



#SoloPR Transcript – 5/11/2016

Q1: [#SMChat](#) [#SoloPr](#) How do you establish value for your work? Is it based on competitors, skill set or something else?

Q2: [#SMChat](#) [#SoloPr](#) When do you discount your prices, if ever? To get/keep an account, long-term client, high volume, etc.

Q3: [#SMChat](#) [#SoloPr](#) Is it ever ok to do work for free? What's an example of a situation where you'd provide free work?

Q4: [#SMChat](#) [#SoloPr](#) On the other hand, what if your value is higher than the market? Do you justify the differences? How?

Q5: [#SMChat](#) [#SoloPr](#) What are your best tips and tricks for getting what you're worth?

Transcript follows in reverse chronological order:

#solopr transcript – 5/11/2016

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

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[SoloPR 2:02pm via tchat.io](#)

We chat on the hashtag all week long so please keep the convo going! Have a great week! [#solopr](#)



[McKPR 2:02pm via TweetDeck](#)

@[sharonmostyn](#) @[ambercleveland](#) Will put it in my calendar! Thanks for the chat! [#smchat](#) [#solopr](#)



[SoloPR 2:01pm via tchat.io](#)

Thank you @[sharonmostyn](#)! Always fun to join forces! [#smchat](#) [#solopr](#)



[sharonmostyn 2:00pm via TweetDeck](#)

Thanks for joining today's [#smchat](#) [#solopr](#) combo chat! Special thanks to @[KarenSwim](#) & @[SoloPR](#) for the thought-provoking topic!



[SoloPR 1:59pm via Mobile Web](#)

RT @[KristK](#): A5: The answer will cost \$500 (LOL!) RT @[sharonmostyn](#): [#SMChat](#) [#SoloPr](#) Q5 What are your best tips and tricks for getting what y...



[CreativationMkt 1:59pm via TweetDeck](#)

Thanks @[sharonmostyn](#) @[KarenSwim](#) & @[SoloPR](#) for another intriguing [#smchat](#) [#solopr](#) combo!



[KarenSwim 1:58pm via Hootsuite](#)

I swear to you I am smarter than my typing during this chat implies [#solopr](#) [#smchat](#)

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

RT @McKPR: @sharonmostyn A5: Be smart and strategic. See what similar competitors are doing [#SMChat](#) [#SoloPr](#)



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

RT @DanielleLeitch: Demonstrating & effectively communicating your value to client, including differentiating factors. [#SMChat](#) [#SoloPR](#) <http://twitter.com/sharonmostyn/s...>



[KarenSwim](#) 1:57pm via Hootsuite

@McKPR Lol! Glad I am not the only one! [#smchat](#) [#solopr](#)



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

RT @KristK: A5: Remove the word "But" from your rate conversation. "I charge \$XXX BUT..." is pervasive. [#smchat](#) [#solopr](#)



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

RT @KristK: A5: The answer will cost \$500 (LOL!) RT @sharonmostyn: [#SMChat](#) [#SoloPr](#) Q5 What are your best tips and tricks for getting what y...



[McKPR](#) 1:56pm via TweetDeck

@KristK Definitely! Don't undersell yourself or second guess yourself! [#SMchat](#) [#solopr](#)



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

@KristK sit on your but and charge your worth! ☐ [#solopr](#)



[McKPR 1:56pm via TweetDeck](#)

@[KarenSwim](#) I'm on a desktop computer and I still think i need more caffeine! preferably in the form of delicious coffee [#solopr](#) [#SMchat](#)



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

A5: If someone questions your rate, don't apologize. Their budget is their problem, not yours. [#SMchat](#) [#solopr](#)



[SoloPR 1:55pm via Mobile Web](#)

RT @[KristK](#): A5: Remove the word "But" from your rate conversation. "I charge \$XXX BUT..." is pervasive. [#smchat](#) [#solopr](#)



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

A5: Remove the word "But" from your rate conversation. "I charge \$XXX BUT..." is pervasive. [#smchat](#) [#solopr](#)



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

Yes! RT @[gregwbrooks](#): A5: What the other guy (or gal) charges Does. Not. Matter. [#solopr](#) [#smchat](#)



[SoloPR 1:54pm via Mobile Web](#)

RT @[McKPR](#): @[sharonmostyn](#) A5: Be smart and strategic. See what similar competitors are doing [#SMChat](#) [#SoloPr](#)



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

Note to self chat from phone requires way more caffeine. [#solopr](#) [#smchat](#)

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

RT @sharonmostyn A5: Be smart and strategic. See what similar competitors are doing
[#SMChat](#) [#SoloPr](#)



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

RT @gregwbrooks: A5: If you're afraid of the number, you can't sell the number. Be honest w/ yourself about fears & work through them. [#solopr](#) href="#" class="_quickSearchPopup hash" title="smchat">[#smchat](#)



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

[#smchat](#) [#solopr](#) A5 Becoming the subject matter expert by speaking and producing quality content on a topic really helps prove your worth.



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

A5: What the other guy (or gal) charges Does. Not. Matter. [#solopr](#) [#smchat](#)



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

RT @sharonmostyn: [#SMChat](#) [#SoloPr](#) Q5 What are your best tips and tricks for getting what you're worth?



[SoloPR 1:52pm via Mobile Web](#)

RT @DanielleLeitch: Demonstrating & effectively communicating your value to client, including differentiating factors. [#SMChat](#) [#SoloPR](#) <http://twitter.com/sharonmostyn/s...>



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

A5: If you're afraid of the number, you can't sell the number. Be honest w/ yourself about fears & work through them. [#solopr](#) [#smchat](#)



[KarenSwim 1:52pm via Hootsuite](#)

[#solopr](#) [#smchat](#) [twitter.com/KarenSwim/stat...](#)



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

A5: The answer will cost \$500 (LOL!) RT @[sharonmostyn](#): [#SMChat](#) [#SoloPr](#) Q5 What are your best tips and tricks for getting what you're worth?



[DanielleLeitch 1:51pm via Twitter for iPhone](#)

Demonstrating & effectively communicating your value to client, including differentiating factors. [#SMChat](#) [#SoloPR](#) [twitter.com/sharonmostyn/s...](#)



[gregwbrown 1:51pm via Twitter Web Client](#)

A5: Go for the no. Churn through more nos to get to high-value yeses. [#solopr](#) [#smchat](#)



[KristK 1:51pm via Twitter Web Client](#)

RT @[sharonmostyn](#): [#SMChat](#) [#SoloPr](#) Q5 What are your best tips and tricks for getting what you're worth?



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

A4: Geography no longer needs to define your opportunity -- or rates. Find clients that value you, regardless of location [#SMchat](#) [#solopr](#)



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

So true @gregwbrooks: A4: "Value higher than the market" is a designed-in feature, not a bug. Keeps the riffraff away. [#solopr](#) [#smchat](#)



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

[#SMChat](#) [#SoloPr](#) Q5 What are your best tips and tricks for getting what you're worth?



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

RT @gregwbrooks: A4: "Value higher than the market" is a designed-in feature, not a bug. Keeps the riffraff away. [#solopr](#) [#smchat](#)



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

@[McKPR](#) Ha! We are super sized today! [#smchat](#) [#solopr](#)



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

A4: My value doesn't match market so I've built referral network and clients across USA. Few local clients in 12 yrs [#smchat](#) [#solopr](#)



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

@[SoloPR](#) Thanks for the info! I was a bit confused at first! [#solopr](#) [#SMchat](#)



[gregwbrooks](#) 1:47pm via Twitter Web Client

@[KarenSwim](#) Initially read this as "you sell your souls unapologetically" and thought: "Karen's on Team Greg!" [#solopr](#) [#smchat](#)



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

@[McKPR](#) Hi! We are doing a combo chat today so use both hashtags [#solopr](#) [#smchat](#)

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[SoloPR 1:46pm via Mobile Web](#)

RT @gregwbrooks: A4: Having to ask the question means many are commoditized. That's a practitioner's fault, not a market challenge. [#solopr#smchat](#)



[gregwbrooks 1:46pm via Twitter Web Client](#)

A4: Having to ask the question means many are commoditized. That's a practitioner's fault, not a market challenge. [#solopr](#) [#smchat](#)



[KarenSwim 1:45pm via Hootsuite](#)

Aarrggh typos![#solopr](#) [#smchat](#)



[KarenSwim 1:44pm via Hootsuite](#)

A4. You sell uour solutions unapologetically [#solopr](#) [#smchat](#)



[AffiliateW0rld 1:44pm via RoundTeam](#)

RT @sharonmostyn: [#SMChat](#) [#SoloPr](#) Q4 On the other hand, what if your value is higher than the market? Do you justify the differences? How?



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

A4: "Value higher than the market" is a designed-in feature, not a bug. Keeps the riffraff away. [#solopr](#) [#smchat](#)



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

Service, Results, Service, Results Did I say Service and Results???? [#SMchat](#)
[#SoloPR](#) twitter.com/sharonmostyn/s...



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

[#smchat](#) [#solopr](#) A4 We're always happy to highlight our experience by sharing case studies, similar solutions, white papers and references.



[SoloPR 1:40pm via Mobile Web](#)

RT @[sharonmostyn](#): [#SMChat](#) [#SoloPr](#) Q4 On the other hand, what if your value is higher than the market? Do you justify the differences? How?



[KristK 1:40pm via Twitter Web Client](#)

RT @[sharonmostyn](#): [#SMChat](#) [#SoloPr](#) Q4 On the other hand, what if your value is higher than the market? Do you justify the differences? How?



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

[#SMChat](#) [#SoloPr](#) Q4 On the other hand, what if your value is higher than the market? Do you justify the differences? How?



[DanielleLeitch 1:39pm via Twitter for iPhone](#)

Inkind partnerships work well for both sides I've found, but should be personal interest in the org [#SMchat](#) [#solopr](#) twitter.com/sharonmostyn/s...



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

Sorry, [#solopr](#), [#smchat](#), to drop out. Great topic, talk. Just wish my brain would cooperate. Catch you all later!



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

RT @[KarenSwim](#): Like others I negotiate scope rather than fees [#solopr](#) [#smchat](#)

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

RT @jendonovansf: A3: Always happy to share insight or advice with good friends or family, but beyond that, no working for free. [#solopr](#) [#smchat](#)



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

Agree! MT @TbroOnline: A3 [#SMChat](#) [#solopr](#) Supporting a cause and volunteering isn't the same as working for free



[DanielleLeitch](#) 1:36pm via Twitter for iPhone

@gregwbrooks typically not. Doesn't fit well with our approach and service model. Certainly could for others though. [#SMchat](#) [#SoloPR](#)



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

@TbroOnline @KristK Exactly. @DanielleLeitch said the same thing about about community service [#smchat](#) [#solopr](#)



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

@DanielleLeitch I live on MS Gulf Coast, but would be true for others in South. I tell others all the time to charge more [#SMchat](#) [#solopr](#)



[SoloPR](#) 1:35pm via Mobile Web

RT @jendonovansf: A3: Always happy to share insight or advice with good friends or family, but beyond that, no working for free. [#solopr](#) [#smchat](#)



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

A3: Always happy to share insight or advice with good friends or family, but beyond that, no working for free. [#solopr](#) [#smchat](#)



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

THIS > Will help a friend, but that's based on a rel'ship. But picking my brain? Show me the money. [#solopr](#) [#smchat](#) [twitter.com/gregwbrooks/st...](https://twitter.com/gregwbrooks/status/...)



[RhetoricComms](#) 1:33pm via Twitter for iPhone

Q2: we have a retainer model & I can drop minimum time we work with a client to two months but I'll be phasing that out soon [#smchat](#) [#solopr](#)



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

[#smchat](#) [#solopr](#) A3 Often [#marketing](#) firms are asked to do work on "spec" or as a "proof of concept." How can companies expect free work?



[KarenSwim](#) 1:32pm via Hootsuite

A3. I volunteer time to orgs I support but on my terms [#solopr](#) [#smchat](#)



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

May I ask where that is? [#SMchat](#) [#solopr](#) twitter.com/kristk/status/...



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

A3: I volunteer my time to a few charitable orgs, esp if there's an opportunity for my students to learn, participate. [#Smchat](#) [#solopr](#)



[TbroOnline](#) 1:32pm via Twitter Web Client

A3 [#SMChat](#) [#solopr](#) @[sharonmostyn](#) @[KristK](#) Supporting a cause and volunteering isn't the same as working for free imho, so that's one



[gregwbloods](#) 1:32pm via Twitter Web Client

A3: If it's a friend in a bind, I work for free. If it's a nonprofit or a business? No. Never.
[#solopr](#) [#smchat](#)



[gregwbloods](#) 1:31pm via Twitter Web Client

@[DanielleLeitch](#) What about equity plays? Pay for performance? Not things you'd consider? [#soloPR](#) [#smchat](#)



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

Good example of "free" work. [#smchat](#) [#solopr](#) [twitter.com/DanielleLeitch...](#)



[KristK](#) 1:30pm via Twitter Web Client

RT @[sharonmostyn](#): [#SMChat](#) [#SoloPr](#) Q3 Is it ever ok to do work for free? What's an example of a situation where you'd provide free work?



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

A2: @[dariasteigman](#) And I avoid the day-to-day requests (and headaches). Win-win
[#Smchat](#) [#solopr](#)



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

@[PaulaJohns](#) Okay, I can see that. Not my approach, but can see how it could work.
[#solopr](#) [#smchat](#)



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

[#SMChat](#) [#SoloPr](#) Q3 Is it ever ok to do work for free? What's an example of a situation where you'd provide free work?



[SoloPR 1:29pm via Mobile Web](#)

RT @[DanielleLeitch](#): A2: only reason to consider alternatives to pricing (IMO) is for community service endeavors .. giving back not discounting [#SMchat](#)



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

A2: only reason to consider alternatives to pricing (IMO) is for community service endeavors .. giving back not discounting [#SMchat](#) [#solopr](#)



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

@[KristK](#) That seems a better model. That way you get your value - & they get sense that the service is for them (e.g., NPs). [#solopr](#) [#smchat](#)



[KarenSwim 1:27pm via Hootsuite](#)

Like others I negotiate scope rather than fees [#solopr](#) [#smchat](#)



[gregwbrooks 1:27pm via Twitter Web Client](#)

@[dariasteigman](#) Right. If a client wants a discount & I know the work takes less time than he thinks? Sure, have a discount. [#solopr](#) [#smchat](#)



[dariasteigman 1:26pm via TweetDeck](#)

@[PaulaJohns](#) Hmm. Has that worked for you? I find that tends to train bad prospects to keep wanting lower rates. [#smchat](#) [#solopr](#)



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

A2: used to have a lower rate for non-profits, but now I offer them fee-based training, planning svcs instead. [#smchat](#) [#solopr](#)



[AffiliateW0rld](#) 1:25pm via RoundTeam

RT @sharonmostyn: [#SMChat](#) [#SoloPr](#) Q2 When do you discount your prices, if ever? To get/keep an account, long-term client, high volume, etc.



[dariasteigman](#) 1:25pm via TweetDeck

@gregwbrooks Arguably that's not a discount. That's just differential valuation. [#smchat](#) [#solopr](#)



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

@DanielleLeitch What is the multi-tasking you speak of? :) [#smchat](#) [#solopr](#)



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

RT @KristK: A2: I'll discount rate if subbing to agency and they do ALL the heavy lifting. But those days are getting rarer. [#SMchat](#) [#solopr](#)



[gregwbrooks](#) 1:24pm via Twitter Web Client

A2: Some clients get a discount and others are charged a premium. Neither group knows or cares. It's all value priced. [#solopr](#) [#smchat](#)



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

A2: I'll discount rate if subbing to agency and they do ALL the heavy lifting. But those days are getting rarer. [#SMchat](#) [#solopr](#)



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

@[gregwbrooks](#) Sometimes I should walk away faster. But agree, there's always more cash when the need is great. [#solopr](#) [#smchat](#)



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

RT @[KristK](#): A1: if a client decides solely on price, I'm not the best fit for them. Happy to refer them to others. [#SMchat](#) [#solopr](#)



[sharonmostyn](#) 1:22pm via TweetDeck

RT @[dariasteigman](#): A2. Never.
What I will do is negotiate on scope. But my value is my value. [#solopr](#) [#smchat](#)
twitter.com/sharonmostyn/s...



[sharonmostyn](#) 1:22pm via TweetDeck

@[DanielleLeitch](#) Hi Danielle! We just started [#smchat](#) [#solopr](#) Q2 When do you discount your prices, if ever?



[SoloPR](#) 1:22pm via Mobile Web

RT @[CreativationMkt](#): [#smchat](#) [#solopr](#) A2 Not a discount, but certain services (like proofreading) are less expensive than others (like analy...



[CreativationMkt](#) 1:22pm via TweetDeck

[#smchat](#) [#solopr](#) A2 Not a discount, but certain services (like proofreading) are less expensive than others (like analytics or video editing)



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

@[DanielleLeitch](#) Hi Danielle. Just hitting Q2. [#solopr](#) [#smchat](#)



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

@[dariasteigman](#) I should do that more. I question to prequalify, but don't hold their hands if clueless. Quick to walk away. [#solopr](#) [#smchat](#)



[SoloPR 1:21pm via Mobile Web](#)

RT @[dariasteigman](#): A2. Never.
What I will do is negotiate on scope. But my value is my value. [#solopr](#) [#smchat](#)
twitter.com/sharonmostyn/s...



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

A2. Never.
What I will do is negotiate on scope. But my value is my value. [#solopr](#) [#smchat](#)
twitter.com/sharonmostyn/s...



[SoloPR 1:21pm via Mobile Web](#)

RT @[sharonmostyn](#): [#SMChat](#) [#SoloPr](#) Q2 When do you discount your prices, if ever?
To get/keep an account, long-term client, high volume, etc.



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

@[PaulaJohns](#) Hi Paula! Combo chat today so use both hashtags [#smchat](#) [#solopr](#)



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

RT @[sharonmostyn](#): [#SMChat](#) [#SoloPr](#) Q2 When do you discount your prices, if ever?
To get/keep an account, long-term client, high volume, etc.



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

Jumping into [#solopr](#) [#smchat](#) a bit late - sorry, friends! @[sharonmostyn](#) where we at?



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

[#SMChat](#) [#SoloPr](#) Q2 When do you discount your prices, if ever? To get/keep an account, long-term client, high volume, etc.



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

Joining the [#soloPR](#) chat late from the San Diego area. Long-time PR pro. Hello to all!



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

AMEN. [#solopr](#) [#smchat](#) twitter.com/KristK/status/...



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

@[mdbarber](#) In my exp. client determines what's feasible based on their pain -- there's money in big corps if there's pain. [#solopr](#) [#smchat](#)



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

RT @[mdbarber](#): A1 - I set an hourly rate based on research including competitor rates and experience. That's the basis for all estimates. [#smchat](#)
[class="_quickSearchPopup hash" title="solopr">#solopr](#)



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

A1: if a client decides solely on price, I'm not the best fit for them. Happy to refer them to others. [#SMchat](#) [#solopr](#)



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

RT @[KristK](#): A1: Experience and skills are foundation for my rates. Client budget, project and competitors are secondary elements. [#SMchat](#) [#solopr](#)



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

@[jendonovansf](#) @[gregwbrooks](#) I've also had success educating clients on what they should budget to get to desired outcomes. [#solopr](#) [#smchat](#)



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

A1: I live in a region where rates under \$100/hour are common. I do not consider them my competition. [#SMchat](#) [#solopr](#)



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

@[mdbarber](#) Have a graet [#solopr](#)



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

@[mdbarber](#) NO! [#solopr](#) [#smchat](#)



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

Gotta go folks. Sorry. Client calls [#smchat](#) [#solopr](#)



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

@[gregwbrooks](#) Agreed! Just submitted a proposal for 4x what prospect wanted to pay because that's what it costs me to do it. [#solopr](#) [#smchat](#)



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

THIS >

And, re budget, that's about scoping the work to prioritize needs while fitting the budget.
[#solopr](#) [#smchat](#) twitter.com/KristK/status/...



[SoloPR 1:16pm via tchat.io](#)

A1. Value is based on the skill and expertise I bring to solving clients problems [#solopr](#)
[#smchat](#)



[mdbarber 1:16pm via tchat.io](#)

@[gregwbrooks](#) but knowing what the competition is charging helps determine if your rate feasible? Doesn't mean u change it. [#smchat](#) [#solopr](#)



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

Well said, @[KristK](#) [#solopr](#) [#SMchat](#) twitter.com/KristK/status/...



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

RT @[KristK](#): A1: Experience and skills are foundation for my rates. Client budget, project and competitors are secondary elements. [#SMchat](#) [##solopr](#)



[SoloPR 1:14pm via Mobile Web](#)

RT @[KristK](#): A1: Experience and skills are foundation for my rates. Client budget, project and competitors are secondary elements. [#SMchat](#) [##solopr](#)



[gregwbrooks 1:13pm via Twitter Web Client](#)

A1, pt. 2: What others charge has *nothing* to do with what you charge. We're communicators -- have a freakin' value prop. [#solopr](#) [#smchat](#)



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

A1: Experience and skills are foundation for my rates. Client budget, project and competitors are secondary elements. [#SMchat](#) [#solopr](#)



[mdbarber 1:13pm via Twitter Web Client](#)

RT @gregwbrooks: A1: Value of the problem you're solving for the client. That often means saying no to work. I'm mining for gold, not junk. [#solopr](#)



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

A1 - I rarely change hourly rate at base of developing an estimate. If it's project based fee; still based on that rate. [#smchat](#) [#solopr](#)



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

A1: Value of the problem you're solving for the client. That often means saying no to work. I'm mining for gold, not junk. [#solopr](#) [#smchat](#)



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

A1 - I set an hourly rate based on research including competitor rates and experience. That's the basis for all estimates. [#smchat](#) [#solopr](#)



[KarenSwim 1:12pm via Twitter for iPhone](#)

RT @jendonovansf: A1: I look at value based on experience and whether it matches the goals the client has set. [#solopr](#) [#smchat](#)



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

A1: I look at value based on experience and whether it matches the goals the client has set. [#solopr](#) [#smchat](#)



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

RT @sharonmostyn: [#SMChat](#) [#SoloPr](#) Q1 How do you establish value for your work? Is it based on competitors, skill set or something else?



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

A1. Yes (all of the above) [#SMChat](#) [#soloPR](#)



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

[#smchat](#) [#solopr](#) A1 It depends on whether it's an hourly or project-based price. cc @[KarenSwim](#) @[SoloPR](#) @[sharonmostyn](#)



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

RT @sharonmostyn: [#SMChat](#) [#SoloPr](#) Q1 How do you establish value for your work? Is it based on competitors, skill set or something else?



[SoloPR 1:10pm via Mobile Web](#)

RT @sharonmostyn: [#SMChat](#) [#SoloPr](#) Q1 How do you establish value for your work? Is it based on competitors, skill set or something else?



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

RT @sharonmostyn: [#SMChat](#) [#SoloPr](#) Q1 How do you establish value for your work? Is it based on competitors, skill set or something else?



[sharonmostyn 1:10pm via TweetDeck](#)

[#SMChat](#) [#SoloPr](#) Q1 How do you establish value for your work? Is it based on competitors, skill set or something else?



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

Did not make it back to the office in time so typing from phone and iPad in a Starbucks.
Good times [#smchat](#) [#solopr](#)



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

Agreed! Hello @[KristK](#) @[gregwbrooks](#) @[dariasteigman](#) @[mdbarber](#) @[jendonovansf](#)
@[CreativationMkt](#) [#smchat](#) [#solopr](#) [twitter.com/SoloPR/status/...](#)



[AffiliateW0rld](#) 1:08pm via RoundTeam

RT @[sharonmostyn](#): Today's [#smchat](#) / [#solopr](#) combo topic: Valuing Your Work -
[#TipsAndTricks](#) For Getting What You're Worth [bit.ly/1TPYQ5v](#)



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

I am@KarenSwim of SoloPR and I will be co-moderating today [#solopr](#)



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

RT @[sharonmostyn](#): [#smchat](#) partners with [#solopr](#) about 1X/quarter to discuss topics
important to [#socialmedia](#) [#marketing](#) and [#pr](#) - you're in...



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

[#smchat](#) partners with [#solopr](#) about 1X/quarter to discuss topics important to
[#socialmedia](#) [#marketing](#) and [#pr](#) - you're in luck this week!



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

#solopr transcript – 5/11/2016

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

@[dariasteigman](#) Hope you feel better soon. [#solopr](#)



[SoloPR 1:06pm via Mobile Web](#)

RT @[sharonmostyn](#): Today's [#smchat](#) / [#solopr](#) combo topic: Valuing Your Work - [#TipsAndTricks](#) For Getting What You're Worth bit.ly/1TPYQ5v



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

Good morning [#solopr](#) [#smchat](#). [#Socialmedia](#) consultant and trainer from San Francisco.



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

@[gregwbrooks](#) Lots of beaches in Vegas? Or is that long walk TO a beach? [#solopr](#)



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

Mary here from Seattle area. Longtime PR pro, constant. [#smchat](#) [#solopr](#)



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

Howdy [#solopr](#) [#smchat](#). Kristie here from the lovely MS Gulf Coast. (APR, 25+ yrs exp, consult and teach).



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

So glad to see new and familiar faces [#solopr](#) [#smchat](#)



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

Today's [#smchat](#) / [#solopr](#) combo topic: Valuing Your Work - [#TipsAndTricks](#) For Getting What You're Worth bit.ly/1TPYQ5v



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

Greg here. Vegas. National practice - stuff that looks like PR, if you squint. Shy and quiet. Long walks on beaches, etc. [#solopr](#) [#smchat](#)



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

Hello [#solopr](#), [#smchat](#). My time on the chat depends on my attention span (under the weather, & the weather isn't helping).



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

We're Creativation Marketing, a @[googlepartners](#) [#marketing](#) firm specializing in [#analytics](#), [#SEO](#) [#contentmarketing](#) & [#design](#) [#smchat](#) [#solopr](#)



[sharonmostyn 1:01pm via TweetDeck](#)

Please take a moment to introduce yourselves and tell us why you're here! Remember to include both the [#smchat](#) and [#soloPR](#) hashtags.



[KarenSwim 1:01pm via tchat.io](#)

Hi everyone! Don't forget to use both hashtags today [#smchat](#) [#solopr](#)



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

RT @SoloPR: It's [#solopr](#) chat day and today it is a joint chat with [#smchat](#)! Join us at 1pm ET, topic & Qs: ht.ly/ioNE3006oPT



[SoloPR 1:00pm via Mobile Web](#)

RT @sharonmostyn: Welcome to today's [#smchat](#) [#solopr](#) combination chat! I'm joined by @KarenSwim from @SoloPR with a topic important to [#marketing](#) [#pr](#)



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

Welcome to today's [#smchat](#) [#solopr](#) combination chat! I'm joined by @KarenSwim from @SoloPR with a topic important to [#marketing](#) & [#pr](#) alike!