have a 30-day out clause that would give you some good options too. [#solopr](#)



[mdbarber 1:41pm via tchat.io](#)

@[RikkiWillingham](#) That's a really good idea. Gives you great experience that you can't get in school; also more like running a biz [#solopr](#)



[KellyeCrane 1:40pm via TweetDeck](#)

Cool! RT @[KarenSwim](#): A4: I have a client "bill of rights" that I use for onboarding and it does have honest communication language. [#solopr](#)



[LisaMcAlister 1:40pm via Hootsuite](#)

It is sad @[mdbarber](#), but you'd be surprised how many don't consider certain things lying. [#solopr](#)



[3HatsComm 1:40pm via TweetDeck](#)

A4 (2/2) as well as my obligation to provide honest, ethical professional counsel to best of my abilities. [#soloPR](#)



[SoloPR 1:40pm via TweetDeck](#)

RT @[LisaMcAlister](#): [#solopr](#) A4 No, but this discussion has me thinking I will add one. Nothing accusatory, simply stated.



[3HatsComm 1:40pm via TweetDeck](#)

A4 part of my indemnification clause includes due diligence, omissions, etc. per Q3 on both parties. (1/2) [#soloPR](#)



[RikkiWillingham 1:40pm via Twitter for iPhone](#)

RT @[KellyeCrane](#): @[RikkiWillingham](#) Yes, working at an agency can give great experience. It's poss to go [#solopr](#) directly out of school, but ...



[SoloPR 1:40pm via TweetDeck](#)

RT @c_hami_chi: @SoloPR A4: No. It's so murky really. But considering/open to it. #solopr



[mdbarber](#) 1:40pm via [tchat.io](#)

@[KarenSwim](#) What's in your Bill of rights. Share in Facebook group? #solopr



[LisaMcAlister](#) 1:40pm via [Hootsuite](#)

Would love to see your "bill of rights" @[KarenSwim](#) I love that! #solopr



[KellyeCrane](#) 1:40pm via [TweetDeck](#)

@[RikkiWillingham](#) Yes, working at an agency can give great experience. It's poss to go #solopr directly out of school, but only w/good mentor



[mdbarber](#) 1:39pm via [tchat.io](#)

Exactly! RT @[KellyeCrane](#): A4: I don't think an ethics clause is a bad idea, but sad to think "don't lie" isn't implied! #solopr



[c_hami_chi](#) 1:39pm via [Twitter Web Client](#)

A4: @[KarenSwim](#) you are wise re: "bill of rights." #solopr



[mdbarber](#) 1:39pm via [tchat.io](#)

A4 I don't have an ethics clause in my contract. I feel as though my clients understand my ethical stance. Others? #solopr



[LoisMarketing](#) 1:39pm via [TweetDeck](#)

As a #soloPR don't be at the 'sway' of your clients. You're a bit more than that.

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



[KellyeCrane](#) 1:39pm via TweetDeck

A4: I don't think an ethics clause is a bad idea, but sad to think "don't lie" isn't implied!
[#solopr](#)



[c hami chi](#) 1:38pm via Twitter Web Client

@[SoloPR](#) A4: No. It's so murky really. But considering/open to it. [#solopr](#)



[LisaMcAlister](#) 1:38pm via Hootsuite

[#solopr](#) A4 No, but this discussion has me thinking I will add one. Nothing accusatory, simply stated.



[KarenSwim](#) 1:38pm via tchat.io

A4: I have a client "bill of rights" that I use for onboarding and yes it does have honest communication language. [#solopr](#)



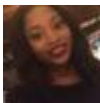
[NovaComms](#) 1:38pm via TweetDeck

RT @[KellyeCrane](#): A3: Keep in mind the importance of your own reputation. If the client refuses to heed your counsel, don't go down w/ship! [#solopr](#)



[RikkiWillingham](#) 1:38pm via Twitter for iPhone

RT @[mdbarber](#): @[RikkiWillingham](#) I would strongly suggest getting some non-solo experience first. [#solopr](#)



[RikkiWillingham](#) 1:38pm via Twubs

RT @[LoisMarketing](#) Face it when a client isn't truly allowing you to handle their PR. Why stay onboard? [#soloPR](#)



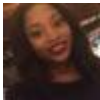
[KellyeCrane](#) 1:37pm via TweetDeck

RT @SoloPR: Q4: Do you have a clause about ethics in your contracts? [#solopr](#)



[KellyeCrane](#) 1:37pm via TweetDeck

A4: I don't have a specific ethics clause, but I do have a 30 termination clause - and will use it if we aren't a fit. [#solopr](#)



[RikkiWillingham](#) 1:37pm via Twubs

Prehaps working at agency before my freelance career [#solopr](#)



[LoisMarketing](#) 1:37pm via TweetDeck

Face it when a client isn't truly allowing you to handle their PR. Why stay onboard? [#soloPR](#)



[mdbarber](#) 1:36pm via Twitter Web Client

RT @SoloPR: Q4: Do you have a clause about ethics in your contracts? [#solopr](#)



[KarenSwim](#) 1:36pm via tchat.io

MT @KellyeCrane: Keep in mind the importance of your own reputation. If client refuses your counsel, don't go down w/ship! [#solopr](#)



[mdbarber](#) 1:36pm via Twitter Web Client

RT @KellyeCrane: A3: Keep in mind the importance of your own reputation. If the client refuses to heed your counsel, don't go down w/ship! [#solopr](#)



[LoisMarketing 1:36pm via TweetDeck](#)

RT @[KellyeCrane](#): A3: Keep in mind the importance of your own reputation. If the client refuses to heed your counsel, don't go down w/ship! [#solopr](#)



[SoloPR 1:36pm via tchat.io](#)

Q4: Do you have a clause about ethics in your contracts? [#solopr](#)



[mdbarber 1:36pm via tchat.io](#)

@[RikkiWillingham](#) I would strongly suggest getting some non-solo experience first. [#solopr](#)



[PaulaJohns 1:36pm via tchat.io](#)

Important conversation to have > MT @[LisaMcAlister](#) When client is deluded I remind them I'm not even close to harshest critic. [#solopr](#)



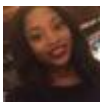
[SoloPR 1:36pm via tchat.io](#)

Q4 is a follow-up to this Q... [#solopr](#)



[KellyeCrane 1:36pm via TweetDeck](#)

A3: Keep in mind the importance of your own reputation. If the client refuses to heed your counsel, don't go down w/ship! [#solopr](#)



[RikkiWillingham 1:35pm via Twitter for iPhone](#)

RT @[mdbarber](#): @[RikkiWillingham](#) There are several in Houston. If you're in PRSSA you can meet them through the Houston PRSA chapter meetings [#solopr](#)



[healthfoodpage1](#) 1:35pm via RoundTeam

RT @[KarenSwim](#): A4: If a client firebombed their own building, I'm out, but if they fudged their age, would not like it but could work throu#solopr



[mdbarber](#) 1:35pm via Twitter Web Client

RT @[KellyeCrane](#): @[KarenSwim](#) Yes, not all lies are created equal! #solopr



[mdbarber](#) 1:35pm via tchat.io

@[RikkiWillingham](#) There are several in Houston. If you're in PRSSA you can meet them through the Houston PRSA chapter meetings. #solopr



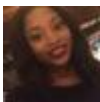
[LoisMarketing](#) 1:34pm via TweetDeck

If they don't allow you to see the weaknesses and the bruises you have no business being their #soloPR



[SoloPR](#) 1:34pm via TweetDeck

MT @[LisaMcAlister](#): #solopr when client is deluded I remind them that I am not even close to their harshest critic. Media will call them out



[RikkiWillingham](#) 1:34pm via Twitter for iPhone

@[mdbarber](#) I am not sure of any other solos in my market to be honest. It is still a very new to me #solopr



[KellyeCrane](#) 1:34pm via TweetDeck

@[KarenSwim](#) Yes, not all lies are created equal! #solopr



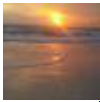
[LoisMarketing 1:34pm via TweetDeck](#)

If you're a true [#soloPR](#) you see and interview the client through their 'rosey'.



[SoloPR 1:33pm via tchat.io](#)

Ha! RT @[KarenSwim](#): A4: If a client firebombed their own building, I'm out, but if they fudged their age... could work through it [#solopr](#)



[d4media 1:33pm via TweetDeck](#)

RT @[KellyeCrane](#): A3: If the media/public recognize a half-truth, move in to crisis PR plan immediately (rip the bandaid off!). [#solopr](#)



[KarenSwim 1:33pm via tchat.io](#)

Nice seeing you @MarketingMel ! [#solopr](#)



[LisaMcAlister 1:33pm via Hootsuite](#)

[#solopr](#) @[KellyeCrane](#) when client is deluded I remind them that I am not even close to being their harshest critic. Media will call them out



[KellyeCrane 1:33pm via TweetDeck](#)

A3: If the media/public recognize a half-truth, move in to crisis PR plan immediately (rip the bandaid off!). [#solopr](#)



[KarenSwim 1:32pm via tchat.io](#)

A4: If a client firebombed their own building, I'm out, but if they fudged their age, would not like it but could work through it [#solopr](#)



[PaulaJohns 1:32pm via tchat.io](#)

Yep MT @[KellyeCrane](#) A2: Sometimes a client is overly rosey, that's their nature. Or they've deluded themselves about something! [#solopr](#)



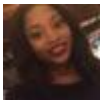
[MarketingMel 1:32pm via Twitter for iPhone](#)

Lunch time's over friends. My mean boss only giving me a half hour today ☐ great chatting [#soloPR](#) [#smartfriends](#)



[mdbarber 1:32pm via tchat.io](#)

A3 - Walking away from a client is very hard. But sometimes it's the only option to protect yourself. [#solopr](#)



[RikkiWillingham 1:32pm via Twitter for iPhone](#)

RT @[mdbarber](#): Where are you located @[RikkiWillingham](#)? Are there other solos in your market? Agencies you want to work with? [#solopr](#)



[SoloPR 1:32pm via tchat.io](#)

RT @[KarenSwim](#): Agree with @[mdbarber](#): give client oppy to explain & apologize. Could have been unintentional error. [#solopr](#)



[LisaMcAlister 1:31pm via Hootsuite](#)

[#solopr](#) [#A3](#) meet w client & communicate the implications of lie. If they aren't willing to be straight, move on. If they are, take control.



[RikkiWillingham 1:31pm via Twubs](#)

Best Advice: Communication is the key to succes [#solopr](#)

#solopr transcript – 2/11/2015

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



[KellyeCrane 1:31pm via TweetDeck](#)

A2: Sometimes a client is overly rosey because that's their nature. Or they've deluded themselves about something! [#solopr](#)



[RikkiWillingham 1:31pm via Twubs](#)

RT @[KarenSwim](#) A3: Like any relationship, communication is key. Talk to client & discover reason for lie. [#solopr](#)



[mdbarber 1:31pm via tchat.io](#)

YES! RT @[KellyeCrane](#): A3: Is client purposely trying to mislead me/the public? If so, they would get the walking papers from me. [#solopr](#)



[c hami chi 1:31pm via Twitter Web Client](#)

A3 MT @[mdbarber](#) If client doesn't want to correct, walk away. A lying client affects your rep too. [#solopr](#)



[KellyeCrane 1:30pm via TweetDeck](#)

A3: Is the client purposely trying to mislead me/the public? If so, they would get the walking papers from me. [#solopr](#)



[mdbarber 1:30pm via tchat.io](#)

Agree. Also, consequences of it. RT @[KarenSwim](#): A3: Like any relationship, comm is key. Talk to client & discover reason for lie. [#solopr](#)



[KarenSwim 1:30pm via tchat.io](#)

Agree with @[mdbarber](#): give client oppy to explain & apologize. Could have been unintentional error. [#solopr](#)



[KarenSwim 1:30pm via tchat.io](#)

A3: Like any relationship, communication is key. Talk to client & discover reason for lie. [#solopr](#)



[mdbarber 1:29pm via tchat.io](#)

A3 But first give client oppy to explain & apologize. Could have been unintentional error. Make sure he knows not to do it again! [#solopr](#)



[SoloPR 1:29pm via tchat.io](#)

RT @[mdbarber](#): A3 Cause for immediate meeting to discuss lie. If client doesn't want to correct, walk away... [#solopr](#)



[MarketingMel 1:29pm via Twitter for iPhone](#)

RT @[SoloPR](#): Q3: What do you do if you realize a client lied to you, and you've been communicating that lie? [#solopr](#)



[NovaComms 1:29pm via TweetDeck](#)

RT @[mdbarber](#): A3 Immediate meeting to discuss lie. If client doesn't want to correct, walk away. A lying client affects your rep too [#solopr](#)



[MarketingMel 1:29pm via Twitter for iPhone](#)

A. 3 Never happened to me but if it did I would fire the client immediately! [#solopr](#)



[LisaMcAlister 1:29pm via Hootsuite](#)

[#solopr](#) A2 For client who is ALWAYS in crisis mode, don't respond, give it an hour and then call back. Keep calm & they will follow. [#sanity](#)



[KellyeCrane](#) 1:29pm via TweetDeck

RT @SoloPR: Q3: What do you do if you realize a client lied to you, and you've been communicating that lie? [#solopr](#)



[mdbarber](#) 1:29pm via tchat.io

A3 Cause for immediate meeting to discuss lie. If client doesn't want to correct, walk away. A lying client affects your rep too. [#solopr](#)



[borderlinephil](#) 1:28pm via TweetDeck

A1: Cision + Muck Rack is just a starting point for our own research [#solopr](#) /cc @c_hami_chi



[NovaComms](#) 1:28pm via TweetDeck

RT @SoloPR: Q3: What do you do if you realize a client lied to you, and you've been communicating that lie? [#solopr](#)



[SoloPR](#) 1:28pm via tchat.io

RT @stacyhpeterson: A2: Ask for meetings to discuss. At best, you get hired. At worst, you just made a new connection. [#solopr](#)



[mdbarber](#) 1:28pm via Twitter Web Client

RT @SoloPR: Q3: What do you do if you realize a client lied to you, and you've been communicating that lie? [#solopr](#)



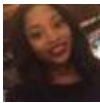
[SoloPR 1:27pm via tchat.io](#)

Q3: What do you do if you realize a client lied to you, and you've been communicating that lie? [#solopr](#)



[MarketingMel 1:27pm via Twitter for iPhone](#)

A. 2 I still give away a one hour complimentary consultation at my chamber meetings. It works! [#SoloPR](#)



[RikkiWillingham 1:27pm via Twitter for iPhone](#)

RT @[SoloPR](#): Glad we could help! RT @[RikkiWillingham](#): greatest advice ever [#solopr](#)



[c hami chi 1:27pm via Twitter Web Client](#)

@[KellyeCrane](#) me too! with years of successful freelance biz! [#solopr](#)



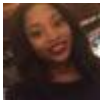
[mbarber 1:27pm via tchat.io](#)

Where are you located @[RikkiWillingham](#)? Are there other solos in your market? Agencies you want to work with? [#solopr](#)



[SoloPR 1:26pm via tchat.io](#)

Glad we could help! RT @[RikkiWillingham](#): greatest advice ever [#solopr](#)



[RikkiWillingham 1:26pm via Twitter for iPhone](#)

RT @[KarenSwim](#): @[RikkiWillingham](#) Yes you can do it! Work your natural network, that's where the majority of new consultants find first proje[#solopr](#)



[c hami chi 1:26pm via Twitter Web Client](#)

RT @[KellyeCrane](#): A2: People think I'm crazy when I say this, but I know successful [#SoloPR](#) pros who have never had a website! All word of m...



[SoloPR 1:26pm via tchat.io](#)

Great advice on Q2, everyone! Q3 is up next... [#solopr](#)



[KarenSwim 1:26pm via tchat.io](#)

@[RikkiWillingham](#) Yes you can do it! Work your natural network, that's where the majority of new consultants find first project [#solopr](#)



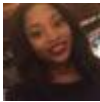
[RikkiWillingham 1:26pm via Twubs](#)

greatest advice ever [#solopr](#)



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

RT @[stacyhpeterson](#) A2: Ask for meetings to discuss. At best, you get hired. At worst, you just made a new connection. [#solopr](#)



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

If someone can start with just a LinkedIn account I know I can do this. Feeling Inspired [#solopr](#)



[KarenSwim 1:25pm via tchat.io](#)

Wisdom! MT @[3HatsComm](#): @[KellyeCrane](#) another common mistake is taking on 'bad fit' kinds of projects, clients just to get started. [#soloPR](#)



[mndbarber](#) 1:25pm via Twitter Web Client

RT @stacyhpeterson: A2: Ask for meetings to discuss. At best, you get hired. At worst, you just made a new connection. [#solopr](#)



[Alondra2320](#) 1:25pm via Twitter Web Client

RT @KellyeCrane: A2: @RikkiWillingham The fact that you're here, learning from others, is a sign you're destined for [#solopr](#) greatness! :-)



[stacyhpeterson](#) 1:25pm via Twitter Web Client

A2: Ask for meetings to discuss. At best, you get hired. At worst, you just made a new connection. [#solopr](#)



[BernadetteDavis](#) 1:24pm via Twitter for iPhone

RT @SoloPR: Truth! MT @3HatsComm: ...common mistake is taking on 'bad fit' kinds of projects, clients just to get started. Gotta learn to [#soloPR](#)



[SoloPR](#) 1:24pm via TweetDeck

Truth! MT @3HatsComm: ...common mistake is taking on 'bad fit' kinds of projects, clients just to get started. Gotta learn to say No [#soloPR](#)



[MarketingMel](#) 1:24pm via Twitter for iPhone

Agree! RT @mndbarber: A2 - Make sure your social networks are portraying the image you want there's no diff bet personal & pro. [#solopr](#)”



[BernadetteDavis](#) 1:24pm via Twitter for iPhone

RT @[KellyeCrane](#): A2: People think I'm crazy when I say this, but I know successful [#SoloPR](#) pros who have never had a website! All word of m...



[RikkiWillingham](#) 1:24pm via Twubs

RT @[mdbarber](#) A2 -- First place to network is prof groups -- PRSA, IABC, AMA. Also consider local chamber and small biz centers. [#solopr](#)



[KellyeCrane](#) 1:23pm via TweetDeck

A2: People think I'm crazy when I say this, but I know successful [#SoloPR](#) pros who have never had a website! All word of mouth.



[RikkiWillingham](#) 1:23pm via Twitter for iPhone

RT @[NovaComms](#): Assign it time each week, then move along. RT @[RikkiWillingham](#): Not sweataing the small stuff is going to be hardest thing [f#solopr](#)



[RikkiWillingham](#) 1:23pm via Twitter for iPhone

RT @[NovaComms](#): @[RikkiWillingham](#) With your friends, former colleagues. Don't be afraid to ask for someone to make a new connection. [#Solopr](#)



[mdbarber](#) 1:23pm via Twitter Web Client

RT @[3HatsComm](#): @[KellyeCrane](#) another common mistake is taking on 'bad fit' kinds of projects, clients just to get started. Gotta learn to sa[#soloPR](#)



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[mdbarber 1:23pm via tchat.io](#)

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[3HatsComm 1:23pm via TweetDeck](#)

@[KellyeCrane](#) another common mistake is taking on 'bad fit' kinds of projects, clients just to get started. Gotta learn to say No. [#soloPR](#)



[c_hami_chi 1:23pm via Twitter Web Client](#)

Ah I want to RT everyone's A2 [#solopr](#) answers. Such good advice.



[NovaComms 1:23pm via TweetDeck](#)

@[RikkiWillingham](#) With your friends, former colleagues. Don't be afraid to ask for someone to make a new connection. [#Soloopr](#)



[LisaMcAlister 1:23pm via Hootsuite](#)

RT @[KarenSwim](#): A2: Do not over promise or oversell yourself. It's fine to let a client know something is outside of your expertise. [#solopr](#)



[SoloPR 1:23pm via tchat.io](#)

MT @[c_hami_chi](#): Q2: Be patient. Trust your network and ur abilities - the work will come. There's enough biz out there! [#solopr](#)



[KarenSwim 1:22pm via tchat.io](#)

@[MarketingMel](#) I know highly paid consultants who started with nothing but a LinkedIn profile [#solopr](#)



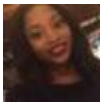
[RikkiWillingham 1:22pm via Twubs](#)

RT @[KellyeCrane](#) A2: @[RikkiWillingham](#) The fact that you're here, learning from others, is a sign you're destined for [#solopr](#) greatness! :-)



[mdbarber 1:22pm via tchat.io](#)

A2 - Make sure your social networks are portraying the image you want out there -- there's def no diff bet personal & professional. [#solopr](#)



[RikkiWillingham 1:22pm via Twubs](#)

I'm going to have to start networking, but where o where to start. [#solopr](#)



[KarenSwim 1:22pm via Twitter Web Client](#)

RT @[MarketingMel](#): A. 2 I agree with @[KarenSwim](#). I started with a basic WP blog. That shows you can write! [#solopr](#) [#nothingfancy](#)



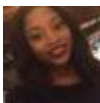
[MarketingMel 1:21pm via Twitter for iPhone](#)

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[KarenSwim 1:21pm via Twitter Web Client](#)

RT @[c_hami_chi](#): Q2: Also, be patient. Trust your network and trust ur abilities - the work will come. There's enough biz out there! [#pollyanna](#) href="#" class="_quickSearchPopup hash" title="solopr">[#solopr](#)



[RikkiWillingham 1:21pm via Twubs](#)

RT @[LisaMcAlister](#) [#solopr](#) A2 Ask for referrals!



[KellyeCrane](#) 1:21pm via TweetDeck

A2: @[RikkiWillingham](#) The fact that you're here, learning from others, is a sign you're destined for [#solopr](#) greatness! :-)



[RikkiWillingham](#) 1:21pm via Twubs

Not sweataing the small stuff is going to be the hardest thing for me [#solopr](#)



[KarenSwim](#) 1:21pm via tchat.io

A2: Do not over promise or oversell yourself. It's fine to let a client know something is outside of your expertise. [#solopr](#)



[mdbarber](#) 1:21pm via Twitter Web Client

RT @[LisaMcAlister](#): [#solopr](#) A2 Ask for referrals!



[mdbarber](#) 1:21pm via tchat.io

A2 - Agree logo and website can wait but you still need a professional appearance as that's what will identify you. [#solopr](#)



[c hami_chi](#) 1:21pm via Twitter Web Client

@[KarenSwim](#) YES. Your identity is you, your background/expertise. No need for fancy shmance brand stuff. [#solopr](#)



[LisaMcAlister](#) 1:21pm via Hootsuite

[#solopr](#) A2 Ask for referrals!



[SoloPR 1:20pm via TweetDeck](#)

RT @[mdbarber](#): A2 - Make a short/realistic list of clients you want to work with. then map out who you know who can help you get in the door [#solopr](#)



[RikkiWillingham 1:20pm via Twubs](#)

learning so much today [#solopr](#)



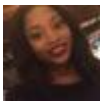
[MarketingMel 1:20pm via Twitter for iPhone](#)

RT @[KarenSwim](#): A2: Don't sweat the small stuff, you don't need a fancy site, or professionally designed logo to start, that can come later [#solopr](#)



[velo city 1:20pm via TweetDeck](#)

Speaking of food. Gotta go find some. Have a good chat [#solopr](#)



[RikkiWillingham 1:20pm via Twitter for iPhone](#)

RT @[MarketingMel](#): @[RikkiWillingham](#) I love researching too! Think it comes from my roots as a journalist. [#solopr](#)



[c hami_chi 1:20pm via Twitter Web Client](#)

RT @[KarenSwim](#): A2: Don't sweat the small stuff, you don't need a fancy site, or professionally designed logo to start, that can come later [#solopr](#)



[mdbarber 1:20pm via Twitter Web Client](#)

RT @[SoloPR](#): RT @[KellyeCrane](#): A2: The [#SoloPR](#) PRO Premium membership was mentioned earlier. It's \$25/mo or \$179/yr - details here: <http://t.soloprpro.com/join>



[SoloPR 1:20pm via tchat.io](#)

RT @[KellyeCrane](#): A2: The [#SoloPR](#) PRO Premium membership was mentioned earlier. It's \$25/mo or \$179/yr - details here: soloprpro.com/join



[c hami chi 1:19pm via Twitter Web Client](#)

Q2: Also, be patient. Trust your network and trust ur abilities - the work will come. There's enough biz out there! [#pollyanna](#) [#solopr](#)



[mdbarber 1:19pm via Twitter Web Client](#)

RT @[NovaComms](#): Yes! RT @[KellyeCrane](#): A2: Don't charge too little initially. A very common mistake! [#solopr](#)



[LisaMcAlister 1:19pm via Hootsuite](#)

[#solopr](#) A2 Hi, just joining. I'd say to keep expectations very clear with clients and know the best way to communicate with each.



[MarketingMel 1:19pm via Twitter for iPhone](#)

A. 2. Take advantage of all [#solopr](#) resources! Be sure to build your personal brand writing for publications, blogging, media etc.



[mdbarber 1:19pm via tchat.io](#)

A2 - Make a short/realistic list of clients you want to work with. then map out who you know who can help you get in the door. [#solopr](#)



[SoloPR 1:19pm via tchat.io](#)

Don't forget to eat! RT @[KarenSwim](#): A2: Make business development a consistent habit even when you are so busy you forget to eat. [#solopr](#)



[NovaComms 1:19pm via TweetDeck](#)

Yes! RT @[KellyeCrane](#): A2: Don't charge too little initially. A very common mistake! [#solopr](#)



[RikkiWillingham 1:19pm via Twitter for iPhone](#)

RT @[KellyeCrane](#): @[RikkiWillingham](#) You mean our chatter? :-) You may want to try tchat.io/rooms/solopr [#solopr](#)



[KellyeCrane 1:19pm via TweetDeck](#)

A2: Don't charge too little initially. A very common mistake! [#solopr](#)



[3HatsComm 1:19pm via TweetDeck](#)

ITA @[KarenSwim](#) network, network.. building a strong client portfolio has to be a priority. [#soloPR](#)



[velo_city 1:19pm via TweetDeck](#)

Need to be better w/this RT @[KarenSwim](#): A2: Make business development a consistent habit even when you are so busy you forget to eat [#solopr](#)



[KarenSwim 1:19pm via tchat.io](#)

A2: Don't sweat the small stuff, you don't need a fancy site, or professionally designed logo to start, that can come later [#solopr](#)



[PaulaJohns 1:18pm via tchat.io](#)

Agree, get the word out MT @[mdbarber](#) A2 Network w/ other PR pros...make sure your friends in industry know what you're doing. [#solopr](#)



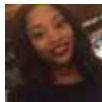
[c hami chi 1:18pm via Twitter Web Client](#)

RT @[RikkiWillingham](#): RT @[KarenSwim](#) A2: Make business development a consistent habit even when you are so busy you forget to eat. [#solopr](#)



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[velo_city 1:18pm via TweetDeck](#)

A2 Network. Or what ever it's called these days. [#solopr](#)



[mdbarber 1:18pm via Twitter Web Client](#)

RT @[KarenSwim](#): A2: Make business development a consistent habit even when you are so busy you forget to eat. [#solopr](#)



[c hami chi 1:18pm via Twitter Web Client](#)

A2: Create a supportive network for yourself - both in-person and virtual. You need to replace traditional office mates. [#solopr](#)



[mdbarber 1:17pm via tchat.io](#)

#solopr transcript - 2/11/2015

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

A2 -- Network with other PR pros is esp important at this stage. Make sure your friends in industry know what you're doing. [#solopr](#)



[MarketingMel 1:17pm via Twitter for iPhone](#)

@[RikkiWillingham](#) I love researching too! Think it comes from my roots as a journalist. [#solopr](#)



[KarenSwim 1:17pm via tchat.io](#)

A2: Make business development a consistent habit even when you are so busy you forget to eat. [#solopr](#)



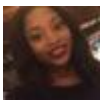
[RikkiWillingham 1:17pm via Twitter for iPhone](#)

RT @[SoloPR](#): This is Q2: RT @[RikkiWillingham](#): What advice would you give a to someone that is just starting in freelance PR [#solopr](#)



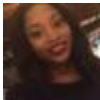
[KellyeCrane 1:17pm via TweetDeck](#)

A2: The [#SoloPR](#) PRO Premium membership was mentioned earlier. It's \$25/mo or \$179/yr - details here: soloprpro.com/join



[RikkiWillingham 1:17pm via Twitter for iPhone](#)

@[mdbarber](#) thanks I will definitely look into that [#solopr](#)



[RikkiWillingham 1:16pm via Twubs](#)

It's so hard to keep up with the chatter [#solopr](#)



[wjasong75 1:16pm via Twitter Web Client](#)

much thanks to all on Q1 today! [#solopr](#)



[BernadetteDavis](#) 1:16pm via Twitter for iPhone

RT @SoloPR: Well said! MT @Vruno: [#SoloPR](#) A1 Databases build lists not relationships. You have to build rapport & no service can do that fo...



[mdbarber](#) 1:16pm via Twitter Web Client

RT @SoloPR: This is Q2: RT @RikkiWillingham: What advice would you give a to someone that is just satrting in freelance PR [#solopr](#)



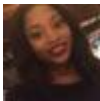
[SoloPR](#) 1:16pm via TweetDeck

This is Q2: RT @RikkiWillingham: What advice would you give a to someone that is just satrting in freelance PR [#solopr](#)



[velo_city](#) 1:15pm via TweetDeck

A1 It's been helping me lately for gathering some national contacts, but I'm also not paying the hefty \$\$ for it [#solopr](#)



[RikkiWillingham](#) 1:15pm via Twubs

Researching is my favorite part of PR work. [#solopr](#)



[MarketingMel](#) 1:15pm via Twitter for iPhone

RT @KellyeCrane: A1: @TheInkybee is an example of a smaller svc- they specialize in bloggers. [#SoloPR](#) members get a discount! soloprpro.com/inkybee-discou...



[SoloPR](#) 1:15pm via tchat.io

Great input everyone, thanks! Q2 is up next... [#solopr](#)



[KarenSwim 1:15pm via tchat.io](#)

@[c_hami_chi](#) It really does Cindy. BTW, "Hi! :-)" [#solopr](#)



[KellyeCrane 1:15pm via TweetDeck](#)

A1: @[TheInkybee](#) is an example of a smaller svc- they specialize in bloggers. [#SoloPR](#) members get a discount! [soloprpro.com/inkybee-discou...](#)



[stacyhpeterson 1:14pm via Twitter Web Client](#)

RT @[SoloPR](#): Well said! MT @[Vruno](#): [#SoloPR](#) A1 Databases build lists not relationships. You have to build rapport & no service can do that fo...



[mdbarber 1:14pm via Twitter Web Client](#)

RT @[PaulaJohns](#): Agree, use in combo w/ own research...MT @[KarenSwim](#) A1: As others have noted, its one step, nothing replaces your own resea[#solopr](#)



[c_hami_chi 1:14pm via Twitter Web Client](#)

@[KarenSwim](#) agree. [#solopr](#) If you have a sub, using it daily gets you the ROI.



[SoloPR 1:14pm via tchat.io](#)

Well said! MT @[Vruno](#): [#SoloPR](#) A1 Databases build lists not relationships. You have to build rapport & no service can do that for you.



[PaulaJohns 1:14pm via tchat.io](#)

Agree, use in combo w/ own research...MT @[KarenSwim](#) A1: As others have noted, its one step, nothing replaces your own research [#solopr](#)



[RikkiWillingham 1:13pm via Twitter for iPhone](#)

RT @[mdbarber](#): @[RikkiWillingham](#) Lots of good stuff here. If you aren't already, consider a [#Pro](#) membership. Great stuff there too! [#solopr](#)



[KarenSwim 1:13pm via tchat.io](#)

A1: I use my databases daily and that may be a function of having a paid subscription so it is convenient [#solopr](#)



[MarketingMel 1:13pm via Twitter for iPhone](#)

RT @[mdbarber](#): Very true. Def relationships key there MT @[PaulaJohns](#): A1 If you're mostly doing local/regional MR, you don't need one for su[#soloPR](#)



[3HatsComm 1:13pm via TweetDeck](#)

RT @[KarenSwim](#): A1: As other steps they are still one step, nothing replaces doing your own research [#solopr](#)



[c hami chi 1:13pm via Twitter Web Client](#)

RT @[Vruno](#): [#SoloPR](#) A1 - Databases build lists not relationships. You have to build rapport & there's no service that can do that for you.



[SoloPR 1:13pm via tchat.io](#)

Specialized and custom to you! MT @[stacyhpeterson](#): A1: ...I keep my own list based on the clients I work with. [#solopr](#)



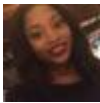
[KellyeCrane](#) 1:12pm via TweetDeck

A1: BTW, I saw somewhere yesterday that Cision is going to be using the Vocus info/tech moving forward. Anyone else have that link? [#solopr](#)



[mdbarber](#) 1:12pm via tchat.io

Very true. Def relationships key there MT @[PaulaJohns](#): A1 If you're mostly doing local/regional MR, you don't need one for sure. [#soloPR](#)



[RikkiWillingham](#) 1:12pm via Twubs

RT @[KarenSwim](#) A1: I meant as others have noted, its one step, nothing replaces your own research [#stillwobbly](#) [#solopr](#)



[Vruno](#) 1:12pm via Twitter Web Client

[#SoloPR](#) A1 - Databases build lists not relationships. You have to build rapport & there's no service that can do that for you.



[PaulaJohns](#) 1:11pm via tchat.io

A1 I think if you're mostly doing local/regional media relations, you don't need one for sure. [#soloPR](#)



[KarenSwim](#) 1:11pm via tchat.io

A1: I meant as others have noted, its one step, nothing replaces your own research [#stillwobbly](#) [#solopr](#)



[RikkiWillingham](#) 1:11pm via Twitter for iPhone

RT @[SoloPR](#): FYI- we'll make @[RikkiWillingham](#)'s Q the next question! [#solopr](#)



[KellyeCrane 1:11pm via TweetDeck](#)

A1: There are lots of options these days, too. Some smaller tools may be a better fit than the big guys (less \$ too!) [#solopr](#)



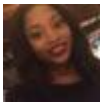
[RikkiWillingham 1:11pm via Twitter for iPhone](#)

“@[c_hami_chi](#): @[RikkiWillingham](#) Hi! I'm a newbie too to the solo world. [#solopr](#)”
great to know that I am not alone. :)



[mdbarber 1:11pm via Twitter Web Client](#)

RT @[KarenSwim](#): A1: As other steps they are still one step, nothing replaces doing your own research [#solopr](#)



[RikkiWillingham 1:11pm via Twitter for iPhone](#)

RT @[NovaComms](#): Network, network, network RT @[RikkiWillingham](#): What advice would you give a to someone that is just satrting in freelance PR [#solopr](#)



[KarenSwim 1:11pm via tchat.io](#)

A1: As other steps they are still one step, nothing replaces doing your own research [#solopr](#)



[3HatsComm 1:11pm via Twitter for iPhone](#)

Workout ran a little over, now jumping into [#soloPR](#) chat.



[stacyhpeterson 1:11pm via Twitter Web Client](#)

A1: I was just about to say that. I keep my own list based on the clients I work with. [#solopr](#)



[RikkiWillingham](#) 1:10pm via Twitter for iPhone

@[KarenSwim](#) thank you so much, I'm glad and excited to be involved. [#solopr](#)



[BernadetteDavis](#) 1:10pm via Twitter for iPhone

RT @[KellyeCrane](#): A1: Media databases are most useful when you get a client in a new area/industry. Otherwise, many [#SoloPR](#) pros have their ...



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

MT @[PaulaJohns](#): A1: I use one, and I agree they are way less important than they used to be. ...helpful for research, organization. [#soloPR](#)



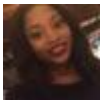
[mdbarber](#) 1:10pm via Twitter Web Client

RT @[KellyeCrane](#): A1: Media databases are most useful when you get a client in a new area/industry. Otherwise, many [#SoloPR](#) pros have their ...



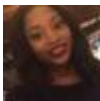
[KarenSwim](#) 1:10pm via tchat.io

@[RikkiWillingham](#) It really depends on your needs and clients. What industries do you serve & do you do a lot of MR? [#solopr](#)



[RikkiWillingham](#) 1:10pm via Twitter for iPhone

RT @[mdbarber](#): @[RikkiWillingham](#) don't let that stop you! Very supportive group. Glad you've joined. Have fun! [#solopr](#)



[RikkiWillingham](#) 1:10pm via Twitter for iPhone

RT @[SoloPR](#): Thanks, Rikki - glad you could join us! RT @[RikkiWillingham](#): Very excited for today's discussion [#solopr](#)



[PaulaJohns 1:09pm via tchat.io](#)

A1: I use one, and I agree they are way less important than they used to be. Mine is helpful for research, organization. [#soloPR](#)



[KellyeCrane 1:09pm via TweetDeck](#)

A1: Media databases are most useful when you get a client in a new area/industry. Otherwise, many [#SoloPR](#) pros have their own lists.



[RikkiWillingham 1:09pm via Twubs](#)

@[KarenSwim](#) Do you know of any databases that are actually worth my time and money? [#solopr](#)



[mdbarber 1:09pm via tchat.io](#)

Key point! MT @[c_hami_chi](#): A: at the end of the day we all have to do our own research. [#solopr](#)



[SoloPR 1:09pm via tchat.io](#)

RT @[KarenSwim](#): A1: None are perfect but they can help to focus your campaign and start the list building process. [#solopr](#)



[MarketingMel 1:08pm via Twitter for iPhone](#)

RT @[SoloPR](#): If you're new, we're a community of indie communications consultants-not just solo, not just PR! Learn more: <http://t.co/XLJfwsoloprpro.com/about>



[SoloPR 1:08pm via TweetDeck](#)

RT @[NovaComms](#): A1: I've rarely had great luck with media databases, there's a different glitch in each one [#soloPR](#)



[BernadetteDavis](#) 1:08pm via Twitter for iPhone

RT @[KellyeCrane](#): A1: Media databases are not a necessity for today's PR pro. [#solopr](#)



[KarenSwim](#) 1:08pm via tchat.io

A1: Easy to find tier 1 and known trades but good to uncover opps you may miss [#solopr](#)



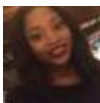
[mdbarber](#) 1:08pm via Twitter for Mac

@[RikkiWillingham](#) Lots of good stuff here. If you aren't already, consider a [#Pro](#) membership. Great stuff there too! [#solopr](#)



[SoloPR](#) 1:08pm via TweetDeck

FYI- we'll make @[RikkiWillingham](#)'s Q the next question! [#solopr](#)



[RikkiWillingham](#) 1:08pm via Twubs

RT @[KellyeCrane](#) A1: Media databases are not a necessity for today's PR pro. [#solopr](#)



[c_hami_chi](#) 1:08pm via Twitter Web Client

A1: I'm partial to Cision and I also like Muck Rack, but at the end of the day we all have to do our own research. [#solopr](#)



[MarketingMel](#) 1:08pm via Twitter for iPhone

RT @[SoloPR](#): Q1 comes from @[wjasong75](#): Any thoughts on media databases? I am beginning to think they are all a waste of \$\$\$... [#solopr](#)



[MarketingMel 1:08pm via Twitter for iPhone](#)

Hi friends! Dropping in to say hello over lunch @[panerabread](#) in sunny Tennessee!
[#solopr](#) @[SoloPR](#)



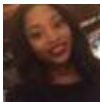
[mdbarber 1:08pm via tchat.io](#)

A1 - I don't use media databases but know many find them really useful. I think it depends on the group you're targeting, too. [#solopr](#)



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

A1: None are perfect but they can help to focus your campaign and start the list building process. [#solopr](#)



[RikkiWillingham 1:07pm via Twubs](#)

@[mdbarber](#) Very Motivated. Thank you so much! [#solopr](#)



[KellyeCrane 1:07pm via TweetDeck](#)

A1: Media databases are not a necessity for today's PR pro. [#solopr](#)



[c_hami_chi 1:07pm via Twitter Web Client](#)

@[KellyeCrane](#) Yes, I advise you to keep your distance. [#solopr](#)



[RikkiWillingham 1:07pm via Twubs](#)

RT @[mdbarber](#) @[RikkiWillingham](#) don't let that stop you! Very supportive group. Glad you've joined. Have fun! [#solopr](#)



[BernadetteDavis](#) 1:07pm via Twitter for iPhone

RT @SoloPR: Q1 comes from @wjasong75: Any thoughts on media databases? I am beginning to think they are all a waste of \$\$\$... [#solopr](#)



[NovaComms](#) 1:07pm via TweetDeck

Network, network, network RT @RikkiWillingham: What advice would you give a to someone that is just satrting in freelance PR [#solopr](#)



[mndbarber](#) 1:07pm via Twitter Web Client

RT @KellyeCrane: RT @SoloPR: Q1 comes from @wjasong75: Any thoughts on media databases? I am beginning to think they are all a waste of \$\$\$[#solopr](#)



[c hami chi](#) 1:07pm via Twitter Web Client

@RikkiWillingham Hi! I'm a newbie too to the solo world. [#solopr](#)



[NovaComms](#) 1:06pm via TweetDeck

A1: I've rarely had great luck with media databases, there's a different glitch in each one [#soloPR](#)



[Vruno](#) 1:06pm via Twitter Web Client

[#SoloPR](#) Hi there from Hudson, WI. I am a solo embedded within a non-profit org.



[KellyeCrane](#) 1:06pm via TweetDeck

RT @SoloPR: Q1 comes from @wjasong75: Any thoughts on media databases? I am beginning to think they are all a waste of \$\$\$... [#solopr](#)



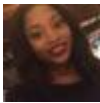
[KarenSwim 1:06pm via tchat.io](#)

Hi @[RikkiWillingham](#)! Newbies are welcome and we all learn from one another. So glad you're here! [#solopr](#)



[mdbarber 1:06pm via tchat.io](#)

@[RikkiWillingham](#) don't let that stop you! Very supportive group. Glad you've joined. Have fun! [#solopr](#)



[RikkiWillingham 1:06pm via Twubs](#)

What advice would you give a to someone that is just satrting in freelance PR [#solopr](#)



[KellyeCrane 1:06pm via TweetDeck](#)

@[c_hami_chi](#) LOL! Scared-a-you! [#solopr](#)



[c_hami_chi 1:06pm via Twitter Web Client](#)

@[KellyeCrane](#) I wish I knew!! 39 weeks tomorrow. I'm as big as a house. [#solopr](#)
[#kindabitchy](#)



[SoloPR 1:06pm via tchat.io](#)

Q1 comes from @[wjason75](#): Any thoughts on media databases? I am beginning to think they are all a waste of \$\$\$... [#solopr](#)



[PaulaJohns 1:05pm via tchat.io](#)

Dropping in on the [#soloPR](#) chat to say hello. Paula here, based in the San Diego area.



[stacyhpeterson](#) 1:05pm via Twitter Web Client

@SoloPR @stacyhpeterson here - Little Rock, Ark.-based [#solopr](#) and writer



[dariasteigman](#) 1:05pm via TweetDeck

Bumped to miss [#solopr](#) today. Keep up the smarts & sass without me. :)



[RikkiWillingham](#) 1:05pm via Twubs

Everyone in today's chat are pros and I feel like such a newbie [#solopr](#)



[SoloPR](#) 1:05pm via tchat.io

Q1 is coming up... [#solopr](#)



[KellyeCrane](#) 1:05pm via TweetDeck

@c_hami_chi Yo, when is your baby coming?! [#solopr](#)



[SoloPR](#) 1:04pm via tchat.io

Great group gathering, welcome everyone! We have room for more Qs, so @ or DM @[KellyeCrane](#) if you have one... [#solopr](#)



[c_hami_chi](#) 1:04pm via Twitter Web Client

Hi everyone, Cindy Hamilton, Chicago-based pro! [#solopr](#)



[KellyeCrane](#) 1:03pm via TweetDeck

RT @SoloPR: If you're new, we're a community of indie communications consultants- not just solo, not just PR! Learn more: <http://t.co/XLJfwsoloprpro.com/about>



[SoloPR 1:03pm 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!



[KarenSwim 1:03pm via tchat.io](#)

Hi all, Karen Swim, Michigan based PR pro here. [#solopr](#)



[NovaComms 1:03pm via TweetDeck](#)

Good morning [#SoloPR](#) friends. Jennifer from [#SanFrancisco](#). [#Socialmedia](#) & [#PR](#) consultant.



[NovaComms 1:02pm via TweetDeck](#)

RT @SoloPR: If you're new, we're a community of indie communications consultants- not just solo, not just PR! Learn more: <http://t.co/XLJfwsoloprpro.com/about>



[SoloPR 1:02pm via tchat.io](#)

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



[charlesmeadows 1:02pm via Buffer](#)

Finding Your Genius: 3 Surprising Places to Get Creatively Inspired bit.ly/1AX56lj [#pr](#) [#solopr](#)



[mdbarber 1:02pm via tchat.io](#)

#solopr transcript – 2/11/2015

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

Good morning friends. Mary here from Gig Harbor, WA. Looking forward to chatting.
[#solopr](#)



[RikkiWillingham 1:01pm via Twubs](#)

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



[RikkiWillingham 1:01pm via Twubs](#)

RT @SoloPR Thanks, Rikki - glad you could join us! RT @RikkiWillingham: Very excited for today's discussion [#solopr](#)



[KarenSwim 1:01pm via Twitter Web Client](#)

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



[KellyeCrane 1:00pm via TweetDeck](#)

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



[SoloPR 1:00pm via tchat.io](#)

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