



## Transcript from March 31, 2010 to March 31, 2010

All times are Pacific Time

## March 31, 2010

- 1:18 am **MichaelWillett:** RT @KellyeCrane @skalik #solopr chat is tomorrow! :-) 1-2pm ET each Wednesday
- 1:19 am **MichaelWillett:** RT @Webcommdiva RT @prtini Agency & #solopr folks: How do u #schedule your day? Block chunks of time or "unscheduled time"? #timemanagement
- 12:49 pm **JayneSeward:** RT @WaqasKazmi: Fashion phones belongs to Females only. Why? Samsung to launch female-targeted campaign #SoloPR #Pakistan: <http://bit.ly/ao2FQZ> via @addthis
- 12:58 pm **KellyeCrane:** It's #solopr chat day (1-2pm ET each Wed.)! If you have any questions to add about being an indie consultant, just let me know.
- 1:04 pm **jenzings:** RT @KellyeCrane: It's #solopr chat day (1-2pm ET each Wed.)! If you have any questions to add about being an indie consultant, just let me know.
- 1:11 pm **KellyeCrane:** Kind words for me notwithstanding, @KarenSwim has some great tips for work-at-home types on staying positive <http://bit.ly/dicUvf> #solopr
- 1:18 pm **luannsaid:** If you've written/blogged about LinkedIn Groups--and how to engage members--could you please send a link my way? #solopr #pr
- 1:21 pm **JoeCascio:** @luannsaid Please share any links you get re: LinkedIn? #solopr #pr
- 2:39 pm **MichaelWillett:** RT @jenzings RT @KellyeCrane #solopr chat day (1-2pm ET each Wed.)! If you have any ?s to add about being an indie consultant, let me know.
- 2:44 pm **jenzings:** @KellyeCrane Doing great (except for this icky weather!) Have a good #solopr chat today!
- 2:45 pm **JamieLaceyPR:** This explains a lot... #PR Breakfast Club on Why We PR Types Have Such a Crush on #Twitter <http://bit.ly/cjQczj> #solopr
- 2:53 pm **karenskim:** 7 mins to #solopr chat, will be tweeting profusely so if you need to mute for the next hour please do or if you want to join use tweetchat
- 2:55 pm **LeliaKate:** Hoping I can join today's #solopr chat today from 1-2 ET. If you are freelancing or thinking about it, check out the conversation!
- 3:06 pm **LeliaKate:** @ksolo22 It's just on Twitter - Search the hashtag #solopr to see the conversation.
- 3:25 pm **hopwood:** RT @KellyeCrane: It's #solopr chat day (1-2pm ET 6-7pm GMT each Wed.)! Any questions to add about being an indie consultant? #pr
- 3:28 pm **hopwood:** Actually #solopr chat is 6-7pm BST 5-6pm GMT as the clocks sprang forward on Sunday in London while confusingly I was on the continent. #pr
- 3:54 pm **mdbarber:** Barely 1 hour to get work done before #solopr chat today. Great hour of sharing/learning from 1-2 ET. Join us!
- 3:55 pm **PRPiper:** Advantage to being a #solopr...no lunch meeting today=bike ride in sunny SWFlorida instead. Back in time for #solopr chat at 1pm est.
- 4:14 pm **sandrasays:** RT @KellyeCrane: It's #solopr chat day (1-2pm ET each Wed.)! If you have any questions to add about being an indie consultant, just let me know.

- 4:16 pm **LauraScholz:** RT @KellyeCrane: It's #solopr chat day (1-2pm ET each Wed.)! If you have any questions about being an indie consultant, just let me know.
- 4:18 pm **KellyeCrane:** Less than an hour until today's #solopr chat for independent #PR and #socialmedia pros - worldwide time guide: <http://bit.ly/bBcaPP>
- 4:19 pm **rmpapag:** RT @KellyeCrane: Less than 1 hour for today's #solopr chat for independent #PR & #socialmedia pros - worldwide time guide:...
- 4:20 pm **PowerfulHER:** Cool RT @KellyeCrane an hour until today's #solopr chat for independent #PR & #socialmedia pros- worldwide time guide: <http://bit.ly/bBcaPP>
- 4:20 pm **MSBeachPRAM:** Attention solo PR pros! RT @KellyeCrane: Less than an hour until today's #solopr chat for independent #PR and #socialmedia pros
- 4:21 pm **LMSandelin:** RT @KellyeCrane Less than an hr until today's #solopr chat for independent #PR & #socialmedia pros-worldwide time guide <http://bit.ly/bBcaPP>
- 4:22 pm **Narciso17:** Less than 1 hour til today's #solopr chat 4 ind. #PR and #socialmedia pros - worldwide time guide: <http://bit.ly/bBcaPP> (h/t @KellyeCrane)
- 4:31 pm **KimSchuenman:** RT @KellyeCrane: Hour away from today's #solopr chat for independent #PR and #socialmedia pros - worldwide time guide: <http://bit.ly/bBcaPP>
- 4:33 pm **jetsnow:** RT @KellyeCrane: Hour away from today's #solopr chat for independent #PR and #socialmedia pros - worldwide time guide: <http://bit.ly/bBcaPP>
- 4:45 pm **iBridgeforth:** @jetsnow what time exactly is #solopr?
- 4:52 pm **KellyeCrane:** @iBridgeforth @jetsnow Hi - #solopr is 1-2pm ET each Wednesday. All are welcome!
- 4:57 pm **Narciso17:** Gotta Step of the Grid Now...You Guys Have Fun with Today's #solopr ... Tweet Ya'll Later
- 4:59 pm **karensnim:** Yay time for #solopr! Will be chatty for next hour, pls mute if needed or join using tweetchat or tweetgrid #solopr
- 5:00 pm **iBridgeforth:** @KellyeCrane thanks! #solopr
- 5:01 pm **KCDPR:** Excited to be back for #solopr chat, first in a few weeks
- 5:02 pm **KellyeCrane:** Time for the #solopr chat. If you're new to Twitter chats, you may want to try a client like Tweetgrid.com to follow along
- 5:02 pm **rockstarjen:** Hi everyone - Jen here in SD. 5 years solo. Hoping to sit in on the 1st hour. #solopr
- 5:03 pm **KellyeCrane:** The #soloPR chat is for independent pros in PR and related fields (and those who want to learn more about it). #solopr
- 5:03 pm **KellyeCrane:** Also, don't be shy - just hop right in! #solopr
- 5:03 pm **hopwood:** RT @KellyeCrane: Time for the #solopr chat. If youre new to Twitter chats, try a client like Tweetgrid.com to follow along #solopr
- 5:03 pm **KellyeCrane:** Q1 is a follow-on to our discussion last week: Are you charging more for SM services, or just incl it in programs? #solopr
- 5:03 pm **krisTK:** Hello. I'm based in south MS but work on projects all over. 20 yrs in PR, six as indy, APR. I've been missing my pals from #solopr
- 5:03 pm **PRjeff:** Greetings from #Phx. Solo for 15 of 22 yrs in the PR world. #solopr
- 5:04 pm **LauraScholz:** Laura, semi-solo PR pro for 2.5 yrs. Atlanta-based. Welcome to #solopr chat!
- 5:04 pm **hopwood:** RT @KellyeCrane: The #soloPR chat is for independent pros in PR and related fields (and those who want to learn more about it). #solopr
- 5:04 pm **mdbarber:** Good morning all. Mary here from Anchorage. Almost 10 years as independent consultant; > 30 as PR pro. #solopr

- 5:05 pm **rmpapag:** Q1: SM is another channel so there is no increase in charge, however if it increases time needed then yes #solopr
- 5:05 pm **rockstarjen:** Q1 minimal SM activities are part of my regular fee structure, but a more involved campaign would involve a partner/more fees. #solopr
- 5:06 pm **mdbarber:** Q1 -- I charge the same rate for my services regardless of what I'm doing. The value of my time doesn't change. #solopr
- 5:06 pm **KellyeCrane:** RT Q1: Are you charging more for SM services, or just incl it in programs? #solopr
- 5:06 pm **rmpapag:** Hello! Independent pro focused on pr measurement and analysis #solopr
- 5:06 pm **rockstarjen:** Same. RT @mdbarber: Q1 -- I charge the same rate for my services regardless of what Im doing. The value of my time doesnt change. #solopr
- 5:06 pm **KellyeCrane:** RT @rmpapag: Q1: SM is another channel so there is no increase in charge, however if it increases time needed then yes #solopr
- 5:06 pm **karensxim:** RT @KellyeCrane: RT Q1: Are you charging more for SM services, or just incl it in programs? #solopr
- 5:07 pm **rajean:** PR pro @KellyeCrane- paying it forward w/ insightful chat for independent PR pros #soloPR. Gr8 to see those solo for 10+ yrs, inspiring!
- 5:07 pm **karensxim:** Hi Everyone! Q1: value of time same but different pricing based on client needs & level of involvement #solopr
- 5:07 pm **SoloDovePR:** Q1 incld it in services but some people want a strictly SM campaign #solopr
- 5:08 pm **hopwood:** Hi from England everyone. We charge less for SM because it's harder to show ROI (for us) #solopr
- 5:08 pm **krisTK:** Me too. RT @mdbarber: Q1: I charge the same rate for my services regardless of what I'm doing. The value of my time doesn't change. #solopr
- 5:09 pm **KellyeCrane:** Q1: I don't believe you can do PR without a SM component these days. But I also offer add-on progs (training, etc.) #solopr
- 5:09 pm **LauraScholz:** Q1: I don't charge an hourly rate--just include SM in project rates when applicable. #solopr
- 5:09 pm **KellyeCrane:** Interesting RT @hopwood: Hi from England everyone. We charge less for SM because it's harder to show ROI (for us) #solopr
- 5:09 pm **karensxim:** RT @KellyeCrane: Q1: I dont believe you can do PR without a SM component these days. But I also offer add-on progs (training, etc.) #solopr
- 5:10 pm **KellyeCrane:** @rajean Thanks - #solopr can definitely be a long-term career!
- 5:10 pm **KateRobins:** I'm searching for #solopr live on TweetGrid Search - <http://tweetgrid.com/search?q=%23solopr>
- 5:10 pm **mdbarber:** So true! RT @KellyeCrane: Q1: You can't do PR without a SM component these days. But I also offer add-on progs (training, etc.) #solopr
- 5:10 pm **rmpapag:** I'm surprised. Is it because the client doesn't see the value of your work? Q1 @hopwood We charge less for SM...harder to show ROI #solopr
- 5:10 pm **KellyeCrane:** I see this, too (less than ideal) RT @SoloDovePR: Q1 incld it in services but some people want a strictly SM campaign #solopr
- 5:10 pm **karensxim:** @KellyeCrane Agree! SM should be integrated into all, for those just entering,more time for setup, training, etc. #solopr
- 5:10 pm **GinnyCooper:** Me too. RT @mdbarber: Q1: I charge the same rate for my services regardless of what I'm doing. The value of my time doesn't change. #solopr
- 5:10 pm **KellyeCrane:** RT @LauraScholz: Q1: I don't charge an hourly rate--just include SM in project rates when applicable. #solopr

- 5:10 pm **rajean:** RT @krisTK: Me too. RT @mdbarber: Q1: I charge the same rate for my services regardless of what I'm doing. The value of my time doesn't change. #solopr
- 5:11 pm **rockstarjen:** RT @karensxim: @KellyeCrane Agree! SM should be integrated into all, for those just entering, more time for setup, training, etc. #solopr
- 5:11 pm **mdbarber:** @hopwood Wondering if you can elaborate. Clients don't see value but they will pay for it? #solopr
- 5:11 pm **rajean:** RT @KellyeCrane: Q1: I don't believe you can do PR without a SM component these days. But I also offer add-on progs (training, etc.) #solopr
- 5:11 pm **KateRobins:** RT @GinnyCooper: Me too. RT @mdbarber: Same rate for services regardless of what I'm doing. The value of my time doesn't change. #solopr
- 5:12 pm **karensxim:** RT @mdbarber: @hopwood Wondering if you can elaborate. Clients don't see value but they will pay for it? (yes pls share) #solopr
- 5:12 pm **karensxim:** @hopwood Don't you establish metrics in advance? #solopr
- 5:12 pm **rockstarjen:** Shoot. have to drop off. Have a great chat everyone! I'll look forward to the transcript later today. #solopr
- 5:12 pm **mdbarber:** Q1 -- Did everyone see post from @cloudspark yesterday re: time to do various SM functions? Link in next post as too long. #solopr
- 5:12 pm **KellyeCrane:** All of our questions come from the community these days, BTW. Including this next one... #solopr
- 5:13 pm **mdbarber:** Cloudspark URL: <http://www.cloudspark.com/2010/03/30/survey-says-65-hours-per-week-for-social-media/> #solopr
- 5:13 pm **JamieLaceyPR:** Same here. RT @rockstarjen Minimal SM activities = part of reg fee structure, but more involved campaign = partner/more fees. #solopr
- 5:13 pm **rajean:** For my followers, I try to participate in a few pro development chats per week, Mon & Wed so far. In #soloPR now, learn along :-)
- 5:13 pm **krisTK:** Q1: I live among late adopters. Hoping more local orgs will begin to see value in my SM experience #solopr
- 5:13 pm **KateRobins:** @mdbarber I get it. Worked there. More demanding about seeing ROI. Want verifiable science. Is that right @hopwood? #solopr
- 5:13 pm **LScribner:** Uh oh, late to the chat! Lori here, 16 yrs in PR 6 solo, based in San Diego #solopr
- 5:13 pm **karensxim:** @mdbarber Thanks I had not seen this post! #solopr
- 5:14 pm **rajean:** RT @mdbarber: Cloudspark URL: <http://www.cloudspark.com/2010/03/30/survey-says-65-hours-per-week-for-social-media/> #solopr
- 5:14 pm **KateRobins:** @mdbarber Could you send me that? (The link to when) #solopr
- 5:14 pm **mdbarber:** I hear you! RT @krisTK: Q1: I live among late adopters. Hoping more local orgs will begin to see value in my SM experience #solopr
- 5:14 pm **KellyeCrane:** @mdbarber I think what @hopwood means is that SM is a less-proven entity at this point (did I get that right, @hopwood?) #solopr
- 5:15 pm **KCDPR:** 12+ yr PR vet in SD here #solopr
- 5:15 pm **rajean:** @mdbarber terrific info. Thx for sharing. #soloPR always gets my motor charged. Those who hire me can know I'm involved & stay current!
- 5:15 pm **karensxim:** Cloudspark post via @mdbarber: <http://bit.ly/9pL3am> #solopr
- 5:15 pm **KellyeCrane:** Q2: How important is pricing power? Client wants to cut PR budget to 25% of orig. Should I cut bait? #solopr

- 5:16 pm **mdbarber:** @KateRobins Link to time for functions? I sent it in the next tweet. Do you have it? #solopr
- 5:16 pm **GinnyCooper:** 65 hrs/wk for SM on 4 ch for 1 client?! No wonder I'm tired - I currently have 4! #solopr
- 5:16 pm **PowerfulHER:** RT @rajean #soloPR always gets my motor charged. Those who hire me can know I'm involved & stay current!
- 5:16 pm **KateRobins:** @mdbarber See that. Thanks :) #solopr
- 5:16 pm **sandrasays:** q1. pricing depends on resources needed, regardless of tools. with SM need to take into account how much time needed for oversight #solopr
- 5:16 pm **mdbarber:** So true: #soloPR always gets my motor charged. Those who hire me can know I'm involved & stay current! /via @rajean
- 5:16 pm **PowerfulHER:** ME TOO! RT @krisTK: Q1: I live among late adopters. Hoping more local orgs will begin to see value in my SM experience #solopr
- 5:17 pm **karensxim:** RT @KellyeCrane: Q2: How important is pricing power? Client wants to cut PR budget to 25% of orig. Should I cut bait? #solopr
- 5:17 pm **KateRobins:** @KellyeCrane Did they say why? Is the decrease transitory? If so, you that attached to them? #solopr
- 5:17 pm **LScribner:** @rajean 65 hours per week? Not for the typical client, no way, that's more than most agencies spend on one client in a month! #solopr
- 5:17 pm **GinnyCooper:** Q2 PR budget cut = service cut #solopr
- 5:17 pm **hopwood:** @KellyeCrane Well put! We do not feel as comfortable pushing investment in SM against conventional media relations. #solopr
- 5:17 pm **KateRobins:** @KellyeCrane Inclined to consider this one in the context of working for free. If they want what you have they'll pay for it? #solopr
- 5:18 pm **KellyeCrane:** Bingo! RT @GinnyCooper: Q2 PR budget cut = service cut #solopr
- 5:18 pm **rajean:** RT @GinnyCooper: 65 hrs/wk for SM on 4 ch for 1 client?! No wonder I'm tired - I currently have 4! #solopr
- 5:18 pm **sandrasays:** @KellyeCrane q2. heard this on podcast once -- this is like customer saying "i want a haircut & a perm, but can only afford cut..." #solopr
- 5:18 pm **mdbarber:** @hopwood That makes sense but is your thinking you'll increase prices later? #solopr
- 5:18 pm **karensxim:** Q2: Have seen this with agencies I serve, clients ramped down bc of econ. but did ramp back up #solopr
- 5:19 pm **mdbarber:** @KateRobins No problem. #solopr
- 5:19 pm **sandrasays:** @KellyeCrane q2 cont "...since I'm good customer, can I have the perm for free?" #solopr
- 5:19 pm **KateRobins:** @rajean On what did they base the 65 hours? Is that a hallowed figure? Could result in noise! #solopr
- 5:19 pm **PowerfulHER:** I think the value of a good social media following is undervalued... a daily, engaged niche audience? Worth a lot! #solopr
- 5:19 pm **hopwood:** @karensxim Re establishing metrics, we are searching for numbers that mean something to clients #solopr
- 5:19 pm **mdbarber:** RT @sandrasays: q2. heard this on podcast once -- this is like customer saying "i want a haircut & a perm, but can only afford cut." #solopr
- 5:19 pm **ashleykingsley:** I would like to learn more about #solopr

- 5:19 pm **KellyeCrane:** @KateRobins I don't know all the details of the questioner's situation, but you're right - no free lunch. #solopr
- 5:19 pm **KCDPR:** What if client understands that? But its just not worth it RT @KellyeCrane: Bingo! RT @GinnyCooper: Q2 PR budget cut = service cut #solopr
- 5:19 pm **hopwood:** @mdbarber We want to learn about SM in practice, bring our clients along and establish a track record worth a premium fee #solopr
- 5:20 pm **KateRobins:** RT @sandrasays: @KellyeCrane q2. like saying "i want a haircut & a perm, but can only afford cut..." #solopr Yup. Sounds like that.
- 5:20 pm **LScribner:** Q2 If you're cutting hours & budget, track results before/after so you can show why/how decrease in results #solopr
- 5:20 pm **KellyeCrane:** RT @sandrasays: Q2: heard on podcast: this is like customer saying "i want a haircut & a perm, but can only afford cut..." #solopr
- 5:20 pm **karensxim:** @hopwood Completely understand and I think we've all been there! #solopr
- 5:20 pm **rmpapag:** Q2: I honor original pricing for clients. I point out new pricing is X, works for us both. Most projects are per hour #solopr
- 5:20 pm **krisTK:** Q2: Perhaps come up with 2-3 new proposals that meet client's new budget. Let them prioritize. #solopr
- 5:20 pm **KateRobins:** @KellyeCrane I've been awfully generous this past year and it hasn't bought me dry ground on earth or a place in heaven #solopr
- 5:20 pm **rajean:** Regarding Q2 @KellyeCrane - sadly clients cut PR/Mktg early, think they can do w/out. They learn, sometimes the hard way, they can't #soloPR
- 5:20 pm **LauraScholz:** Ditto! RT @KellyeCrane: Bingo! RT @GinnyCooper: Q2 PR budget cut = service cut #solopr
- 5:20 pm **KellyeCrane:** @KCDPR You mean, the lower budget falls below your threshold of minimum budget? #solopr
- 5:21 pm **KellyeCrane:** RT @krisTK: Q2: Perhaps come up with 2-3 new proposals that meet client's new budget. Let them prioritize. #solopr
- 5:21 pm **hopwood:** @KellyeCrane Not sure what you mean by "cut bait". Is that one of those charming American expressions? :) #solopr
- 5:21 pm **mdbarber:** @hopwood That makes sense. Thanks! Hope you'll keep us posted on how it's going. #solopr
- 5:21 pm **rmpapag:** Excellent point @LScribner Q2 If you're cutting hours& budget,track results before/after so you can show why/how decrease in results #solopr
- 5:21 pm **KellyeCrane:** LOL RT @KateRobins: I've been awfully generous this past year and it hasn't bought me dry ground on earth or a place in heaven #solopr
- 5:21 pm **karensxim:** Q2: If client is asking for same service smaller budget, "no" but smaller budget, less service #solopr
- 5:21 pm **PowerfulHER:** Good RT @krisTK Q2: Perhaps come up with 2-3 new proposals that meet client's new budget. Let them prioritize. #solopr
- 5:21 pm **KateRobins:** I'd rather hear, "If you can get her," than "You know who's really cheap? Kate Robins." Keep philanthropy separate for causes #solopr
- 5:21 pm **hopwood:** RT @KellyeCrane Ive been awfully generous this past year and it hasnt bought me dry ground on earth or a place in heaven #solopr
- 5:21 pm **krisTK:** Q2: If client says I wish you could do more, respond with "I can, with a larger budget." #solopr
- 5:22 pm **mdbarber:** Q2- Show client what they will get for reduced budget. If you value the relationship long term & they do, it may be worth it. #solopr

- 5:22 pm **KellyeCrane:** So true RT @rajean: Q2: sadly clients cut PR/Mktg early, think they can do w/out. They learn, sometimes the hard way, they can't #solopr
- 5:22 pm **KateRobins:** @hopwood Yes. As in bail. #solopr
- 5:22 pm **sandrasays:** RT @KateRobins: @KellyeCrane I've been awfully generous this past year and it hasn't bought me dry ground on earth or a place in heaven #solopr
- 5:22 pm **mdbarber:** AMEN! RT @KateRobins: Id rather hear, "If u can get her," than "Know who's really cheap?" Keep philanthropy separate for causes #solopr
- 5:22 pm **PRjeff:** Yes, always offer solutions RT @krisTK: Q2: Come up with 2-3 new proposals that meet client's new budget. Let them prioritize #solopr
- 5:23 pm **SoloDovePR:** @KellyeCrane Yea it really isn't the ideal situation but this is the midset that many have now #solopr
- 5:23 pm **sandrasays:** @hopwood expression comes from "fish or cut bait" which means stay or leave (basically) #solopr
- 5:23 pm **doitinpublic:** Q2: "You have to sell the service at a price that makes sense" -Warren Buffet = Biz words to live by #soloPR
- 5:23 pm **rajean:** You'll love it & learn here @ashleykingsley - and you'll be able to wow us all too! Welcome, girlfriend! #soloPR She's a gem in Denver mkt
- 5:23 pm **KCDPR:** @sandrasays LOL very true. But what chance does client have of ever being back to "normal"--highly unlikely #solopr
- 5:23 pm **karensxim:** RT @PRjeff: Yes, always offer solutions RT @krisTK: Come up with 2-3 new proposals that meet clients new budget. Let them prioritize #solopr
- 5:24 pm **rmpapag:** Q2: Time, effort & expertise is valuable. Remember once provided at a cut rate the new expectation is set. #solopr
- 5:24 pm **mdbarber:** If you & the client prioritize & determine best next steps, the client is more likely to understand/embrace the results of the cut #solopr
- 5:24 pm **KateRobins:** RT @KCDPR: @sandrasays But what chance does client have of ever being back to "normal"--highly unlikely #solopr
- 5:24 pm **krisTK:** @hopwood Entire saying is "fish or cut bait," meaning make a choice. Stick with the original plan or do something else. #solopr
- 5:24 pm **PowerfulHER:** HAH Gr8 RT @KateRobins: Id rather hear, "If u can get her," than "Know who's really cheap?" Keep philanthropy separate for causes #solopr
- 5:24 pm **spinspun:** Denis here in LA. Charging more for SM in Q2 b/c linking with bigger service providers #solopr
- 5:24 pm **KellyeCrane:** RT @doitinpublic: Q2: "You have to sell the service at a price that makes sense" -Warren Buffet = Biz words to live by #solopr
- 5:25 pm **krisTK:** RT @rmpapag: Q2: Time, effort & expertise is valuable. Remember once provided at a cut rate the new expectation is set. #solopr
- 5:25 pm **karensxim:** RT @PowerfulHER: @KateRobins: Id rather hear, "If u can get her," than "Know whos really cheap?" Keep philanthropy sep. 4 causes #solopr
- 5:25 pm **rmpapag:** Q2: Client relationship factors in too. If you and your work are respected, the client will understand < \$ = < output #solopr
- 5:25 pm **mdbarber:** RT @krisTK: RT @rmpapag: Q2: Time, effort & expertise is valuable. Remember once provided at a cut rate the new expectation is set. #solopr
- 5:26 pm **PRPiper:** Q2: There is a sense that everything is negotiable these days, but if I don't value my time, no one else will either. #solopr
- 5:26 pm **SoloDovePR:** Q2 for reduced payment reduce the service given #solopr

- 5:26 pm **sandrasays:** q2 I have made the mistake of reducing fees and keeping service same level, and it ruined the working relationship. #solopr
- 5:26 pm **KellyeCrane:** Q2: If client wants to cut budget to less than your minimum, then it's best to come up w/transition plan for your exit #solopr
- 5:26 pm **rajean:** YES RT @KateRobins rather hear, "If you can get her," than "You know who's really cheap? KR." Keep philanthropy separate for causes #solopr
- 5:26 pm **karensxim:** RT @PRRPiper: Q2: There is a sense that everything is negotiable these days, but if I dont value my time, no one else will either. #solopr
- 5:26 pm **bonnieupright:** I'd rather hear, "If you can get her," than "You know who's really cheap? Kate Robins." #solopr /via @KateRobins [Best quote ever]
- 5:26 pm **karensxim:** my position is scope is always negotiable, pricing is not #solopr
- 5:26 pm **LScribner:** @KellyeCrane @hopwood I'm not sure fishing or bait is charming in a saying, but we Americans have some doozies:) #solopr
- 5:26 pm **rajean:** RT @PRRPiper: Q2: There is a sense that everything is negotiable these days, but if I don't value my time, no one else will either. #solopr
- 5:27 pm **PRjeff:** Good view on it! RT @karensxim: my position is scope is always negotiable, pricing is not #solopr
- 5:27 pm **rajean:** RT @KellyeCrane: RT @doitinpublic: Q2: "You have to sell the service at a price that makes sense" -Warren Buffet = Biz words to live by #solopr
- 5:27 pm **KateRobins:** Sounds like cut talk is a client edu opp. Dose them lower, see how they feel. But if you make them feel bad, not good for you. #solopr
- 5:27 pm **KellyeCrane:** Q2: Often clients have no choice if \$ isn't there. Offering smooth transition will help keep fuzzy feelings #solopr
- 5:27 pm **hopwood:** Q2 When they see you working harder for less, many will take advantage. So use the time to find new clients. #solopr
- 5:27 pm **GinnyCooper:** This I like! RT @karensxim: my position is scope is always negotiable, pricing is not #solopr
- 5:28 pm **KellyeCrane:** RT @sandrasays: q2 I have made the mistake of reducing fees and keeping service same level, and it ruined the working relationship #solopr
- 5:28 pm **rajean:** RT @karensxim: RT @PRjeff: Yes, always offer solutions RT @krisTK: Come up with 2-3 new proposals that meet clients new budget. Let them prioritize #solopr
- 5:28 pm **rmpapag:** Q2 Remember if you choose to cut, provide a clear expectation of what you will be doing #solopr
- 5:28 pm **KellyeCrane:** RT @hopwood: Q2 When they see you working harder for less, many will take advantage. So use the time to find new clients. #solopr
- 5:28 pm **sandrasays:** RT @karensxim: my position is scope is always negotiable, pricing is not #solopr || true!
- 5:28 pm **SoloDovePR:** RT Q2: If client wants to cut budget to less than your minimum, then it's best to come up w/transition plan for your exit #solopr
- 5:28 pm **mdbarber:** RT @GinnyCooper: This I like! RT @karensxim: my position is scope is always negotiable, pricing is not #solopr
- 5:29 pm **hopwood:** RT @bonnieupright: Id rather hear, "If you can get her," than "You know whos really cheap? Kate Robins." #solopr
- 5:29 pm **krisTK:** Q2: If client wants to pay less, that frees up your time to pursue other work. #solopr
- 5:29 pm **KateRobins:** @KellyeCrane Yes. Tell them side effects include nausea, dizziness, weird dreams, staggered gait, double vision...the usuals. #solopr

- 5:29 pm **karensxim:** @mdbarber @GinnyCooper thank you! #solopr
- 5:29 pm **LauraScholz:** Agree 100% RT @KellyeCrane: Q2: If client wants to cut budget to less than your min, best to come up w/transition plan for your exit #solopr
- 5:29 pm **deegospel:** joining #solopr hi, all
- 5:29 pm **karensxim:** Thanks @sandrasays ! #solopr
- 5:30 pm **rajean:** I vow to not allow the client to take me down with their sinking ship. I'd like to be their life vest. But we all have choices. #soloPR
- 5:30 pm **KellyeCrane:** Q3: Can or should PR pros play the role of reporter/blogger? Is it crossing an ethical line? #solopr
- 5:30 pm **PRandMarComPro:** Hello everyone. #solopr
- 5:30 pm **KateRobins:** Scope. Nice word.RT @mdbarberRT @GinnyCooperRT @karensxim: my position is scope is always negotiable, pricing is not #solopr
- 5:30 pm **paulajohns:** Joining #solopr late from San Diego area. Eavesdropping while working toward a deadline...
- 5:31 pm **krisTK:** @GinnyCooper The other one is commonly used by my parents. #solopr
- 5:31 pm **karensxim:** RT @KellyeCrane: Q3: Can or should PR pros play the role of reporter/blogger? Is it crossing an ethical line? #solopr
- 5:31 pm **KellyeCrane:** RT @spinspun: Denis here in LA. Charging more for SM in Q2 b/c linking with bigger service providers #solopr
- 5:31 pm **PRjeff:** RT @KellyeCrane: Q3: Can or should PR pros play the role of reporter/blogger? Is it crossing an ethical line? #solopr
- 5:31 pm **FoxzieMcCoy:** Just found out about #solopr
- 5:31 pm **KellyeCrane:** Good point! RT @rajean: I vow to not allow the client to take me down with their sinking ship... #solopr
- 5:32 pm **KateRobins:** @KellyeCrane Okay if it's clear that pr IS the blogger. But Roxanne thing could make people feel lied to. #solopr
- 5:32 pm **karensxim:** @KateRobins Thank you, has worked well for me! #solopr
- 5:32 pm **LauraScholz:** @KellyeCrane Q3: I blog, but only for clients. I know someone who does PR & reporting, and I don't think I could, ethically. #solopr
- 5:32 pm **mdbarber:** Q3 -- Transparency is always key so it depends. Many PR pros have blogs so as long as we disclose we're blogging about a clients... #solopr
- 5:32 pm **FoxzieMcCoy:** I think PR pros are reporters and bloggers...just for their company. #solopr
- 5:32 pm **rajean:** RT @LauraScholz: Agree 100% RT @KellyeCrane: Q2: If client wants to cut budget to less than your min, best to come up w/transition plan for your exit #solopr
- 5:32 pm **KCDPR:** Re: Q3 I say why not esp if speaking to industry of expertise? Heck, likely more knowledge than some reporters ;) #solopr
- 5:32 pm **PRjeff:** Q3: As long as there's not a conflict of interest, i.e., "reporting" on a client. #solopr
- 5:32 pm **deegospel:** q3: i'm a journ & blogger and i make a point to clients that those roles don't come with my service #solopr
- 5:32 pm **mdbarber:** So true! RT @rajean: I vow to not allow the client to take me down with their sinking ship. Id like to be their life vest. #solopr
- 5:33 pm **KateRobins:** RT @rajean: I vow to not allow the client to take me down with their sinking ship. #soloPR #solopr

- 5:33 pm **spinspun**: PR as blogger OK if you disclose. #solopr
- 5:33 pm **rmpapag**: Q3: PR pro can help guide, but client should find their own voice for authenticity and transparency #solopr
- 5:33 pm **SoloDovePR**: #solopr RT @MarkRaganCEO: How to befriend journalists via e-mail. Yes---email. <http://bit.ly/aXuTuN>
- 5:33 pm **karensxim**: I don't see an issue with PR blogging for clients they are part of client team #solopr
- 5:34 pm **PRjeff**: Q3: Transparency certainly is key. RT @spinspun: PR as blogger OK if you disclose. #solopr
- 5:34 pm **PRandMarComPro**: @KellyeCrane What is the scope of the "reporting" that you are asking about? #solopr
- 5:34 pm **3hatscomm**: ITA specify what you won't do as well RT @rmpapag: Q2 if you choose to cut, provide clear expectation of what you will be doing #solopr
- 5:34 pm **KellyeCrane**: RT @mdbarber: Q3 -- Transparency is always key so it depends... #solopr
- 5:34 pm **LScribner**: Q3 I believe the credibility of any article lies in outlet/reporter so how does a PR byline have any third party credibility? #solopr
- 5:34 pm **rajean**: RT @FozzieMcCoy: I think PR pros are reporters and bloggers...just for their company. #solopr
- 5:34 pm **KateRobins**: YUP!RT @mdbarber: Transparency always key so depends. Many PR pros have blogs. Disclose we're blogging about a clients... #solopr
- 5:34 pm **KellyeCrane**: @PRjeff I wouldn't have a problem with someone writing up their own client, as long as it's made abundantly clear #solopr
- 5:35 pm **KRIuvsPR**: Q3: If bloggers r supposed 2 b held to the same ethical standards, there should not be an ethical problem, the problem is their not. #solopr
- 5:35 pm **deegospel**: q3: i don't want clients thinking that they are guaranteed a feature article or a review from me. #solopr
- 5:35 pm **rajean**: RT @spinspun: PR as blogger OK if you disclose. #solopr
- 5:35 pm **FozzieMcCoy**: RT @solodovepr #solopr RT @MarkRaganCEO: How to befriend journalists via e-mail. Yes---email. <http://bit.ly/aXuTuN>
- 5:35 pm **mdbarber**: @LScribner Q3 -- But w changes in media landscape aren't the "influencers" changing? The outlet/reporter I trust are sure different #solopr
- 5:36 pm **LScribner**: Q3 transparency is imp but how do you know they're not repping a client in an article? This is not journalism #solopr
- 5:36 pm **PRPiper**: Agree. Transparency is critical - your reputation & client's on the line. RT @spinspun: PR as blogger OK if you disclose. #solopr
- 5:36 pm **sandrasays**: RT @deegospel: q3: i'm a journ & blogger and i make a point to clients that those roles don't come with my service #solopr || Smart.
- 5:36 pm **deegospel**: q3 @KellyeCrane i would be, too unless its an advertorial, but that's not pr that's advertisting copy #solopr
- 5:36 pm **KateRobins**: @rajean Right. For their company. But speaking for someone else w/o disclosing that brings us back to what we left behind. #solopr
- 5:36 pm **KellyeCrane**: Q3: I think we're talking about 2 things: publicly writing about your client, and ghost blogging. The latter is a bad idea #solopr
- 5:36 pm **paulajohns**: Good points... RT @rmpapag: Q3: PR pro can guide, but client should find own voice for authenticity, transparency #solopr
- 5:36 pm **karensxim**: If blogging not on client site about client, absolutely should disclose client relationship, same for reporting #solopr

- 5:36 pm **KellyeCrane:** RT @deegospel: q3: i don't want clients thinking that they are guaranteed a feature article or a review from me. #solopr
- 5:36 pm **rajean:** How are the clients receiving news of higher charges for SM @spinspun? Would love to know how you relay value. #soloPR
- 5:37 pm **KCDPR:** RE: Q3, agree on disclosing if any of clients are mentioned etc. But a general sense of the industry type blog could have value. #solopr
- 5:37 pm **KateRobins:** @KellyeCrane Abundantly. In front people can see. Like ADVERTISEMENT #solopr
- 5:37 pm **mdbarber:** RT @KellyeCrane: Q3: I think we're talking about 2 things: publicly writing about client, & ghost blogging. The latter is a bad idea #solopr
- 5:37 pm **deegospel:** @karensxim hey, karen :) #solopr
- 5:37 pm **paulajohns:** Agree - @mdbarber: Transparency always key so depends. Many PR pros have blogs. Disclose we're blogging about a clients... #solopr
- 5:37 pm **FoxzieMcCoy:** @MarkRaganCEO @solodovepr Providing links should be added to How to befriend journalists via e-mail. <http://bit.ly/aXuTuN>. #solopr
- 5:38 pm **KateRobins:** @KellyeCrane Right. That'll cheapen your value faster than working or free! :) #solopr
- 5:38 pm **karensxim:** @deegospel Hey Dee! #solopr
- 5:38 pm **KellyeCrane:** @PRandMarComPro This was a submitted Q, but I believe "reporting" refers to publicly writing about your client #solopr
- 5:38 pm **deegospel:** q3 @sandrasays i've learned the hard way to be upfront about that, because some clients don't tell you their expectations #solopr
- 5:38 pm **doitinpublic:** RT @FoxzieMcCoy via @solodovepr #solopr RT @MarkRaganCEO: How 2 befriend journalists via e-mail. Yes, email <http://bit.ly/aXuTuN>
- 5:39 pm **rajean:** Point well made @KateRobins - aging myself, but blogging & SM were not a part of my tool box when I was young & rich (HA). #soloPR
- 5:39 pm **KateRobins:** @deegospel Need to know expectations so that you can manage them. #solopr
- 5:39 pm **LauraScholz:** @mdbarber: Transparency always key so depends. Many PR pros have blogs. Disclose we're blogging about a clients... #solopr
- 5:39 pm **KellyeCrane:** Q3: There are many, \*many\* PR disaster stories of companies misrepresenting themselves in social media. It never works. #solopr
- 5:40 pm **deegospel:** q3 @KellyeCrane also if the journal has a contract with a publication we can't have conflicts of interest. it devalues your column & the outlet #solopr
- 5:40 pm **SoloDovePR:** Q3 I think that as long as it's not done in secret there isn't a problem #solopr I write about my clients in my blog
- 5:40 pm **3hatscomm:** RT @deegospel: q3: i don't want clients thinking that they are guaranteed a feature article or a review from me. #solopr
- 5:40 pm **rmpapag:** RT @KellyeCrane Q3: There are \*many\* PR disaster stories of companies misrepresenting themselves in social media. It never works. #solopr
- 5:40 pm **deegospel:** @KateRobins agree, but i have found that if i'm not clear & constantly asking they want say, but they have expectations #solopr
- 5:40 pm **KateRobins:** @rajean There are annual reports, book-routes, and the garden variety release with, "predictable jargon here," said howling yawn. #solopr
- 5:41 pm **mdbarber:** Q3 -- Remember -- PR Code of Ethics still applies to SM. <http://www.prsa.org/AboutPRSA/Ethics/> #solopr
- 5:41 pm **rajean:** RT @paulajohns: Good points... RT @rmpapag: Q3: PR pro can guide, but client should find own voice for authenticity, transparency #solopr

- 5:41 pm **sandrasays:** RT @KellyeCrane: Q3: There are many, \*many\* PR disaster stories of companies misrepresenting themselves in social media. It never works. #solopr
- 5:41 pm **LScribner:** @kellyecrane Q3 the question is whether PR label really permits anyone to also take on the role of journo which is abt objectivity #solopr
- 5:41 pm **GinnyCooper:** RT @GinnyCooper: Q3 PR as blogger ok if voice of an entity, or a persona, but not a real live person. #solopr
- 5:41 pm **KateRobins:** @KellyeCrane Right. And laid on foundations of cos doing that previously in conventional media. Hi-beam that one and Edelman... #solopr
- 5:42 pm **KRIluvsPR:** #solopr There should be an immediate red flag when a client asks for the same quality work for cheaper.
- 5:42 pm **deegospel:** q3: with my blog i have the same standards, but if its a client i don't review i find another blogger or book reviewer to guest post #solopr
- 5:42 pm **mdbarber:** Q3 -- As pros, disclosure, transparency and honesty are the guiding principles. You cannot "over disclose." #solopr
- 5:42 pm **rajean:** RT @mdbarber: Q3 -- Remember -- PR Code of Ethics still applies to SM. <http://www.prsa.org/AboutPRSA/Ethics/> #solopr
- 5:42 pm **doitinpublic:** RT @mdbarber Q3- Remember, PR Code of Ethics still applies to SM. <http://www.prsa.org/AboutPRSA/Ethics/> #solopr
- 5:43 pm **KateRobins:** @deegospel They may not know. Hardest part of p.r.: educating/advising the client. I'm not great at it. #solopr
- 5:43 pm **KellyeCrane:** @LScribner True. Perhaps some of us are seeing the label "reporting" as applicable beyond pure journalism #solopr
- 5:43 pm **KRIluvsPR:** @LScribner #solopr Another problem with objectivity is perspective and experience
- 5:43 pm **LScribner:** @mdbarber Thanks! PR Code of Ethics, very helpful #solopr
- 5:43 pm **FoxzieMcCoy:** RT @kellyecrane Q3 the question is whether PR label really permits ppl to also take on the role of journo which is abt objectivity #solopr
- 5:43 pm **3hatscomm:** ITA! RT @mdbarber: Q3 -- As pros, disclosure, transparency and honesty are the guiding principles. You cannot "over disclose." #solopr
- 5:43 pm **KellyeCrane:** Very true RT @KRIluvsPR: #solopr There should be an immediate red flag when a client asks for the same quality work for cheaper
- 5:43 pm **PRjeff:** Q3: Bottom line: The more genuine & authentic you are, the higher your credibility. #solopr
- 5:43 pm **KateRobins:** RT @mdbarber: PR Code of Ethics still applies to SM. <http://www.prsa.org/AboutPRSA/Ethics/> #solopr Save the rest for 12/12/12!
- 5:43 pm **krisTK:** Q3: Are you an advocate or objective reporter? Be sure to define role since it's your credibility at stake. #solopr
- 5:44 pm **KimBrame:** RT @mdbarber: Q3 -- Remember -- PR Code of Ethics still applies to SM. <http://www.prsa.org/AboutPRSA/Ethics/> #solopr
- 5:44 pm **deegospel:** @KateRobins true, they don't. so true #solopr
- 5:44 pm **mdbarber:** @LScribner No problem. Important document to serve as a guideline. #solopr
- 5:44 pm **TMariePR:** RT @KellyeCrane: Very true RT @KRIluvsPR: #solopr There should be an immediate red flag when a client asks for the same quality work for cheaper
- 5:44 pm **LScribner:** @KellyeCrane Right, that's a whole other can of worms (here we go with bait again) what is journalism? Another #solopr perhaps
- 5:44 pm **KateRobins:** @FoxzieMcCoy Great point. Hard to be objective if you're writing for a client. But very good point. #solopr

- 5:44 pm **mdbarber:** @KateRobins Love the 12/12/12 reference. So funny! #solopr
- 5:44 pm **sandrasays:** RT @mdbarber: Q3 -- Remember -- PR Code of Ethics still applies to SM. <http://www.prsa.org/AboutPRSA/Ethics/> #solopr
- 5:45 pm **FoxzieMcCoy:** @soloDovePR ...yep <http://bit.ly/drHUZp> #solopr
- 5:45 pm **rajean:** RT @PRjeff: Q3: Bottom line: The more genuine & authentic you are, the higher your credibility. #solopr
- 5:45 pm **KellyeCrane:** Imp distinction RT @krisTK: Q3 Are you an advocate or objective reporter? Be sure to define role since it's your credibility at stake #solopr
- 5:45 pm **deegospel:** RT @krisTK: Q3: Are you an advocate or objective reporter? Be sure to define role since it's your credibility at stake. #solopr
- 5:45 pm **mdbarber:** So true: RT @PRjeff: Q3: Bottom line: The more genuine & authentic you are, the higher your credibility. #solopr
- 5:45 pm **CCPolitico:** RT @PRjeff Q3: Bottom line: The more genuine & authentic you are, the higher your credibility. #solopr
- 5:45 pm **KellyeCrane:** Q4: Do you have any clients that require stringent legal reviews? If they make your stuff sound like gobbledygook, what do you do? #solopr
- 5:45 pm **KateRobins:** @mdbarber I'll go to my grave a sanctimonious pain the tail. Lisa Simpson always my heroine. #solopr
- 5:46 pm **karensxim:** RT @KateRobins @mdbarber: PR Code of Ethics still applies to SM. <http://www.prsa.org/AboutPRSA/Ethics/> #solopr Save rest 4 12/12/12! #solopr
- 5:46 pm **KellyeCrane:** @LScribner Another bait reference - too funny! #solopr
- 5:46 pm **mdbarber:** Q3 -- Our credibility and reputation is all we have to "sell." Once lost, it's hard to get it back. #solopr
- 5:46 pm **KimBrame:** RT @PRjeff: Q3: Bottom line: The more genuine & authentic you are, the higher your credibility. #solopr
- 5:47 pm **FoxzieMcCoy:** Marketing meeting soon...until next time #solopr.
- 5:47 pm **mdbarber:** @KateRobins Went to high school with the real "simpson" family. #solopr
- 5:47 pm **karensxim:** Q4: Not now but in past worked for corps liked that, formed good rel. w/Legal and we were able to work together #solopr
- 5:47 pm **KateRobins:** @mdbarber Right. You know how Enquirer came into being and Lantana FLA the hell for journos who'll never work again... #solopr
- 5:47 pm **KellyeCrane:** Q4: Actually, credibility even more important for #solopr pros - our name is our livelihood
- 5:47 pm **rmpapag:** Q4 My lawyer reads it and advises. But frankly, my proposals are straight forward so legal rarely gets involved. #solopr
- 5:48 pm **KateRobins:** @mdbarber GET. OUT!! #solopr
- 5:48 pm **krisTK:** Some learn that lesson too late. RT @mdbarber: Q3 Credibility, reputation is all we have to "sell." Once lost, it's hard to get back #solopr
- 5:48 pm **hopwood:** @KellyeCrane Thanks to everyone for the language class. We are at last two nations with a common language. #solopr
- 5:48 pm **LScribner:** Q4 Legal review was a problem while at agency not any more! Joy of being #solopr pro
- 5:48 pm **mdbarber:** @KateRobins Yep. That's a subject for another day, huh? #solopr
- 5:48 pm **PRjeff:** RT @mdbarber: Q3 -- Our credibility and reputation is all we have to "sell." Once lost, its hard to get it back. #solopr

- 5:48 pm **sandrasays:** @KellyeCrane q4. don't currently have clients that require stringent legal review or oversight #solopr
- 5:48 pm **KellyeCrane:** RT Q4: Do you have any clients that require stringent legal reviews (of your written mats)?If it comes back garbled, what do you do? #solopr
- 5:49 pm **KateRobins:** @KellyeCrane Decide if you can live with it or change it. If you can't do either, cut bait! :) #solopr
- 5:49 pm **KateRobins:** @mdbarber Uh, ye-ah! #solopr
- 5:49 pm **rajean:** Code of ethics, integrity, authentic, credibility- blah, blah, blah -don't seem to matter in DC or on Wall Street. Matter to me! #soloPR
- 5:50 pm **PRjeff:** Q4: Find new clients unless you relish and enjoy PR gobbledygook. #solopr
- 5:50 pm **3hatscomm:** @KellyeCrane Q4: it's easier to get a short pitch approved; something simple, straightforward #solopr
- 5:50 pm **mdbarber:** Q4 -- I find that often I fight the big fights with legal and try to let the little ones go. Building partnership key to success. #solopr
- 5:50 pm **krisTK:** Who else is going to have seafood for dinner? All this fishing talk is making me hungry. #solopr
- 5:50 pm **rmpapag:** #solopr Makes me want to go fishing soon...I don't know why but it does....
- 5:50 pm **KellyeCrane:** Q4: Oh, I know this problem too well. I will usually try to do a rev or two to make it sound better, but give up at 3 #solopr
- 5:50 pm **KateRobins:** @rajean DC and Wall Street won't be the empire forever. Primp for whatever's next. #solopr
- 5:51 pm **PRjeff:** Q4: Isn't gobbledygook a kind of bait? #solopr
- 5:51 pm **KRIlvsPR:** #solopr Q3 Bloggers & reporters who dont hold themselves 2 the ethical stands tht pr pros do make it even harder to sell that credibility
- 5:51 pm **rajean:** RT @KellyeCrane: Q4: Actually, credibility even more important for #solopr pros - our name is our livelihood
- 5:51 pm **iBridgeforth:** @KellyeCrane I know I'm late but hey everyone! #solopr
- 5:51 pm **deegospel:** q4 @KellyeCrane I had one and unfortunately I had to let that one go, too many red flags #solopr
- 5:51 pm **paulajohns:** Some clients have stringent legal review processes. Problem is often not legalese, but time required for review. #solopr
- 5:51 pm **rajean:** RT @KateRobins: @rajean DC and Wall Street won't be the empire forever. Primp for whatever's next. #solopr
- 5:51 pm **KellyeCrane:** Q4: I think the press releases that get ridiculed on blogs, etc. usually seem to have been thru the legal meat grinder #solopr
- 5:52 pm **KateRobins:** @KellyeCrane My exp is that the more the legals trust you, the more they get go. Buy you have to do the protocol ceremony first. #solopr
- 5:52 pm **rajean:** RT @krisTK: Who else is going to have seafood for dinner? All this fishing talk is making me hungry. #solopr
- 5:52 pm **deegospel:** @iBridgeforth hi :) #solopr
- 5:52 pm **KellyeCrane:** All this bait talk is making me hungry for fish :) #solopr
- 5:52 pm **mdbarber:** @paulajohns So true -- time for legal review can preclude participating in many SM functions where time is of the essence. #solopr
- 5:52 pm **KellyeCrane:** RT @paulajohns: Some clients have stringent legal review processes. Problem is often not legalese, but time required for review #solopr

- 5:53 pm **KateRobins:** @iBridgeforth You were the first person in the door, when I looked. Whadja do? Go out for a cigarette? You can smoke in here. #solopr
- 5:53 pm **deegospel:** @KellyeCrane lol "legal meat grinder" yes! #solopr
- 5:53 pm **KellyeCrane:** RT @KateRobins: My exp is that the more the legals trust you, the more they get go. But you have to do the protocol ceremony first #solopr
- 5:53 pm **LScribner:** #solopr wasn't there a question today abt how to stay out of the Peeps while working? hard part about working from home:)
- 5:53 pm **deegospel:** @rajean i'm on a pescatorian diet through spring. fish tonight :) #solopr
- 5:54 pm **KellyeCrane:** @krisTK No way - jinx on the fish dinner! #solopr
- 5:54 pm **mdbarber:** True: My exp is that the more legals trust you, the more they let go. Have to do the protocol ceremony first. #solopr /via @KateRobins
- 5:54 pm **3hatscomm:** @KellyeCrane Q4 you also gotta learn rules, know when to edit or not; some disclosures require legal mumbo jumbo #solopr
- 5:54 pm **PRPiper:** Q4: Have worked with lawyers thru out my career. It's all about relationships, education and patience. #solopr
- 5:54 pm **krisTK:** Q4: Think of legal as a partner, not an adversary. Understand each other's issues, goals and approvals go faster. #solopr
- 5:54 pm **LScribner:** so true @paulajohns had a clnt at last agency like that, both frustrating and powerless feeling #solopr
- 5:54 pm **mdbarber:** @LScribner Peeps & jelly beans all a distraction today...and fish for dinner! #solopr
- 5:54 pm **KateRobins:** @KellyeCrane Find out in advance and build legal time into the project. Or take another approach. Never worth pissing off legal #solopr
- 5:54 pm **iBridgeforth:** @KateRobins haha no I got caught up cooking! #solopr
- 5:54 pm **mdbarber:** RT @PRPiper: Q4: Have worked with lawyers thru out my career. Its all about relationships, education and patience. #solopr
- 5:55 pm **mdbarber:** RT @krisTK: Q4: Think of legal as a partner, not an adversary. Understand each others issues, goals and approvals go faster. #solopr
- 5:55 pm **iBridgeforth:** @deegospel hey! #solopr
- 5:55 pm **KellyeCrane:** Q4: Certain companies/orgs just have gnarly legal - you have to accept it when working w/them, and price it into svc #solopr
- 5:55 pm **rmpapag:** We are now officially in the #solopr fish chat
- 5:55 pm **mdbarber:** RT @KateRobins: @KellyeCrane Find out in advance and build legal time into the project. Or take another approach. #solopr
- 5:55 pm **KellyeCrane:** RT @krisTK: Q4: Think of legal as a partner, not an adversary. Understand each other's issues, goals and approvals go faster. #solopr
- 5:55 pm **KateRobins:** @iBridgeforth Don't say fish. Please. #solopr
- 5:55 pm **karensim:** Great advice! RT @PRPiper: Q4: Have worked with lawyers thru out my career. Its all about relationships, education and patience. #solopr
- 5:56 pm **hopwood:** RT @mdbarber: RT @PRPiper: Q4: Have worked with lawyers thru out my career. Its all about relationships, education and patience. #solopr
- 5:56 pm **3hatscomm:** Gotta work together. RT @mdbarber: RT @krisTK: Q4: Think of legal as partner, not adversary. Understand others issues, goals #solopr
- 5:57 pm **iBridgeforth:** @KateRobins haha no not today. I have to admit I did think about it but shhh don't tell anybody :) #solopr

- 5:57 pm **rajean:** :-) @deegospel Good one! Fish is the new white meat. I think I'll watch 'A River Runs through it' to prepare for nxt #soloPR chat
- 5:57 pm **paulajohns:** Yeah, you have to learn to adapt accordingly. RT @KellyeCrane: Q4: Certain companies/orgs just have gnarly legal #solopr
- 5:57 pm **KellyeCrane:** Can I just say that #solopr pros are not just wise, but hilarious? This chat each week is a riot - thanks to you all
- 5:57 pm **KateRobins:** @hopwood Oddly, lawyers are usually the only people who really get me. I talk a lot but am conservative when it comes down to it. #solopr
- 5:57 pm **hopwood:** Yes, you fell for that hook, line and sinker RT @rmpapag: We are now officially in the #solopr fish chat #solopr
- 5:58 pm **deegospel:** @rajean ha! I watched that this past Sunday. lol #solopr
- 5:58 pm **deegospel:** @KellyeCrane thank you lol #solopr
- 5:58 pm **rajean:** RT @PRPiper: Q4: Have worked with lawyers thru out my career. It's all about relationships, education and patience. #solopr
- 5:58 pm **LScribner:** Q4 I learned it was best to forge a good relationship with legal, they won't budge on policies anyway no sense in arguing #solopr
- 5:58 pm **KellyeCrane:** We're at the end of our hour - glad to see so many new faces! Please keep chatting on the #solopr hashtag all week
- 5:58 pm **karensxim:** @KateRobins I always have a good relationship with lawyers, so I get that I really do #solopr
- 5:59 pm **sandrasays:** As usual, enjoyed #solopr chat today. Thank you @KellyeCrane for organizing it.
- 5:59 pm **rmpapag:** Thanks again to @KellyeCrane and all who participated in #solopr fishchat today. Was awesome as usual!
- 5:59 pm **krisTK:** FYI: I'm looking for 3rd user to share CustomScoop online monitoring account. DM me for details #solopr
- 6:00 pm **deegospel:** @KellyeCrane thanks, Kellye. it was fun. now i have to get complete a task before girlee gets home from school ( a perk to be solo) #solopr
- 6:00 pm **rajean:** RT @KellyeCrane: Can I just say that #solopr pros are not just wise, but hilarious? This chat each week is a riot - thanks to you all
- 6:00 pm **KRIlvsPR:** #solopr I had fun learning and speaking with you all in chat today! My first time was awesome!
- 6:00 pm **KateRobins:** Liberal uses of "may," "might" and "potentially". And let verbs do heavy lifting. Lose adjectives. Lift publicly-available data. #solopr
- 6:00 pm **krisTK:** As always, I'm refreshed at the end of the hour. Thx for @KellyeCrane and others for helping me make it thru the week #solopr
- 6:01 pm **PRPiper:** In the spirit of Q4 legalese...@KellyeCrane, et al....Thanks for a great #solopr chat!
- 6:01 pm **MichaelWillett:** Yes! RT @rajean RT @PRPiper Q4: Have worked with lawyers thru out my career. It's all about relationships, education and patience. #solopr
- 6:01 pm **deegospel:** @rmpapag if i known fischat would be big fun i would have linked some recipes (just jokine kellye) #solopr
- 6:01 pm **3hatscomm:** Glad to catch the last half. RT @sandrasays: As usual, enjoyed #solopr chat today. Thank you @KellyeCrane for organizing it. #solopr
- 6:01 pm **iBridgeforth:** @KellyeCrane I missed a good portion unfortunately, will there be a transcript? #solopr
- 6:02 pm **karensxim:** I had to dip in and out but as always enjoyed this hour! What an awesome community! #solopr

- 6:02 pm **KateRobins:** That's it? For a week, right? What do all do now? Kellye: Can you give us homework? #solopr
- 6:02 pm **karensim:** Thank you @KellyeCrane for your leadership, this chat makes my week! #solopr
- 6:02 pm **FortuneKooky:** Be real, everyone. @PRjeffQ3: Bottom line: The more genuine & authentic you are, the higher your credibility. #solopr
- 6:03 pm **KateRobins:** @iBridgeforth Always is. I print them out like snapshots and read them fondly. #solopr
- 6:03 pm **GinnyCooper:** @PromoLucy was commenting on weekly chat #solopr about this survey <http://ow.ly/1tepR> If numbers are right, explained my exhaustion! LOL!
- 6:03 pm **iBridgeforth:** @KRLuvsPR you might also want to try something else called #imcchat later tonight. I always learn so much from these chats. #solopr
- 6:03 pm **iBridgeforth:** @KateRobins great! cant wait for it. #solopr
- 6:04 pm **mdbarber:** @KRLuvsPR Glad to hear it. Come back again. We're always fun & informational. #solopr
- 6:04 pm **rajean:** Never argue with a lawyer, they'll spot blood in the water & CHOMP. With that last fishing ref, I'm out. Thanks for your wisdom! #soloPR
- 6:04 pm **KateRobins:** RT@iBridgeforth@KRLuvsPR Might also want to try something else called #imcchat later tonight.. #solopr
- 6:05 pm **hopwood:** You guys were tough, ethical and funny tonight. Really enjoyed your company. Have a great week. #solopr
- 6:05 pm **KateRobins:** @rajean Anyone figured out how to type the music from Jaws? #solopr
- 6:05 pm **KateRobins:** @hopwood You too. Crack on! #solopr
- 6:07 pm **KellyeCrane:** @iBridgeforth Yes, I post the #solopr transcript to the blog within 24 hours
- 6:08 pm **rajean:** HA! The music from Jaws always makes me think of SNL skit @KateRobins - shark delivering pizza. #solopr
- 6:09 pm **KateRobins:** @iBridgeforth Last week's #solopr transcript - covering wire services, unpaid bills, and more - now avail: <http://bit.ly/a770uo>
- 6:13 pm **iBridgeforth:** @KellyeCrane @KateRobins Thanks! #solopr
- 6:17 pm **mdbarber:** @hopwood You too. Love our international chat. #solopr
- 6:21 pm **rajean:** #solopr RT @prtini Interesting article from WashPo re: online reputations & authentic info vs. "planted" content <http://bit.ly/bRq67N>
- 6:25 pm **iBridgeforth:** RT @rajean: RT @prtini Interesting article from WashPo re: online reps & authentic info vs. "planted" content <http://bit.ly/bRq67N> #solopr
- 6:26 pm **jgombita:** @KellyeCrane I was being silly, hence the reason I didn't add #solopr hashtag. BTW, lawyers very useful in helping orgs draft SM policies.
- 6:34 pm **PowerfulHER:** RT @karensim RT @KateRobins @mdbarber: PR Code of Ethics still applies to SM. <http://www.prsa.org/AboutPRSA/Ethics/> #solopr
- 7:02 pm **LeliaKate:** Agreed. RT @rockstarjen: Basic SM activities are part of my regular fee structure; a more involved campaign would involve more fees. #solopr
- 7:04 pm **SarahNelson\_:** @LeliaKate What do you consider basic SM? #solopr
- 7:24 pm **EvvivaJR:** RT @shonali: If you're a #soloPR pro/indep in the DMV area, don't miss a great #iabcdc event on 4/9. <http://bit.ly/bANLMX>
- 7:27 pm **LScribner:** @prtini @rajean @iBridgeforth, very int indeed. Convos need to be monitored but so against "planting" content <http://bit.ly/bRq67N> #solopr

- 7:29 pm **LScribner:** That's my main argument on #solopr Q3, if author has PR byline the article and opinions lose all credibility for me separate fact vs. spin!
- 7:30 pm **cloudspark:** @mdbarber thanks for sharing our survey results: How much time does SM take? <http://bit.ly/c8esem> #soloPR
- 8:40 pm **PRFlipside:** nice lil piece in costco connection that includes @irispr and Tara Goodwin Frier on going #solopr. <http://ow.ly/1tiCY>
- 8:52 pm **shonali:** RT If you're a #soloPR pro/indep in the DMV area, don't miss a great #iabcdc event on 4/6. <http://bit.ly/bANLMX> Sorry, it's 4/6, not 4/9!
- 8:53 pm **wickedjava:** RT @shonali RT If you're a #soloPR pro/indep in the DMV area, don't miss a great #iabcdc event on 4/6 <http://bit.ly/bANLMX> it's 4/6 not 4/9!
- 9:36 pm **WaqasKazmi:** For PR Pros ""Top 15 Movies as PR Case Studies"" #SoloPR #PublicRelations #PRstudchat: <http://bit.ly/aUUDlp> via @addthis
- 10:11 pm **K4orce:** RT @WaqasKazmi: For PR Pros ""Top 15 Movies as PR Case Studies"" #SoloPR #PublicRelations #PRstudchat: <http://bit.ly/aUUDlp> #untj4470
- 11:36 pm **spinspun:** Sounds like I need 2 do a blog on this one..stay tuned RT @rajejan: How are the clients receiving news of higher charges for SM #soloPR