



## Transcript from January 20, 2010 to January 20, 2010

All times are Pacific Time

## January 20, 2010

- 12:54 am **paulajohns**: XInt thoughts presented here....Independent consultants, are you building your reputation? <http://bit.ly/4pDbpp> - RT @KellyeCrane #solopr
- 1:49 am **LuAnnGlowacz**: Can already tell #solopr chat won't be in the cards tomorrow...little one has a fever & cough...carry on and have fun, all!
- 1:52 am **mdbarber**: @LuAnnGlowacz Bummer! Hope he/she feels better. We'll miss you. #solopr
- 1:57 am **amynolanapr**: Great advice! RT @KellyeCrane: Independent consultants, are you building your reputation? <http://bit.ly/4pDbpp> #solopr
- 3:58 pm **amynolanapr**: Ready to get my fill of great biz advice and encouragement from my #solopr buds at noon central today!
- 4:14 pm **KellyeCrane**: It's almost time for this week's #solopr chat (for independent consultants)! Join us 1-2 pm ET, and let me know if you have any Qs to add
- 5:00 pm **KellyeCrane**: See you in an hr! RT @amynolanapr: Ready to get my fill of great biz advice and encouragement from my #solopr buds at noon central today!
- 5:06 pm **VirtualMC**: I love Wed! #solopr; then @TGHCoach to kick my booty into gear... it's gonna be a good day!
- 5:31 pm **PRjeff**: RT @KellyeCrane: It's almost time for this week's #solopr chat! Join us 1-2 pm ET, and let me know if you have any Qs to add
- 5:32 pm **amynolanapr**: I'm on a mission to provide PR for the "new corporate America." Check out my blog: <http://bit.ly/7eIBZ2> #solopr
- 5:45 pm **KellyeCrane**: More data here: <http://bit.ly/4A832P> that supports the prediction I made here: <http://bit.ly/7dw5yK> - 2010 will be a great yr #solopr
- 5:59 pm **KellyeCrane**: About to begin the #solopr chat - feel free to snooze me if you're not interested.
- 6:01 pm **PRjeff**: Great to be back for another enlivening chat. Been solo for abt 15 years. Provide PR with clarity, impact and authenticity #solopr
- 6:01 pm **KellyeCrane**: Hi everyone- it's time for this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more #solopr
- 6:01 pm **KellyeCrane**: If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr
- 6:02 pm **PRjeff**: RT @KellyeCrane: Its time for this weeks #soloPR chat for independent pros in PR & related fields-and those who want to learn more #solopr
- 6:02 pm **KellyeCrane**: @PRjeff That's a great tag line! Nice to see you again. #solopr
- 6:02 pm **SoloDovePR**: Its that time again RT @KellyeCrane About to begin the #solopr chat - feel free to snooze me if you're not interested.
- 6:02 pm **karensxim**: Hi Everyone! #solopr
- 6:03 pm **PRjeff**: @KellyeCrane Gee, thanks! Great to see you via TwitterEyes as well... #solopr
- 6:03 pm **ScottCircle**: Hi #solopr - We're a small firm in Washington DC
- 6:03 pm **KellyeCrane**: OK, here we go.. Q1: Are your clients getting more serious about social media this year? Are you in charge of it? #solopr
- 6:05 pm **PRjeff**: Q1: Mine are anxious to be a part of it, and allow me to manage their social media needs. #solopr

- 6:05 pm **ScottCircle:** Q1 We've been including social media for a while and handle it for several clients #solopr
- 6:05 pm **amynolanapr:** Howdy, #solopr gang. Amy Nolan, APR, mompreneur, 4 months solo, from Baton Rouge, LA
- 6:05 pm **kellynandrews:** Q1 - yes and yes! That seems to be the focus of every campaign I'm managing right now. #solopr
- 6:05 pm **PRjeff:** Q1: The challenge w/social media is it takes TIME. Hard to give it the time it needs when there's traditional media & gen. comms. #solopr
- 6:05 pm **KellyeCrane:** Q1: I have some clients that came to me for social media help. Some existing clients are asking me a lot of questions. :- ) #solopr
- 6:06 pm **KellyeCrane:** RT @PRjeff: Q1: Mine are anxious to be a part of it, and allow me to manage their social media needs. #solopr
- 6:06 pm **kelleylynnk:** @KellyeCrane mostly seeing it through B2B blogging interest #solopr
- 6:06 pm **krisTK:** Hello. I'm based in south MS but work on projects all over. 19 yrs in PR, six as indy, APR. Looking forward to another great #solopr
- 6:06 pm **mdbarber:** Good morning all. 30-year PR vet w 9 years as solo. Live in AK. People here are still a little squeamish about SM but coming around. #solopr
- 6:06 pm **karensxim:** Participating in #solopr chat for next hour, please feel free to mute. #solopr
- 6:06 pm **amynolanapr:** Q 1: I am working w/a potential client now and hope to introduce them to the world of SM. #solopr
- 6:06 pm **KellyeCrane:** Good for you! RT @kellynandrews: Q1 - yes and yes! That seems to be the focus of every campaign I'm managing right now. #solopr
- 6:06 pm **mdbarber:** Those who do want to dabble are wanting lots of guidance. #solopr
- 6:07 pm **KellyeCrane:** Interesting. RT @kelleylynnk: @KellyeCrane mostly seeing it through B2B blogging interest #solopr
- 6:07 pm **PRjeff:** Q1 - I've also had to establish social media policies for one client's franchises, and provide training. #solopr
- 6:07 pm **VirtuelMC:** Charity - solo 2 years - in Soggy San Diego; specializing in mom-/family-centered prods services #solopr
- 6:07 pm **karensxim:** Q1 Mine are definitely interested & I manage but still lots of education to be done #solopr
- 6:07 pm **KellyeCrane:** Yes, I keep trying to lead them to the water. RT @mdbarber: Those who do want to dabble are wanting lots of guidance. #solopr
- 6:08 pm **KateRobins:** Q1. They acknowledge it. As in, I've heard "Things like Facebook and what do you call it -- Social Media are taking off." #solopr
- 6:08 pm **PRjeff:** Ditto. RT @karensxim: Q1 Mine are definitely interested & I manage but still lots of education to be done #solopr
- 6:08 pm **KellyeCrane:** RT @karensxim: Q1 Mine are definitely interested & I manage but still lots of education to be done #solopr
- 6:09 pm **krisTK:** Q1: Local orgs are intrigued by SM but not sure of its value in reaching customers. Guidance is my main role for moment. #solopr
- 6:09 pm **mdbarber:** Educating and hand holding will be key for a while I think. That's why we need to stay on top of what's new & make strategic recs. #solopr
- 6:09 pm **amynolanapr:** Q1. Having a FB page is as critical today as having a website was 10 years ago. #solopr
- 6:09 pm **PRjeff:** RT @KateRobins: Q1. They acknowledge it. As in, I've heard "Things like Facebook and what do you call it-Social Media R taking off." #solopr
- 6:09 pm **KellyeCrane:** Q1: Many of our experiences seem similar. Some are very gung-ho, others still nervous. #solopr
- 6:09 pm **SoloDovePR:** Q1 Yes they are getting more serious about their social media presence and I am in charge of it #solopr

- 6:10 pm **PRjeff:** Keeping it updated: challenging. RT @amynolanapr: Q1. Having a FB page is as critical today as having a website was 10 years ago. #solopr
- 6:10 pm **karenskim:** @PRjeff @KellyCrane thanks for RTs! #solopr
- 6:10 pm **kelleylynnk:** Q1: when I counsel on social media, I stress it need to tie back into sales process. #solopr
- 6:10 pm **MichaelWillett:** ! RT @amynolanapr Q1. Having a FB page is as critical today as having a website was 10 years ago. #solopr
- 6:10 pm **mdbarber:** @amynolanapr Don't nec agree. FB not critical for ALL. We need to know where each client's customers are & rec those tools. #solopr
- 6:10 pm **ScottCircle:** Q1: How many are actually tweeting/facebooking on behalf of client - we are #solopr
- 6:10 pm **KellyCrane:** Q1: I think showing how social media integrates into an overall PR strategy is key. It's not either-or #solopr
- 6:11 pm **KateRobins:** Ppl get push. Pull not so much. RT @PRjeff Ditto. RT @karenskim Mine definitely interested & I manage. Still lots of education to do. #solopr
- 6:11 pm **ScottCircle:** RT @amynolanapr: Q1. Having a FB page is as critical today as having a website was 10 years ago. #solopr
- 6:11 pm **mdbarber:** So true! RT @KellyCrane: Q1: I think showing how social media integrates into an overall PR strategy is key. Its not either-or #solopr
- 6:11 pm **VirtuelMC:** Q1 I am encouraging them to integrate it - it's a tool that I'm offering to clients and many are jumping at the opportunity #solopr
- 6:11 pm **amynolanapr:** Q1. I work with schools & school districts, and they are very squeamish about SM. #solopr
- 6:11 pm **KellyCrane:** RT @ScottCircle: Q1: How many are actually tweeting/facebooking on behalf of client? - we are #solopr
- 6:11 pm **PRjeff:** Yes, ROI w/SM important! RT @kelleylynnk: Q1: when I counsel on social media, I stress it need to tie back into sales process. #solopr
- 6:11 pm **KateRobins:** @MichaelWillett My money man says websites are your bricks and mortar. They show that you're real. #solopr
- 6:12 pm **mdbarber:** If you do tweet in your own account for clients, remember to disclose it's a client please. #solopr
- 6:12 pm **krisTK:** Dabble is perfect description. Not integrated yet. RT @mdbarber: Those who do want to dabble are wanting lots of guidance. #solopr
- 6:12 pm **kelleylynnk:** Q1: not every company needs social media, but every company needs to assess social media #solopr
- 6:12 pm **KateRobins:** @KellyCrane I am. Whether they know it or not. #solopr
- 6:12 pm **PRjeff:** [Raising hand] RT @KellyCrane: RT @ScottCircle: Q1: How many are actually tweeting/facebooking on behalf of client? - we are #solopr
- 6:12 pm **MichaelWillett:** and needing! RT @mdbarber Those who do want to dabble are wanting lots of guidance. #solopr
- 6:12 pm **mdbarber:** @amynolanapr With schools & districts, I agree FB is important. ASD here is doing great job. #solopr
- 6:12 pm **KellyCrane:** @ScottCircle When you're handling, are you transparent about it? Is the account the company's, rather than a person's? #solopr
- 6:12 pm **amynolanapr:** Agree! RT @mdbarber: @amynolanapr FB not critical for ALL. We need to know where each client's customers are & rec those tools. #solopr
- 6:13 pm **KellyCrane:** A must. RT @mdbarber: If you do tweet in your own account for clients, remember to disclose it's a client please. #solopr
- 6:13 pm **kellyandrews:** Q1 need to be authentic and transparent is the biggest ed. hurdle I've faced, as it's far from another vehicle to push press releases #solopr
- 6:13 pm **mdbarber:** We need to remember that we crawled before we walked, and allow our clients to do the same. They don't have to b everywhere at once. #solopr

- 6:14 pm **KateRobins:** @amynolanapr Really! RE: Schools, etc. That's really interesting. #solopr
- 6:14 pm **kelleylynnk:** @PRjeff I'm tweeting for 1 - 2 clients, but just as it relates to blogging #solopr
- 6:14 pm **SoloDovePR:** RT @KellyeCrane: Q1: I think showing how social media integrates into an overall PR strategy is key. It's not either-or #solopr
- 6:14 pm **KellyeCrane:** @kellynandrews: That's very true, and something that's hard for newbies/clients to understand #solopr
- 6:15 pm **LScribner:** Have to leave #solopr shortly, but as for Q1, it really depends on how savvy clnt is. I have 1 who built SM ability into their iphone app!
- 6:15 pm **MichaelWillett:** Yes RT @mdbarber So true! RT @KellyeCrane: Q1: Showing how social media integrates into overall PR strategy is key: not either-or #solopr
- 6:15 pm **JMLaw:** Q1. Yes! Clients are interested in reaching a younger demo. #solopr
- 6:15 pm **KateRobins:** RT @KellyeCrane: Q1: I think showing how social media integrates into an overall PR strategy is key. It's not either-or #solopr
- 6:16 pm **BettyEllis:** Q1-Am pitching SM to clients but not actually doing it for them yet. Expect this to change this year. (Solo 12 yrs in SC) #solopr
- 6:16 pm **VirtuelMC:** agree to transparency - challenge is when tweeting as a brand. I would never tweet for a person - it smacks of putting words-in-outh #solopr
- 6:16 pm **PRjeff:** @SoloDovePR Wow. Blogging for a client is even more time consuming. Tweeting and Facebook are fairly quick. #solopr
- 6:17 pm **krisTK:** @amynolanapr I spoke to MS School PR Assn about SM. Concerns focused on personal use of SM and lines being crossed. #solopr
- 6:17 pm **kelleylynnk:** @KellyeCrane related to Q1 -- what kind of rates are people getting for social media #solopr
- 6:17 pm **KellyeCrane:** Q2: Following up on that, do you use an hourly rate for social media work, or fee-based? #solopr
- 6:17 pm **karens swim:** RT @PRjeff: RT @KellyeCrane: RT @ScottCircle: Q1: How many are actually tweeting/facebooking on behalf of client? (I am) #solopr
- 6:17 pm **ScottCircle:** @KellyeCrane we tweet through the company's account with a strategy that is agreed upon ahead of time #solopr
- 6:18 pm **karens swim:** Q2: I use both hourly and fee based depending on engagement, will not however operate SM indep of overall strategy #solopr
- 6:18 pm **chatterboxpr:** @prjeff and @solodovepr I agree, blogging 4 a client versus suggesting content is a lot less time consuming. #solopr
- 6:19 pm **PRjeff:** RT @KellyeCrane: Q2: Following up on that, do you use an hourly rate for social media work, or fee-based? #solopr
- 6:19 pm **KellyeCrane:** @ScottCircle Great- I think it's important to not tweet on behalf of John Smith, but rather the co as a whole #solopr
- 6:19 pm **KateRobins:** @KellyeCrane Q2. No. Part of the integrated tactics to do the job. Emailing, phone, lunch. Whatever suits the audience. #solopr
- 6:19 pm **PRjeff:** Q2: It's all part of the retainer package, or hourly rate. Depends on client. #solopr
- 6:19 pm **KellyeCrane:** RT @karens swim: Q2: I use both hourly and fee based depending on engagement, will not however operate SM indep of overall strategy #solopr
- 6:19 pm **kellynandrews:** @PRjeff Ditto, we are Tweeting/FBing, too, under company names (not individuals) #solopr
- 6:20 pm **VirtuelMC:** Q2 I use a proposal base to create the strategy; after it's hourly rate #solopr
- 6:20 pm **KellyeCrane:** RT @PRjeff: Q2: It's all part of the retainer package, or hourly rate. Depends on client. #solopr
- 6:20 pm **chatterboxpr:** for Q2 - ours is fee-based for social media work. It's too difficult 2 charge by hour, harder 2 collect on. #solopr

- 6:20 pm **mdbarber:** RT @PRjeff: Q2: Its all part of the retainer package, or hourly rate. Depends on client. #solopr
- 6:20 pm **amynolanapr:** @krisTK I agree - that's where the concern is. Also, many schools block social networking sites = change philosophy. #solopr
- 6:21 pm **KateRobins:** RT @PRjeff: Q2: It's all part of the retainer package, or hourly rate. Depends on client. #solopr
- 6:21 pm **SoloDovePR:** Q2 I've never done it as an hourly based I put it as one of the perks of having a retainer #solopr
- 6:21 pm **KellyeCrane:** RT @chatterboxpr: for Q2 - ours is fee-based for social media work. It's too difficult 2 charge by hour, harder 2 collect on. #solopr
- 6:21 pm **shonali:** Yikes, late to #solopr, sorry!
- 6:21 pm **KellyeCrane:** I like that, "perks" RT @SoloDovePR: Q2 I've never done it as an hourly based I put it as one of the perks of having a retainer #solopr
- 6:21 pm **BettyEllis:** I agree RT @PRjeff: Q2: It's all part of the retainer package, or hourly rate. Depends on client. #solopr
- 6:21 pm **KateRobins:** RT @VirtueIMC: Q2 I use a proposal base to create the strategy; after it's hourly rate #solopr
- 6:22 pm **krisTK:** Q1: Orgs must remember basics of smart biz operations too -- signage, phone, customer svc. Help them ID and fix issues there. #solopr
- 6:22 pm **MsQJ:** @chatterboxpr You are sooo right! #solopr
- 6:23 pm **PRjeff:** @mdbarber @KateRobins @KellyeCrane @BettyEllis Thx for all the RT'ing. Feels like I just made a hit single. #solopr
- 6:23 pm **mdbarber:** Agree -- RT @krisTK: Q1: Orgs must remember basics of smart biz ops 2 --signage, phone, cust svc. Help them ID & fix issues there. #solopr
- 6:23 pm **MsQJ:** RT @chatterboxpr: for Q2 - ours is fee-based for social media work. It's too difficult 2 charge by hour, harder 2 collect on. #solopr
- 6:23 pm **mdbarber:** @PRjeff Funny! #solopr
- 6:23 pm **MsQJ:** RT @KellyeCrane: RT @PRjeff: Q2: It's all part of the retainer package, or hourly rate. Depends on client. #solopr
- 6:23 pm **MichaelWillett:** Yes RT@krisTK Q1 Orgs must remember basics of smart biz operations too-signage, phone, customer svc-Help them ID & fix issues there #solopr
- 6:23 pm **MarchellGillis:** #solopr Sorry I'm so late
- 6:24 pm **KellyeCrane:** Q2: Another way to handle SM is to act as an advisor offering a plan/playbook and then oversee- fee/retainer based #solopr
- 6:24 pm **chatterboxpr:** Does any1 find themselves straddling fence between cust. serv & PR rep when co-managing clients' social networks? #solopr
- 6:24 pm **KateRobins:** @PRjeff lol We'll send you the framed gold tweet for your wall #solopr
- 6:24 pm **PRjeff:** Q2: I don't think clients realize the TIME SM takes to do it right. I've also written content for Twitter backgrounds #solopr
- 6:24 pm **PRjeff:** RT @KellyeCrane: Q2: Another way to handle SM is to act as an advisor offering a plan/playbook and then oversee-fee/retainer based #solopr
- 6:25 pm **krisTK:** Thunderstorm raging outside is preventing me from joining in to #solopr. Ergh. Argh.
- 6:25 pm **karensxim:** RT @KellyeCrane: Q2: Another way to handle SM is act as an advisor offering a plan/playbook and then oversee- fee/retainer based-YES #solopr
- 6:25 pm **shonali:** Agree, that's why education's imp. RT @PRjeff: Q2: I don't think clients realize the TIME SM takes to do it right. #solopr
- 6:25 pm **KellyeCrane:** RT @chatterboxpr: Does any1 find themselves straddling fence between cust. serv & PR rep when co-managing clients' social networks? #solopr
- 6:25 pm **KateRobins:** @chatterboxpr #solopr I think I get what you mean. Can you elaborate?

- 6:25 pm **PRjeff:** @KateRobins Ha! Cool. I was wondering what to do w/the one remaining open spot on the office wall... #solopr
- 6:25 pm **mdbarber:** So true. Clients think it just happens. Education key. RT @PRjeff: Q2: I dont think clients realize TIME SM takes to do it right. #solopr
- 6:25 pm **VirtuelMC:** RT @KellyeCrane: Q2: Another way to handle SM is to act as an advisor offering a plan/playbook and then oversee- fee/retainer based #solopr
- 6:25 pm **mdbarber:** RT @KellyeCrane: Q2: Another way to handle SM is to act as an advisor offering a plan/playbook and then oversee- fee/retainer based #solopr
- 6:26 pm **ScottCircle:** RT @KellyeCrane: Q2: Another way to handle SM is to act as an advisor offering a plan/playbook and then oversee- fee/retainer based #solopr
- 6:26 pm **MsQJ:** @PRjeff I Tweet & FB for my clients and yes, it is time consuming, but its the better half of 2 evils. :) #solopr
- 6:26 pm **FusionPRGroup:** Free #socialmedia fitness program for PR and marcom professionals <http://bit.ly/5yHTEv> #solopr #jourchat #pr20chat... <http://bit.ly/92WwCG>
- 6:26 pm **kelleylynnk:** @PRjeff I agree. some clients thing it's easy and therefore should be cheap #solopr
- 6:26 pm **karensxim:** @KellyeCrane works very well when they have in-house resources to manage #solopr
- 6:26 pm **SoloDovePR:** @chatterboxpr blogging for the client allows for less headache down the road #solopr
- 6:26 pm **KellyeCrane:** One again, all of today's questions are from the community, FYI. #solopr
- 6:27 pm **PRjeff:** @mdbarber Q2: it's like, "Get a drink of water for me. And oh, can you throw in a little SM work on the way...?" #solopr
- 6:27 pm **KellyeCrane:** Q3: Are there any other new skills current or potential clients are looking for you to have? #solopr
- 6:27 pm **karensxim:** RT @kelleylynnk: @PRjeff I agree. some clients think its easy and therefore should be cheap - Yes they do #solopr
- 6:27 pm **chatterboxpr:** @katerobins some clients are just realizing that FB & Twitter is more about brand mgmt & less about a fun new trend. #solopr
- 6:27 pm **MsQJ:** I'm seeing a huge growth in pot. clients, so I'm planning 2 have a #PRIntern very soon! #solopr
- 6:28 pm **mdbarber:** @PRjeff So true. I've created some email lists to educate clients & prospects. Send them articles I find on Twitter. #solopr
- 6:28 pm **VirtuelMC:** I think that you have to straddle the fence, but hand off real CS issues to the client to address #solopr
- 6:28 pm **chatterboxpr:** @katerobins Once they realize how it helps maintain/establish a brand, fee schedules aren't a problem but prior to that epiphany. #solopr
- 6:28 pm **KellyeCrane:** @MsQJ Good for you! #solopr
- 6:28 pm **karensxim:** RT @KellyeCrane: Q3: Are there any other new skills current or potential clients are looking for you to have? #solopr
- 6:29 pm **shonali:** RT @KellyeCrane: Q3: Are there any other new skills current or potential clients are looking for you to have? #solopr
- 6:29 pm **chatterboxpr:** @katerobins some clients don't see the point for the fees until you show measurable traction, like web hits, views, etc. #solopr
- 6:29 pm **VirtuelMC:** Q3 clients want me to do it ALL - but I'm much better at outsourcing things I'm not an expert in: graphics, web, etc. I'll mangle 'em #solopr
- 6:29 pm **PRjeff:** "Easy" "Cheap" Never good words to hear w/PR! RT @kelleylynnk: I agree. some clients thing its easy and therefore should be cheap #solopr
- 6:30 pm **shonali:** Re: Q3: more and more, I think they want you to abreast of what's going on in SM. Don't have to be a geek/techy, but understand it. #solopr
- 6:30 pm **KateRobins:** @chatterboxpr As in more work? I think if you integrate it, they'll eventually see it as another sized wrench. #solopr

- 6:30 pm **PRjeff:** Q3: Yeah, getting 3 hours work done in 1 hour. #solopr
- 6:30 pm **KellyeCrane:** Q3: Personally, I see organizations that are just coming up for air after the downturn, and don't know what they want exactly #solopr
- 6:31 pm **chatterboxpr:** @SoloDovePR I'm sticking w/ suggesting content only, blogging 4 client requires too much of their biz intelligence & less of mine.#solopr
- 6:31 pm **kelleylynnk:** @KellyeCrane Q3: some clients in B2B want "old" skills, not understanding how much the trade media landscape has changed #solopr
- 6:31 pm **SoloDovePR:** Q3 Almost anything dealing w/bloggers. How to stay on their good side. How to get placed w/in a niche blog etc #solopr
- 6:31 pm **KellyeCrane:** Q3: Some may have been dismissing the whole SM thing because they didn't have budget. Just now trying to get their footing... #solopr
- 6:32 pm **KateRobins:** Maybe they'll see if differently if they compare effectiveness to however cheap or easy. Microwave's cheap/easy too. #solopr
- 6:32 pm **kellynandrews:** Q3 - SEO, web and design are big ones for me (and I usually have to look to outsourcing but wish I knew more) #solopr
- 6:32 pm **shonali:** Also re: Q3, I think if you show you can be a good project manager. They want a partner, not a "vendor." #solopr
- 6:32 pm **chatterboxpr:** @SoloDovePR I believe in educating my clients on what I do so that they appreciate me & my profession, by doing their work; they're #solopr
- 6:32 pm **mdbarber:** Q3 -- I agree many don't know what they want. They do appreciate smart guidance. I don't see lots wanting cookie cutter approach. #solopr
- 6:32 pm **PRProSanDiego:** Hi folks, joining late! Yes I produce SM content for clients: FB, Twitter,& blog posts. I charge hourly same as any other work I do. #soloPR
- 6:32 pm **mdbarber:** Agreed. RT @shonali: Also re: Q3, I think if you show you can be a good project manager. They want a partner, not a "vendor." #solopr
- 6:33 pm **shonali:** @VirtuelMC Totally with you on that one. It's smarter and more efficient to do that. #solopr
- 6:33 pm **KateRobins:** @chatterboxpr When do you think the epiphany happens? #solopr
- 6:33 pm **ScottCircle:** Q3: Pitching bloggers and some marketing issues like media partnerships (not our area) #solopr
- 6:33 pm **chatterboxpr:** @SoloDovePR less likely to appreciate but feel entitled to & take it 4 granted, it also disconnects them further from the process. #solopr
- 6:33 pm **KellyeCrane:** @kelleylynnk I see that, too. Showing them how many pubs are moving online helps enlighten (e.g., US News & World Reports) #solopr
- 6:33 pm **ScottCircle:** RT @shonali: Also re: Q3, I think if you show you can be a good project manager. They want a partner, not a "vendor." #solopr
- 6:34 pm **BettyEllis:** I agree RT @shonali: Also re: Q3, I think if you show you can be a good project manager. They want a partner, not a "vendor." #solopr
- 6:34 pm **chatterboxpr:** @SoloDovePR Having clients write their own blogs makes them more aware of reader/customer/ media feedback more than your reports. #solopr
- 6:34 pm **KellyeCrane:** RT @kellynandrews: Q3 - SEO, web and design are big ones for me (and I usually have to look to outsourcing but wish I knew more) #solopr
- 6:35 pm **PRProSanDiego:** Some of my clients get SM, some don't. I explain potential benefits. Decision to invest time & \$ is always theirs. #soloPR
- 6:35 pm **KellyeCrane:** As usual, the #solopr crowd is wise \*and\* very funny!
- 6:35 pm **chatterboxpr:** @KateRobins Tough to say, I think it varies by the client. But most get it once they have 1st unfavorable media impression, sadly. #solopr
- 6:35 pm **PRjeff:** RT @PRProSanDiego: Some of my clients get SM, some dont. I explain potential benefits. Decision to invest time & \$ is always theirs. #solopr
- 6:36 pm **shonali:** Re: SM, though, @PRProSanDiego, I don't force it on them. Just show how integrating it into overall comms can help. Usually works. #solopr

- 6:36 pm **PRjeff:** In other words, wisecrackers? RT @KellyeCrane: As usual, the #solopr crowd is wise \*and\* very funny! #solopr
- 6:37 pm **PRProSanDiego:** I tell clients SM is like exercise. One workout a week won't produce results! Do it regularly & one day you're "suddenly" in shape! #soloPR
- 6:37 pm **KellyeCrane:** Q4: Yesterday's blog post covered how to make a name for yourself: <http://bit.ly/4pDbpp> - what have you done? #solopr
- 6:37 pm **justineboucher:** RT @shonali: Also re: Q3, I think if you show you can be a good project manager. They want a partner, not a "vendor." #solopr
- 6:38 pm **PRProSanDiego:** @shonali Agreed re: showing integration. Many remain skeptics. What's thrilling is when a client agrees to try and then "gets it!" #soloPR
- 6:38 pm **shonali:** Heh heh!RT @PRjeff: In other words, wisecrackers? RT @KellyeCrane: As usual, the #solopr crowd is wise \*and\* very funny!
- 6:38 pm **karenschwim:** RT @KellyeCrane: Q4: Yesterdays blog post covered how to make a name for yourself: <http://bit.ly/4pDbpp> - what have you done? #solopr
- 6:39 pm **mdbarber:** Q4 -- OGiving back in local comm. & prof orgs. Practice what you preach. Involvement in UWay comm set up really helped me. #solopr
- 6:39 pm **MsQJ:** #solopr ROCKS!!!
- 6:39 pm **kelleylynnk:** @KellyeCrane re soc media. anyone seeing ageism out there? It's appearing a bit in Boston. soc med folks 30+ not having street cred #solopr
- 6:39 pm **MsQJ:** #solopr
- 6:39 pm **BettyEllis:** RT @PRProSanDiego: Tell clients SM like exercise. 1 workout a wk won't get results! Do it regularly & 1 day UR "suddenly" in shape! #soloPR
- 6:39 pm **amynolanapr:** Q4. I've been working to refine my own niche. Wrote about it on my blog today. <http://bit.ly/7eIBZ2> #solopr
- 6:39 pm **mdbarber:** Q4 -- Also networking with peers. Make sure those you respect in comm know what you're doing; understand your potential. Referrals #solopr
- 6:40 pm **KellyeCrane:** RT @mdbarber: Q4 -Giving back in local comm. & prof orgs. Practice what you preach. Involvement in UWay comm set up really helped me #solopr
- 6:40 pm **AbbieF:** RT @mdbarber: If you do tweet in your own account for clients, remember to disclose it's a client please. #solopr
- 6:40 pm **lorenanr:** Just glanced through #soloPR chat - very interesting to see how things are changing. But, back to work on logging video!
- 6:40 pm **MsQJ:** @karenschwim Making a point to be more diligent in networking/netweaving in 2010 #solopr
- 6:40 pm **KateRobins:** @amynolanapr The reading list is growing...#solopr
- 6:41 pm **SoloDovePR:** @ScottCircle Pitching bloggers has to be one of the top things that people and orgs are looking for #solopr
- 6:41 pm **mdbarber:** Q4 -- I've also started a blog on my Web site to drive people there and increase awareness. Like what @amynolanapr is doing. #solopr
- 6:41 pm **KellyeCrane:** @kelleylynnk I think it depends on the client. There are some cooler-than-thou types in Atlanta, but they usually don't know biz #solopr
- 6:41 pm **MichaelWillett:** RT @PRProSanDiego I tell clients SM like exercise-1 workout a week won't produce results! Do it regularly-One day you're in shape! #soloPR
- 6:41 pm **KellyeCrane:** @lorenanr Hope you can join us next week - same time! #solopr
- 6:41 pm **karenschwim:** @kelleylynnk Re ageism: not personally experiencing, my clients see my own use of socmed & know I "get it" #solopr
- 6:42 pm **ScottCircle:** @KellyeCrane re: ageism - more and more studies are showing that social media users are in their 30s #solopr
- 6:42 pm **karenschwim:** @MsQJ You are FABULOUS, you know that right? :) #solopr

- 6:42 pm **KellyeCrane:** RT @amynolanapr: Q4. I've been working to refine my own niche. Wrote about it on my blog today. <http://bit.ly/7eIBZ2> #solopr
- 6:42 pm **kellelynnk:** @mdbarber for those blogging - do you blog just about PR? #solopr
- 6:42 pm **PRProSanDiego:** You MUST build your own brand to be effective for clients. Put on your own oxygen mask 1st... then help others put their mask on. #soloPR
- 6:42 pm **jenmitch:** @KellyeCrane Hi all! Q3: Yes, the ability to do some web development. Learning a lot. #solopr
- 6:51 pm **Stefaniya:** Q5: I have minimum monthly retainer / minimum flat fee for one-off projects. But I'm thinking of offering some services a la carte. #solopr
- 6:51 pm **VirtuelMC:** q5 for me it's not about the \$\$ when selecting a client; it's about the fit (values that align) #solopr; if I do my job, \$ will be there
- 6:51 pm **krisTK:** Q5: I don't consider annual revenue but I do consider solvency w new clients. Sm Biz, we talk more about investment they're making, #solopr
- 6:51 pm **PRProSanDiego:** Spent 15 years in news/talk radio. No better training for blogging/posting/Tweeting. I wrote 200 headlines + 40 stories a shift. #soloPR
- 6:51 pm **kellelynnk:** @PRjeff <http://bit.ly/7dhrcw> #solopr blogging also like flossing in that it can become a chore
- 6:52 pm **KellyeCrane:** Q5: For me, I look at how much they want for the small amount. Do they know it's a small amount? These are key indicators #solopr
- 6:52 pm **PRProSanDiego:** RT @mpapag Q5 I look for a good fit for us both. Our success & theirs depends on it. <-Well put. Yes, I have a minimum budget amt. #solopr
- 6:52 pm **LauraScholz:** Ditto RT @Stefaniya: Q5: I have min monthly retainer/min flat fee for projects. But thinking of offering some services a la carte. #solopr
- 6:52 pm **KateRobins:** @mdbarber Yup. Ppl advt's'd on diff shows, channels. Same thing. Go where the audiences are/in formats where they get news. #solopr
- 6:52 pm **PRjeff:** Thx! RT @kellelynnk: <http://bit.ly/7dhrcw> #solopr blogging also like flossing in that it can become a chore #solopr
- 6:53 pm **LauraScholz:** Good pt. RT @KellyeCrane: Q5: For me, I look at how much they want for the small amount. Do they know it's a small amount? #solopr
- 6:54 pm **shonali:** Re: Q5: not budget as such, but need to feel comf re pay. I usually require a dep/1st month at signing. Then they know I mean biz. #solopr
- 6:54 pm **Qworky:** Youth experience different, use tech growing up. RT @PRProSanDiego Experience PLUS SM skills is a big asset esp. 2 skittish clients. #soloPR
- 6:54 pm **LauraScholz:** Q5: I don't mind smaller fees as long as clients realize they're not getting full service for that kind of \$\$ . #solopr
- 6:54 pm **KellyeCrane:** Q5: The bottom line is to take on projects that will be interesting and fulfilling, but avoid the time sucking clients #solopr
- 6:54 pm **BettyEllis:** Yes RT @Stefaniya: Q5: I have minimum monthly retainer / minimum flat fee for one-off projects. #solopr
- 6:55 pm **MsQJ:** @KellyeCrane Yes! PR/MR is not an overnight process, I've had to implement a min. budget & min. campaign length. #solopr
- 6:55 pm **KellyeCrane:** Yes! RT @shonali: Re: Q5: ...need to feel comf re pay. I usually require a dep/1st month at signing. Then they know I mean biz. #solopr
- 6:55 pm **amynolanapr:** Q5: My company is very mission-oriented. So if the client aligns w/my philosophy, I'll take 'em (long as they can pay!) #solopr
- 6:55 pm **KellyeCrane:** RT @LauraScholz: Q5: I don't mind smaller fees as long as clients realize they're not getting full service for that kind of \$\$ . #solopr
- 6:55 pm **PRProSanDiego:** Off topic, but my 4 month old, 20 lb. Boxer pup Mario climbed into my lap to join us. He is the heart of my operation. #soloPR
- 6:55 pm **MsQJ:** @LauraScholz Absolutely! They want to pay minimum budget, for maximum service! #WhoDoesThat ?? Lol #solopr

- 6:56 pm **krisTK:** Q5: I know small firms that require \$5K as minimum fee. If too high, it reminds me of supermodel "I don't get out of bed ..." #solopr
- 6:56 pm **KellyeCrane:** Q5: Like that so many successful solos try to assess whether the client will pay \*before\* working with them. Newbies, take note! #solopr
- 6:56 pm **PRjeff:** Agree! RT @VirtueIMC: q5 for me its not about the \$\$; its about the fit (values that align) #solopr; if I do my job, \$ will be there #solopr
- 6:56 pm **MsQJ:** @KellyeCrane I require 1st and last month's upfront 4 PR campaigns! That's how u REALLY know if they are serious in moving forward! #solopr
- 6:57 pm **mikeschaffer:** Looks like a rockin #solopr chat today...as always :)
- 6:57 pm **rmpapag:** Q5 ...regarding comments on "if they can pay" I have all first time customers sign a contract/statement of work. #solopr
- 6:57 pm **VirtueIMC:** @PRProSanDiego awww Mario... Raven says hi (she's behind me watching the stream - lol) #soloPR
- 6:57 pm **amynolanapr:** @PRProSanDiego Isn't it great having lovable office-mates? I'm accompanied by 3 felines and a toddler. #solopr
- 6:57 pm **PRProSanDiego:** @shonali Agree completely on getting an upfront deposit from new clients. Demonstrates their commitment & sets the right tone. #soloPR
- 6:57 pm **MarchellGillis:** Agreed RT @KellyeCrane Q5: take on projects that will be interesting and fulfilling, but avoid the time sucking clients #solopr
- 6:57 pm **shonali:** Also re: Q5, tho I usually work on retainer, est. time is helpful, setting some boundaries. Not to skimp, but so I don't go crazy. #solopr
- 6:57 pm **KateRobins:** @MsQJ That's why I go by the hour. When's a job done and who says? #solopr
- 6:58 pm **KellyeCrane:** @krisTK Back during the dot com boom many firms had a \$20k per month minimum. Crazy! #solopr
- 6:58 pm **PRProSanDiego:** Any of you get asked for a "nonprofit" rate by clients? How does that sit with you? #soloPR
- 6:58 pm **shonali:** @amynolanapr @PRProSanDiego Heh heh, Suzy (Corgi) is in the papasan chair & Lola (basset) is trying to oust her. #solopr
- 6:58 pm **karensim:** Q5: I also choose based on "fit" but am cautious about how I'm spending time, some people can't afford me, I'm okay with that #solopr
- 6:58 pm **KateRobins:** @rmpapag RE: statements/contracts, did you download one or use a lawyer? #solopr
- 6:58 pm **Stefaniya:** Q5: I always take the first month, or half the flat fee, up front. Have been burned too many times. #solopr
- 6:58 pm **KellyeCrane:** @shonali Agree- that's a must. Otherwise you can over-service yourself to the poor house. #solopr
- 6:59 pm **krisTK:** Q5: Good discussion about upfront payments on the #solopr LinkedIn group too. Check it out.
- 6:59 pm **KellyeCrane:** RT @Stefaniya: Q5: I always take the first month, or half the flat fee, up front. Have been burned too many times. #solopr
- 6:59 pm **MsQJ:** @KateRobins I haven't done the hourly only because all of my clients require a lot of time & have smaller budgets. #solopr
- 6:59 pm **kelleylynnk:** @PRProSanDiego I do get asked for a "friends and family" rate #soloPR
- 6:59 pm **Stefaniya:** Yes. RT @LauraScholz: Q5: I don't mind smaller fees as long as clients realize they're not getting full service for that kind of \$\$ #solopr
- 6:59 pm **shonali:** @KateRobins Re: contracts, I had my attorney do the 1st one, now use that as a template. #solopr
- 6:59 pm **amynolanapr:** Appreciate the advice to require upfront payment from new clients. Will add to my proposal notes. #solopr
- 6:59 pm **karensim:** Q5: Up front deposit always, like @Stefaniya learned that lesson the hard way! #solopr

- 6:59 pm **KateRobins:** @KellyeCrane Yeah, and what do we remember about the dot.com splat boom...#Solopr
- 7:00 pm **MsQJ:** @PRProSanDiego Yes, I have and it doesn't bother me, however, I don't have non-profit rates #solopr
- 7:00 pm **LauraScholz:** Ditto-and signed contract! RT @Stefaniya: Q5: I always take the first month, or half flat fee, up front. Been burned too many times. #solopr
- 7:00 pm **shonali:** @KellyeCrane ... and have no time for yourself which is why most of us go solo in the first place! #solopr
- 7:00 pm **MsQJ:** RT @shonali: @KateRobins Re: contracts, I had my attorney do the 1st one, now use that as a template. => Most Definitely! #solopr
- 7:00 pm **LauraScholz:** I had a lawyer friend look over my contract. Gotta love trade! #solopr
- 7:00 pm **KellyeCrane:** Yes -"Solo PR Pros" on LI RT @krisTK: Q5: Good discussion about upfront payments on the #solopr LinkedIn group too. Check it out.
- 7:00 pm **abeckwith:** RT @krisTK: Q5: Good discussion about upfront payments on the #solopr LinkedIn group too. Check it out.
- 7:01 pm **karensxim:** @kelleylynnk @PRProSanDiego lol,in my case "friends and family" could mean surcharge for pain and suffering! #solopr
- 7:01 pm **krisTK:** @PRProSanDiego I offer discounted hourly rate to non-profs. Makes me feel good and they're great referral source for me #solopr
- 7:01 pm **MsQJ:** RT @abeckwith: RT @krisTK: Q5: Good discussion about upfront payments on the #solopr LinkedIn group too. Check it out. #IJoined2day
- 7:01 pm **kamichat:** @KellyeCrane @shonali I honestly tended to just charge by the hour when I was solo. My clients preferred it too. #soloPR
- 7:01 pm **VirtuelMC:** I draft a proposal & fee schedule for a client based on the initial interview AND require a contract (also been burned) #solopr
- 7:01 pm **KellyeCrane:** I'm afraid our official hour together is up, but keep chatting on the hashtag all week. Thanks all for another great chat! #solopr
- 7:01 pm **KateRobins:** RT @krisTK: @PRProSanDiego I offer discounted hourly rate to non-profs. Makes me feel good and they're great referral source for me #solopr
- 7:02 pm **MsQJ:** I'm looking forward to establishing relationships with #SoloPR folk in various sectors! #solopr
- 7:02 pm **mdbarber:** Same here: RT @kamichat: @KellyeCrane @shonali I honestly tended to just charge by the hour. My clients preferred it too. #solopr
- 7:02 pm **KellyeCrane:** BTW, if any of you would like to write a guest post for the blog - <http://soloprpro.com/> - just let me know by DM. #solopr
- 7:02 pm **PRProSanDiego:** @karensxim @kelleylynnk Ha! Seriously! Anyone ever quoted a "PITA" rate to a potential client? Did you get it? #soloPR
- 7:03 pm **shonali:** @kamichat @kellyecrane I think I would if it was extremely finite, but I find it's easier/cheaper for them if I do a flat fee. #solopr
- 7:03 pm **karensxim:** @KellyeCrane Thanks for another fun, fast moving hour! This was great! #solopr
- 7:03 pm **MsQJ:** @KellyeCrane Question - Do you get inquiries from pot. clients who are outside of your sector of practice? Do u accept or decline? #solopr
- 7:03 pm **mdbarber:** This hour always goes so fast. Thanks to all of you for the great sharing. #solopr
- 7:03 pm **VirtuelMC:** work begins when the "ramp-up" deposit is provided #solopr
- 7:03 pm **DeblnDenver:** RT @KellyeCrane: BTW, if any of you would like to write a guest post for the blog - <http://soloprpro.com/> - just let me know by DM. #solopr
- 7:03 pm **hashtager:** # I'm afraid our official hour together is up, but keep chatting on the hashtag all week. Thanks all for another great chat! #solopr
- 7:04 pm **karensxim:** @PRProSanDiego @kelleylynnk Honestly I have, and yes I got it which made it less of a PITA! #solopr

- 7:04 pm **KellyeCrane:** @shonali @kamichat@mdbarber I find it depends on the client. Those that are used to PR agencies definitely prefer hourly billing. #solopr
- 7:04 pm **PRProSanDiego:** RT @VirtueIMC I draft a proposal & fee schedule 4 client based on initial interview & req a contract (also been burned) #solopr <--Me too!
- 7:04 pm **SoloDovePR:** Good Advice RT @KellyeCrane Q4: Find what you do best and what you love, and then talk about it on the social nets. It works! #solopr
- 7:04 pm **Stefaniya:** I treat nonprofit, for-profit clients same. No special rates. Each agreement tailored to client's needs, resources, work required. #solopr
- 7:04 pm **MsQJ:** RT @KellyeCrane: BTW, if any of you would like to write a guest post for the blog - <http://soloprpro.com/> - just let me know by DM. #solopr
- 7:05 pm **krisTK:** @MsQJ I tend to refer if client/project isn't good fit. Time and energy are too valuable. Pay it forward to another #solopr
- 7:05 pm **VirtueIMC:** Yes - wasnt worth it RT @PRProSanDiego: @karensxim @kelleylynnk Ha! Srsly! Any1 ever quoted a "PITA" rate? Did u get it? #soloPR
- 7:05 pm **PRjeff:** A1: Thanks all. I've been edified, educated, entertained, and enlightened. #solopr
- 7:05 pm **KateRobins:** @MsQJ Yes. I take the opp to read up on them. Often they're not what I thought, even more along lines of something else that works.#solopr
- 7:05 pm **MsQJ:** @KellyeCrane - This has been GREAT!!! #solopr
- 7:05 pm **TMariePR:** So mad I missed #solopr chat today! Maybe i will catch it next week!
- 7:05 pm **shonali:** Gotta go, so sorry I was late! "See" you next week and thanks as always @kellyecrane for this great resource. #solopr
- 7:05 pm **PRProSanDiego:** @karensxim @kelleylynnk Good going! Love it! I need to do this more often. #soloPR
- 7:05 pm **KateRobins:** RT @VirtueIMC: work begins when the "ramp-up" deposit is provided #solopr
- 7:05 pm **tommydaughtry:** RT @MsQJ: I'm looking forward to establishing relationships with #SoloPR folk in various sectors! #solopr
- 7:06 pm **MsQJ:** @TMariePR :( Sorry you missed it! It's been a blast! #solopr
- 7:06 pm **KellyeCrane:** @MsQJ Thanks so much - I think you'll get to be friends with lots of great #solopr pros through this group. They're amazing.
- 7:06 pm **PRProSanDiego:** @Stefaniya What a terrific, succinct and clear explanation of your rates re: nonprofits. I'll use it with your permission! #soloPR
- 7:07 pm **MsQJ:** @krisTK Great advice! Thanks!! #solopr
- 7:07 pm **MsQJ:** RT @PRjeff: A1: Thanks all. I've been edified, educated, entertained, and enlightened. #solopr => I couldn't have said it better!
- 7:07 pm **KateRobins:** Thanks everyone. #solopr
- 7:07 pm **MsQJ:** @KateRobins lolol #solopr
- 7:07 pm **Stefaniya:** @KellyeCrane @kamichat If I charged by the hour, most of my clients would think they can't afford me. #solopr
- 7:08 pm **krisTK:** Great discussion today on #solopr. Wish thunderstorm hadnt interfered w internet service in the midst of it.