



Transcript from April 7, 2010 to April 7, 2010

All times are Pacific Time

April 7, 2010

- 12:06 am **Mikinzie:** #mustsee for #solopr freelancers RT @Skrobola: Freelance Freedom Comic - N.C. Winters <http://ow.ly/1v5jM>
- 12:19 am **CarriBugbee:** Anyone ever heard of a "media tweet-up"? Will press really show up & tweet? Just curious. #prchat #solopr
- 12:23 am **intriguedinrva:** Very good question. I think so. Some TV folks do this near me. Not planned. RT @CarriBugbee: RE "media tweet-up"? #prchat #solopr
- 12:37 am **CarriBugbee:** @intriguedinrva You think a PR firm can invite press to show up & tweet at an event? I'm skeptical they can be corralled in that way #solopr
- 12:35 pm **rmpapag:** Do you run up against these things? RT @MarkRaganCEO: 5 really dumb things people say about PR. <http://bit.ly/c3eohW> #solopr
- 12:42 pm **amynolanapr:** Yep! RT @rmpapag: Do U run up against these things? RT @MarkRaganCEO: 5 really dumb things pple say about PR. <http://bit.ly/c3eohW> #solopr
- 1:06 pm **KellyeCrane:** If you're a #PR consultant or #freelance , join the #solopr chat today, 1-2pm ET. Let me know if you have any Qs to add!
- 1:09 pm **Narciso17:** If Ur a #PR Consultant or #freelance , join the #solopr chat today, 1-2pm ET. Let @KellyeCrane know if you have any Qs to add
- 1:09 pm **allenmireles:** RT @KellyeCrane: If you're a #PR consultant or #freelance , join the #solopr chat today, 1-2pm ET. Let me know if you have any Qs to add!
- 1:20 pm **KellyeCrane:** @CaSuPe15 Definitely, lots of #solopr participants aren't independent yet (but considering it). I'll plan to ask a Q based on your situation
- 2:00 pm **KellyeCrane:** @Narciso17 @allenmireles Thanks for the #solopr chat retweets, guys - hope to "see" you at 1pm ET today!
- 2:20 pm **tgruber:** RT @KellyeCrane: If you're a #PR consultant or #freelance , join the #solopr chat today, 1-2pm ET. Let me know if you have any Qs to add!
- 3:06 pm **LeliaKate:** RT @KellyeCrane: If you're a #PR consultant or #freelance , join the #solopr chat today, 1-2pm ET. Let me know if you have any Qs to add!
- 4:28 pm **ActiveIngreds:** RT @KellyeCrane If youre a #PR consultant or #freelance join the #solopr chat today 1-2pm ET. Let me know if you have any Qs to add! #solopr
- 4:46 pm **mdbarber:** 15 minutes until #solopr. I'll be tweeting quite a bit and sharing with my cohorts around the world. Looking forward to it!
- 4:48 pm **KellyeCrane:** Just went public with the #solopr Twitter list: <http://bit.ly/cyuq5Y> ! Let me know if you need to be added (or deleted)
- 4:50 pm **zakmo:** RT @KellyeCrane: Just went public with the #solopr Twitter list: <http://bit.ly/cyuq5Y> ! Let me know if you need to be added (or deleted)
- 5:00 pm **karensxim:** Time for solopr chat, will be chatty 4 next hour pls mute or filter if needed, or join using tweetchat or tweetgrid #solopr
- 5:02 pm **ActiveIngreds:** @KellyeCrane happy to be added #solopr
- 5:03 pm **KellyeCrane:** t's time for this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it). #solopr
- 5:03 pm **KellyeCrane:** If you have #solopr questions you'd like us to discuss, please @me without the hashtag (or DM), and we'll add them to the list!

- 5:04 pm **KellyeCrane:** If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr
- 5:05 pm **KellyeCrane:** For those new, I blog at <http://soloprpro.com/> and I'm the moderator of #solopr - 15 years solo
- 5:05 pm **KimSchuenman:** RT @KellyeCrane: If you're a #PR consultant or #freelance , join the #solopr chat today, 1-2pm ET. Let me know if you have any Qs to add!
- 5:05 pm **ActiveIngreds:** RT @KellyeCrane time for this wks #soloPR chat for indep pros in PR & related fields & those who want to learn more abt it #solopr
- 5:05 pm **mdbarber:** Good morning all. Mary here from Anchorage where spring is taking a back seat. It's 24' & snow on the ground. 10 years solo; 30 PR #solopr
- 5:06 pm **PRProSanDiego:** Hi, back after a few wks absence. Solo 6 yrs after in-house in gov't/nonprofit for 10 yrs, broadcaster B4 that. Missed all of you! #soloPR
- 5:06 pm **KellyeCrane:** If you're new, be sure to join the Solo PR Pros LinkedIn group- bit.ly/Nf4sw - and on Facebook - <http://bit.ly/aObcT3> #solopr
- 5:06 pm **EaddyPerry:** hello all from sunny charlotte, nc! 17 years in the field; six solo! #solopr
- 5:07 pm **mdbarber:** @PRProSanDiego Missed you too. Welcome back. Hear we had a quake here today? Not as big as yours but a wake-up call. #solopr
- 5:07 pm **PRProSanDiego:** I was in my office (where else) when the earthquake hit on Sunday. Been in quite a few and it was impressive. My whole desk shook. #soloPR
- 5:07 pm **karensxim:** @mdbarber Snow? Ack! #solopr
- 5:08 pm **akenn:** Multi-tasking (who isn't) while on today's chat. I'm from Boston's North Shore), been #solopr for 8 yrs. #solopr
- 5:08 pm **KellyeCrane:** Welcome all - new and not-so-new alike! #solopr
- 5:08 pm **karensxim:** Hi all! Karen from rainy Michigan, 20 yrs marketing, 5 solo #solopr
- 5:08 pm **KellyeCrane:** Q1: Is there a difference between a PR freelancer and a consultant? If so, what? #solopr
- 5:08 pm **amynolanapr:** Greetings from Baton Rouge! Glad to be back this week. 15 years PR, 8 months solo. #solopr
- 5:08 pm **mdbarber:** @karensxim Yep! It'll melt but it's still rough. Snowed most of yesterday & melted. Then did it again last night. YUCK!!!! #solopr
- 5:08 pm **PRandMarComPro:** Hello everyone. I am Jackie, and I have over 15 years of professional experience. #solopr
- 5:09 pm **paulajohns:** Joining #solopr chat from sunny Encinitas, Calif. Solo PR pro for 10 years after many more on both agency and client side.
- 5:09 pm **karensxim:** @mdbarber Yuck is right! Ready for spring, hope we don't get any more snow #solopr
- 5:10 pm **amynolanapr:** Q1. I think of freelance as more project-based and consultant as more strategic in nature. #solopr
- 5:10 pm **mdbarber:** Q1 -- I use consultant because I provide counsel/counseling. In my mind a freelancer, completes tasks. Curious what others say. #solopr
- 5:10 pm **PRProSanDiego:** Q1: Commitment. I don't like the term freelancer. I own a BUSINESS. I ask people to use sole/indy practitioner. #soloPR
- 5:10 pm **KellyeCrane:** RT Q1: Is there a difference between a PR freelancer and a consultant? If so, what? #solopr
- 5:10 pm **ActiveIngreds:** joining in from Toronto! #solopr
- 5:10 pm **KellyeCrane:** RT @amynolanapr: Q1. I think of freelance as more project-based and consultant as more strategic in nature. #solopr
- 5:10 pm **RobinMarie:** Hi, all. Robin from Mpls. 20+ years exp, 11 years on my own #solopr
- 5:11 pm **zakmo:** RT @KellyeCrane: RT Q1: Is there a difference between a PR freelancer and a consultant? If so, what? #solopr

- 5:11 pm **mdbarber:** @karensxim This is the hardest time of year to live here. Spring other places. Still snow/winter. Sun's warmer & > 12 hrs daylight. #solopr
- 5:11 pm **KellyeCrane:** RT @PRProSanDiego: Q1: Commitment. I don't like the term freelancer. I own a BUSINESS. I ask people to use sole/indy practitioner. #solopr
- 5:11 pm **KeeyanaHall:** Hello everyone! Keeyana Hall, PR freelancer in Cincinnati. #solopr
- 5:12 pm **CaSuPe15:** Q1: I think a consultant develops suggestions for a pr strategy and a freelancer would take the next step and implement it #solopr
- 5:12 pm **rockstarjen:** Jen here in SD (5 years solo) joining late... #solopr
- 5:12 pm **RobinMarie:** @amynolanapr Agreed. Also think of freelancer as someone who may be between jobs and picking up projects in the interim. #solopr
- 5:12 pm **karensxim:** Q1: Label use is changing but I see consultant as more high level, fewer clients, freelancers more technical, tasks, more clients #solopr
- 5:12 pm **Power_of_M:** Can I join? I'm Kim. 1 yr entrepreneur, 16 yr small biz mktg expert. In Canada. Love helping women succeed in biz! #solopr
- 5:12 pm **IndigoSevenPR:** Hi, Everyone! I am Indigo from STL. I just started my consultant business last year. #solopr
- 5:13 pm **PRandMarComPro:** Isn't that a matter of semantics... connotative meaning... positioning #solopr
- 5:13 pm **karensxim:** @PRProSanDiego I share that same bias but am finding that now some clients want a "freelancer" not a business #solopr
- 5:13 pm **mdbarber:** @Power_of_M Great to have you. Welcome! #solopr
- 5:13 pm **zakmo:** #solopr unless it's a consultant that's part of a larger agency, it's just semantics. Freelancer/consultant/independant mostly the same.
- 5:13 pm **rockstarjen:** Q1: I see freelancers as more behind the scenes (don't manage clients, etc.), supporting solos, agencies, etc. #solopr
- 5:13 pm **KellyeCrane:** Q1: I think "freelancer" implies lower-level activity. The sooner you become a "consultant" the better! #solopr
- 5:13 pm **RobinMarie:** @rockstarjen SD = San Diego or South Dakota? #solopr
- 5:14 pm **rockstarjen:** @RobinMarie oops. i forget. San Diego. :) #solopr
- 5:14 pm **REVOLUTIONpr:** joining late, but glad to be here! Entertainment PR in Nashville, Tenn. #solopr
- 5:14 pm **karensxim:** RT @KellyeCrane: Q1: I think "freelancer" implies lower-level activity. The sooner you become a "consultant" the better! #solopr
- 5:14 pm **KimBrame:** RT @KellyeCrane: Q1: I think "freelancer" implies lower-level activity. The sooner you become a "consultant" the better! #solopr
- 5:14 pm **Power_of_M:** Q1 Freelancers in the advertising world have meant 'creative' and specific skilled consultants. It's semantics though imo. #solopr
- 5:15 pm **KeeyanaHall:** @mdbarber Hello! Good to see you here as well. #solopr
- 5:15 pm **KellyeCrane:** @RobinMarie Yes, many see a freelancer as more of a transitory state. Consultants do it for years #solopr
- 5:15 pm **rockstarjen:** True, but why it's important. RT @PRandMarComPro: Isn't that a matter of semantics... connotative meaning... positioning #solopr
- 5:15 pm **ActiveIngreds:** i agree - just be careful bec consultant also sounds more expensive - just know who your audience is RT @KellyeCrane #solopr
- 5:15 pm **KCDPR:** Q1: I think the word freelance has a stigma of "cheaper" attached to it as well. Consultant encompasses a lot of areas of expertise #solopr
- 5:15 pm **karensxim:** "Freelancer" the label does have baggage but see that changing & "consultant" not always viewed favorably in corp circls #solopr
- 5:15 pm **PRProSanDiego:** Agree with @KellyeCrane that "freelancer" is lower level & people think of you that way using it. It's why I politely correct them. #solopr

- 5:16 pm **KellyeCrane:** @zakmo I agree that the literal meaning is the same, but the *connotation* often differs #solopr
- 5:16 pm **REVOLUTIONpr:** Q1. Consultant is for direction, doesn't necessarily mean they will take on all the details of a project as a freelancer might #solopr
- 5:16 pm **jillvan:** Tuning into #solopr for the first time (a bit late!). Jill from Columbus.
- 5:16 pm **karensxim:** RT @ActiveIngreds: i agree - just b careful bc consultant also sounds more expensive - know who your audience is RT @KellyeCrane #solopr
- 5:16 pm **PRProSanDiego:** RT @KCDPR Q1: I think the word freelance has a stigma of "cheaper" attached to. Consultant encompasses areas of expertise #solopr <--Yes!
- 5:16 pm **KellyeCrane:** RT @KCDPR: Q1: I think the word freelance has a stigma of "cheaper" attached to it as well... #solopr
- 5:16 pm **paulajohns:** Q1 - Consultant connotes experience. Freelancer is less desirable label, IMHO. #solopr
- 5:16 pm **Power_of_M:** Q1. I think consultant is overused, and not specific, and freelancer implies creative trade... not lesser-skilled. #solopr
- 5:17 pm **ActiveIngreds:** often times I refer to myself as a partner vs freelancer or consultant bec of issues with both that I've faced #solopr
- 5:17 pm **luannsaid:** Hi #solopr chatterers! I'm in Austin, TX. PR consultant & writer for b2b and professional service clients.
- 5:17 pm **mdbarber:** @karensxim Curious re: consultant as unfavorable to corps? I've seen it as an outside & valuable perspective since it's a diff lens. #solopr
- 5:17 pm **KellyeCrane:** RT @karensxim: "Freelancer" does have baggage but see that changing & "consultant" not always viewed favorably in corp circls #solopr
- 5:17 pm **REVOLUTIONpr:** RT @Power_of_M: Q1. I think consultant is overused, and not specific, and freelancer implies creative trade... not lesser-skilled. #solopr
- 5:17 pm **karensxim:** @ActiveIngreds Agree about consultant term and have heard it often enough #solopr
- 5:17 pm **akenn:** To me a freelancer is a sub-contractor; a consultant is the lead. #solopr
- 5:18 pm **REVOLUTIONpr:** People often use "independent" over "freelance" because of the stigma #solopr
- 5:18 pm **PRProSanDiego:** Sole practitioner is my preferred term. This is what lawyers call themselves. It denotes expertise worth paying for, ha! #soloPR
- 5:18 pm **zakmo:** @KellyeCrane #solopr before I started I spoke with an independent once. It took me almost a year before I made the connection to freelancing
- 5:18 pm **ActiveIngreds:** not sure what you mean? RT @mdbarber: @karensxim Curious re: consultant as unfavorable to corps? #solopr
- 5:18 pm **mdbarber:** RT @akenn: To me a freelancer is a sub-contractor; a consultant is the lead. #solopr
- 5:18 pm **CommAMMO:** sorry to be tardy - freelance feels...tactical, but consultant feels...ambivalent. How about "expert"? #solopr
- 5:18 pm **IndigoSevenPR:** RT @akenn: To me a freelancer is a sub-contractor; a consultant is the lead>>>I would have agree based on my experience. #solopr
- 5:18 pm **luannsaid:** Q1: I Agree completely: I stopped using "freelancer" and started using "consultant" bc my key value lies in strategy. #solopr
- 5:19 pm **karensxim:** @mdbarber In my corp world (healthcare) often assoc w/expensive, not always valuable, & no real change #solopr
- 5:19 pm **Power_of_M:** Q1. Example: I could say I'm a mktg consultant but my spec skill is strategic planning/training so that's what I say I do. You? #solopr
- 5:19 pm **PRProSanDiego:** A friend at a TV station weighed in, saying "freelancer" means to them "I do this as a hobby." Wow! #soloPR
- 5:19 pm **LeliaKate:** Q1: I have called myself freelancer for months, but I'm really more of a strategist that consults with clients - it's a partnership. #solopr

- 5:19 pm **mdbarber:** RT @luannsaid: Q1: Stopped using "freelancer" and started using "consultant" bc my key value lies in strategy. #solopr
- 5:19 pm **karensxim:** @PRProSanDiego Yes, I love sole practitioner, or solo professional too! #solopr
- 5:20 pm **REVOLUTIONpr:** Yikes. RT @PRProSanDiego: A friend at a TV station weighed in, saying "freelancer" means to them "I do this as a hobby." Wow! #solopr
- 5:20 pm **ActiveIngreds:** @LeliaKate did you see my last couple of comments? I actually call myself a partner. #solopr
- 5:20 pm **karensxim:** @PRProSanDiego Well true bc in journo, writing that was the traditional meaning #solopr
- 5:20 pm **CommAMMO:** Me2 RT @LeliaKate: Q1: I have called myself freelancer for months, but Im really more of a strategist that consults with clients... #solopr
- 5:20 pm **shonali:** Agree! RT @KellyeCrane: Q1: I think "freelancer" implies lower-level activity. The sooner you become a "consultant" the better! #solopr
- 5:20 pm **KeeyanaHall:** Q1 A consultant will offer strategic advice. A freelancer takes strategic advice & gets "down & dirty" w/implementation. #solopr
- 5:20 pm **RobinMarie:** @KellyeCrane Also independent PR practitioner . #solopr
- 5:20 pm **zakmo:** @KellyeCrane an that's when I started freelancing. If that makes sense. I thought I coult be an independent. #solopr
- 5:20 pm **jillvan:** I once used the term "freelance" with a client, and he freaked b/c to him, it implied I wasn't going to be around much. #solopr
- 5:20 pm **EaddyPerry:** RT @amynolanapr: Q1. I think of freelance as more project-based and consultant as more strategic in nature. #solopr
- 5:21 pm **amynolanapr:** Oh my!! RT @PRProSanDiego: A friend at a TV station weighed in, saying freelancer means to them I do this as a hobby. Wow! #soloPR
- 5:21 pm **zakmo:** RT @LeliaKate: Q1: I have called myself freelancer for months, but I'm really more of a strategist that consults with clients - it's a partnership. #solopr
- 5:21 pm **LeliaKate:** @CaSuPe15 I totally agree with your answer, but I do both consulting/strategizing and implementing the plan...thoughts? #solopr
- 5:21 pm **Power_of_M:** Q1. consultant also can mean advisor. No matter what you call yourself... do your clients still say: yeah, but what do you do? #solopr
- 5:21 pm **REVOLUTIONpr:** RT @KeeyanaHall: A consultant will offer strategic advice. A freelancer takes strategic advice & gets down & dirty w/implementation. #solopr
- 5:21 pm **louisedesmarais:** I often use "independent" as in "independent SEO writer." #solopr
- 5:21 pm **Power_of_M:** That's specific. I like that! RT @RobinMarie: @KellyeCrane Also independent PR practitioner . #solopr
- 5:21 pm **mdbarber:** @karensxim Interesting. Maybe spec to HC? I have found folks interested in the perspective from outside looking in & willing to pay. #solopr
- 5:21 pm **KellyeCrane:** True! I suppose the key is to use what your clients like RT @RobinMarie: @KellyeCrane Also independent PR practitioner . #solopr
- 5:21 pm **CommAMMO:** btw, Sean here, 20 in the biz, just 1 as solo... #solopr
- 5:22 pm **luannsaid:** Q1: Also agree with others on "strategist." That's what my business card states at the moment: PR Strategist & Writer #solopr
- 5:22 pm **REVOLUTIONpr:** @Power_of_M I agree about consultant. Even when you say you do PR, most people don't know what that means #solopr
- 5:22 pm **Power_of_M:** Q1. A copywriting 'freelancer' as an example, is not a consultant. They are a doer. But a great one is highly strategic & billable. #solopr
- 5:22 pm **mdbarber:** RT @KellyeCrane: Q1: I think "freelancer" implies lower-level activity. The sooner you become a "consultant" the better! #solopr
- 5:22 pm **karensxim:** RT @Power_of_M: Q1. consultant also can mean advisor. No matter what u call urself.do ur clients still say: yeah, but what do u do? #solopr

- 5:22 pm **EaddyPerry:** RT @KellyeCrane: RT Q1: Is there a difference between a PR freelancer and a consultant? If so, what? #solopr
- 5:22 pm **CommAMMO:** RT @KellyeCrane: Q1: Another term to throw into the mix: contractor. As in, "independent PR contractor." #solopr
- 5:22 pm **KellyeCrane:** @louisedesmarais I usually throw it all together and say "independent PR consultant" #solopr
- 5:22 pm **ActiveIngreds:** antoher good suggestion RT @louisedesmarais: I often use "independent" as in "independent SEO writer." #solopr
- 5:23 pm **luannsaid:** @Power_of_M Ha! yes! #solopr
- 5:23 pm **KellyeCrane:** RT @luannsaid: Q1: Also agree with others on "strategist." That's what my business card states at the moment: PR Strategist & Writer #solopr
- 5:23 pm **mdbarber:** Q1 -- think it depends on client & market...but also what you do. Skill set should match what you say you do. #solopr
- 5:23 pm **amynolanapr:** Q1. The key is to educate clients and prospects about what you do and what value you can provide to them. #solopr
- 5:23 pm **karensxim:** @mdbarber I really do think it varies by industry & that industry's exp/perception of labels #solopr
- 5:23 pm **KeeyanaHall:** @RobinMarie I agree. I use independent PR consultant quite often. I like that a lot better than "freelancer." #solopr
- 5:23 pm **shonali:** PS, sorry to be late to #soloPR, I'm actually oot & aboot but didn't want to miss! Solo pro based in DC, w/ clients big+small, ed. of @wgbiz
- 5:23 pm **piggiesandpaws:** Can I join in as a 10 yr entrepreneur looking to learn more about PR for fast growing businesses? #solopr
- 5:23 pm **karensxim:** RT @mdbarber: Q1 -- think it depends on client & market...but also what you do. Skill set should match what you say you do.(Amen!) #solopr
- 5:23 pm **EaddyPerry:** RT @CaSuPe15: Q1: I think a consultant develops suggestions 4 a pr strategy and a freelancer wld take the next step and implement it #solopr
- 5:23 pm **CommAMMO:** agree, as in, I hire a FL designer/writer, but I lead. RT @akenn: To me a freelancer is a sub-contractor; a consultant is the lead. #solopr
- 5:23 pm **ActiveIngreds:** sometimes it's hard communicate what you do - not as easy as Dr. or VP or degree desig #solopr
- 5:23 pm **zakmo:** RT @mdbarber: Q1 -- think it depends on client & market...but also what you do. Skill set should match what you say you do. #solopr
- 5:24 pm **mdbarber:** RT @karensxim: @mdbarber I really do think it varies by industry & that industrys exp/perception of labels #solopr
- 5:24 pm **KCDPR:** #solopr, I use the title CEO, because I'm a business owner and provide strategy and implementation.
- 5:24 pm **RobinMarie:** Also think it's easier to compete agnst agencies as a consultant vs freelancer. #solopr
- 5:24 pm **PRProSanDiego:** @piggiesandpaws Welcome! Where are you and what's your niche? #soloPR
- 5:24 pm **CommAMMO:** RT @mdbarber: Q1 -- think it depends on client & market...but also what you do. Skill set should match what you say you do. #solopr
- 5:24 pm **KellyeCrane:** Very enlightening to hear the different perceptions (and welcome those who are just joining!) #solopr
- 5:24 pm **ActiveIngreds:** yup! RT @zakmo @mdbarber Q1 think it depends on client & market...but also what you do. Skill set should match what you say you do. #solopr
- 5:24 pm **Power_of_M:** Q1. A copywriting 'freelancer' is not a consultant. They are a doer. But a great one is highly strategic & billable. #solopr #solopr
- 5:25 pm **EaddyPerry:** there is overlap w/freelancing and consulting. they are somewhat interchangeable. #solopr

- 5:25 pm **JMLaw:** What I like about freelance is the results connotation. Both strategist and consultant imply ideas and memos and less action. Q1 #solopr
- 5:25 pm **KellyeCrane:** @piggiesandpaws Of course - all are welcome! #solopr
- 5:25 pm **shonali:** Re: Q1, @jenmitch used "an agency of one" to describe herself when we first met. I loved it & use it now (w/ her permission!). #solopr
- 5:25 pm **socialitestatus:** 12pm Bible Study & #solopr chat...Multitasking!
- 5:26 pm **karensxim:** @Power_of_M But a copywriting freelancer who is also a marketing strategist can absolutely be a consultant #solopr
- 5:26 pm **REVOLUTIONpr:** @kcdpr & @kellycrane ... CEO, Owner, Consultant, Strategist all mean diff things to diff ppl. hard to know how to market "title" #solopr
- 5:26 pm **IndigoSevenPR:** @RobinMarie: I think it makes you more credible when you say you are a consultant than a freelancer when competing with PR firms #solopr
- 5:26 pm **rockstarjen:** Love it. RT @shonali: Re: Q1, @jenmitch used "an agency of one" 2 describe herself. I loved it & use it now (w/ her permission!). #solopr
- 5:26 pm **KCDPR:** #solopr In this business perception is the name of the game
- 5:26 pm **mdbarber:** Like this: RT @shonali: Re: Q1, @jenmitch used "an agency of one". I loved it & use it now (w/ her permission!). #solopr
- 5:26 pm **LeliaKate:** @ActiveIngreds Yes, I like the thought that it is a partnership above all else. Clients are the priority, not your title #solopr
- 5:26 pm **KellyeCrane:** @JMLaw Interesting! Perhaps it depends on the field of specialization a bit #solopr
- 5:26 pm **Power_of_M:** Q1. Do you have an ideal client description. Your title must make sense to them. #solopr
- 5:27 pm **karensxim:** RT @REVOLUTIONpr: @kcdpr & @kellycrane CEO, Owner, Consultant, Strategist all mean diff things to diff ppl. --v. TRUE #solopr
- 5:27 pm **mdbarber:** So true. RT @KCDPR: #solopr In this business perception is the name of the game #solopr
- 5:27 pm **mdbarber:** RT @Power_of_M: Q1. Do you have an ideal client description. Your title must make sense to them. #solopr
- 5:27 pm **karensxim:** RT @Power_of_M: Q1. Do you have an ideal client description. Your title must make sense to them>>Bingo! #solopr
- 5:27 pm **KellyeCrane:** Q2: Can you be a #solopr pro right out of college?
- 5:27 pm **Power_of_M:** Q1. I have a client that could be a "tour operator" but she is "Facilitator of Fun". LOVE IT! <http://www.ultimatechicktrips.com> #solopr
- 5:28 pm **CommAMMO:** How about G-d Emperor of Public Relations/Communications? Grand Exalted Pooh-Bah? #solopr
- 5:28 pm **EaddyPerry:** RT @KCDPR: #solopr In this business perception is the name of the game #solopr
- 5:28 pm **KeeyanaHall:** @shonali @jenmitch That's a great description! I like that a lot. #solopr
- 5:28 pm **karensxim:** RT @KellyeCrane: Q2: Can you be a #solopr pro right out of college? #solopr
- 5:28 pm **akenn:** Q2: I sure couldn't! Wouldn't be able to do this w/out the experience I had and contacts gained in first half of my career. #solopr
- 5:28 pm **CommAMMO:** Yikes. Only if you've done the job before, IMO. Maybe. RT @KellyeCrane: Q2: Can you be a #solopr pro right out of college? #solopr
- 5:29 pm **EaddyPerry:** RT @KellyeCrane: Q2: Can you be a #solopr pro right out of college? #solopr
- 5:29 pm **PRandMarComPro:** Q2: Perhaps if you worked interns in college in a specific niche. #solopr
- 5:29 pm **KCDPR:** #solopr I market to business owners so we're both on same level and can relate as biz owners,\

- 5:29 pm **KellyeCrane:** Works for me! :-) RT [@CommAMMO](#): How about G-d Emperor of Public Relations/Communications? Grand Exalted Pooh-Bah? [#solopr](#)
- 5:29 pm **mdbarber:** Q2 -- Difficult to be a solo straight out of school. Think you need some practical experience b4hand. Maybe sub with another? [#solopr](#)
- 5:29 pm **Power_of_M:** Q1. Ad agency creatives who go solo can charge \$200/hr. Maybe freelancer is more an hourly rate, consulting is pkg pricing. [#solopr](#)
- 5:30 pm **jillvan:** No way would I have been able to . Experience is KEY. RT [@KellyeCrane](#): Q2: Can you be a [#solopr](#) pro right out of college?
- 5:30 pm **EaddyPerry:** q2 - in my opinion, it all depends on if you had experience before going to college. [#solopr](#)
- 5:30 pm **PRandMarComPro:** Also if you conducted detail research and worked closely with professors or industry pros. [#solopr](#)
- 5:30 pm **PRProSanDiego:** Q2. Solo right out of college would be tough for all but a few w/the right drive, skills & contacts. Lack of experience could hurt. [#soloPR](#)
- 5:30 pm **shashib:** RT [@shonali](#): Re: Q1, [@jenmitch](#) used "an agency of one" to describe herself when we first met. I loved it & use it now (w/ her permission!). [#solopr](#)
- 5:30 pm **ActiveIngreds:** A2 I think the learning that I had working the in corp world was invaluable! [#solopr](#)
- 5:30 pm **rockstarjen:** Q2: great question. you'd be doing a disservice to yourself & your clients, if so. [#solopr](#)
- 5:30 pm **CommAMMO:** [@KellyeCrane](#) You can be G-d Emperor, I've got Pooh-Bah lined up. [#solopr](#)
- 5:30 pm **shonali:** [@karensxim](#) Re: Q2, I think it's very difficult to do [#soloPR](#) out of college. Where would you have "cut your teeth," or built your network?
- 5:30 pm **julielacroix:** RT [@Power_of_M](#): Q1. Ad agency creatives who go solo can charge \$200/hr. Maybe freelancer is more an hourly rate, consulting is pkg pricing. [#solopr](#)
- 5:30 pm **amynolanapr:** Q2. No way for me!! 15 yrs of exp. and I finally feel somewhat prepared for this venture. Wish I had agency exp before going [#solopr](#)
- 5:30 pm **KellyeCrane:** RT [@mdbarber](#): Q2 -- Difficult to be a solo straight out of school. Think you need some practical experience.Maybe sub with another? [#solopr](#)
- 5:30 pm **karensxim:** Q2: I don't know I've seen some really smart new grads who have blown me away, not sure all could but some [#solopr](#)
- 5:31 pm **LScribner:** Sorry to just jump in on Q2: I don't think you have the exp just out of college to be solo, especially if you don't have a mentor [#solopr](#)
- 5:31 pm **KCDPR:** Q2: I'm sure you could, would have to start small, helping local biz, etc [#solopr](#). Tough to discipline yourself at that age though. [#solopr](#)
- 5:31 pm **PRandMarComPro:** Q2: If you had intern during college in a niche market. [#solopr](#)
- 5:31 pm **shonali:** [@CommAMMO](#) Can you come up with a [#soloPR](#) title that acronymizes (?) To TRU DAT? ;)
- 5:31 pm **mdbarber:** RT [@PRProSanDiego](#): Q2. Solo right out of college tough for all but a few w/ right drive, skills & contacts. Lack of exp could hurt. [#solopr](#)
- 5:31 pm **ActiveIngreds:** RT [@LeliaKate](#): [@ActiveIngreds](#) Yes, I like the thought that it is a partnership above all else. Clients are the priority, not your title [#solopr](#)
- 5:31 pm **CommAMMO:** RT [@shonali](#): [@karensxim](#) Q2, think its very diff 2 do [#soloPR](#) out of college. Where would U hv "cut your teeth," built your network? [#solopr](#)
- 5:31 pm **PRProSanDiego:** Q2 Biggest challenge for a young [#soloPR](#) is working with senior managers & being taken seriously, knowing how to lead, comes w/maturity.
- 5:32 pm **Power_of_M:** Q2. So glad my first job was ad agency acct mgmt & solo pr didn't cross my mind until a decade later. Out of college... credibility? [#solopr](#)
- 5:32 pm **JMLaw:** Good point! RT [@RobinMarie](#): Also think it's easier to compete agnst agencies as a consultant vs freelancer. [#solopr](#)
- 5:32 pm **LeliaKate:** Need life experience, most college grads don't have enough yet. RT [@KellyeCrane](#): Q2: Can you be a [#solopr](#) pro right out of college? [#solopr](#)

- 5:32 pm **KellyeCrane:** Q2: IMO, this Q relates to Q1. You can be a freelancer, in that you work independently under the direct guidance of a pro #solopr
- 5:32 pm **ActiveIngreds:** A2 Love this: Information is free, Experience is not. #solopr
- 5:32 pm **Power_of_M:** Q2. So glad my first job was ad agency acct mgmt & solo pr didn't cross my mind until a decade later. #solopr
- 5:32 pm **KellyeCrane:** RT @PRandMarComPro: Q2: If you had intern during college in a niche market. #solopr
- 5:32 pm **CommAMMO:** Probably NOT. ;-) RT @shonali: Can you come up with a #soloPR title that acronymizes (?) To TRU DAT? ;) #solopr
- 5:33 pm **mdbarber:** RT @PRProSanDiego: Q2 Big chall 4 young #soloPR is working w sr mgrs & being taken seriously, knowing how 2 lead comes w/maturity. #solopr
- 5:33 pm **Lex_D:** Time to tune into #solopr ... for informational purposes only ;)
- 5:33 pm **IndigoSevenPR:** RT @ActiveIngreds: A2 Love this: Information is free, Experience is not. #solopr
- 5:33 pm **PRProSanDiego:** Q2 Social media is an area where youth can be an asset. But I think of myself at 22 & no WAY could I have been an advisor to anyone! #soloPR
- 5:33 pm **REVOLUTIONpr:** Q2. Absolutely can - road will be tougher and you won't have a company to fall back on when you make mistakes. #solopr
- 5:33 pm **GetPushing:** RE: Q2 freelancing is a good option right out of college. Allows them to work w/ lots of diff. firms/companies & get a taste. #solopr
- 5:33 pm **zakmo:** I'm still in school and am a successful #solopr. I think it just depends on the drive and motivation of individual.
- 5:33 pm **JMLaw:** @KellyeCrane I use both, tho. Freelance mostly as shorthand when doing phone interviews for clients projects. #solopr
- 5:33 pm **mdbarber:** RT @KellyeCrane: Q2: this Q relates to Q1. U can be a freelancer, in that you work independently under the direct guidance of a pro #solopr
- 5:33 pm **CommAMMO:** RT @KellyeCrane: Q2: IMO, this Q relates to Q1. You can be a freelancer, in that you work independ'y under direct guidance of a pro #solopr
- 5:33 pm **karensxim:** In this gen though, some already have businesses when they graduate #solopr
- 5:34 pm **socialitestatus:** RT @KellyeCrane: Q2: Can you be a #solopr pro right out of college?<<I'm having a hard time 4yrs out!
- 5:34 pm **SoloDovePR:** Q2 I Say yes because I am one #solopr ..freelancing for a year now
- 5:34 pm **ccduong:** @KellyeCrane Good job! #solopr
- 5:34 pm **KellyeCrane:** RT @zakmo: I'm still in school and am a successful #solopr. I think it just depends on the drive and motivation of individual.
- 5:34 pm **luannsaid:** Q2: Truly believe a recent grad cannot jump into successfully being a #solopr pro. But @akenn is right: freelancing:) 4 pros is an option.
- 5:34 pm **EaddyPerry:** interesting that my mentor had 15 yrs pr experience, but went back to get her degree to be a credible solo practitioner. #solopr
- 5:34 pm **Power_of_M:** Q2. Biz advising out of college would lack credibility. Technology consulting or specific skilled consulting could succeed (does). #solopr
- 5:34 pm **mdbarber:** RT @socialitestatus: RT @KellyeCrane: Q2: Can you be a #solopr pro right out of college?<<Im having a hard time 4yrs out! #solopr
- 5:34 pm **djenningspr:** RT @PaulaJohns: Q1 - Consultant connotes experience. Freelancer is less desirable label, IMHO. #solopr <-would agree with this
- 5:34 pm **lindamachado:** Hi, I'm Linda and I'm following from Madeira Island, Portugal. Not a PR but interested. #solopr
- 5:34 pm **PRProSanDiego:** @zakmo Congrats! There are ALWAYS exceptions. I admire young #soloPR pros. It takes guts and drive I didn't have until much later. :-)
- 5:35 pm **KeeyanaHall:** Q2 After grad school I went solo while I'm still looking for FT work. It's definitely a learning experience! #solopr

- 5:35 pm **KatTayls:** Q2: Some college grads will have little choice but to freelance (which the IRS still counts as self-employed) in this market. #solopr
- 5:35 pm **CommAMMO:** Hv to cold call 2 make it. No netw! RT @GetPushing: freelanc'g gd opt rite out of college. Allows wk w/ lots diff. firms, get taste. #solopr
- 5:35 pm **KellyeCrane:** Q2: FYI- I see some agencies employing full-time "freelancers" at the entry level (no benefits or long-term commitments) #solopr
- 5:35 pm **EaddyPerry:** @SoloDovePR are you a nontraditional student? meaning you went to college after working for so many years? #solopr
- 5:35 pm **REVOLUTIONpr:** Q2. Universities are becoming better at giving students hands on exp. SM tools will help them be more prepared than most of us were #solopr
- 5:36 pm **GetPushing:** @zakmo Agreed. & to @PRprosandiego I grad from college @ 20 so by 22 I had 2 years exp, started small. No1 needed to know my age. #solopr
- 5:36 pm **KellyeCrane:** RT @SoloDovePR: Q2 I Say yes because I am one #solopr ..freelancing for a year now
- 5:36 pm **mdbarber:** RT @KellyeCrane: Q2: FYI- I see some agencies employing full-time "freelancers" at the entry level (no benefits or long-term comm) #solopr
- 5:36 pm **zakmo:** With the help of great mentors and hardcore research. #solopr not something I did completely alone.
- 5:36 pm **PRProSanDiego:** @luxuryprgal It's #soloPR Love to have you!
- 5:36 pm **akenn:** @KellyeCrane that's illegal in some states, like mine (Massachusetts) #solopr
- 5:36 pm **LeliaKate:** College students can certainly freelance, especially pro bono, non profit to boost resume, during school! That's what I did. #solopr #grady
- 5:36 pm **CommAMMO:** Poss Labor law viol. RT @KellyeCrane: Q2: FYI- I see some agencies employing full-time "freelancers" at entry level (no benefits) #solopr
- 5:36 pm **RobinMarie:** @zakmo Agreed. That's what conferences are for, but \$ can be a barrier. #solopr
- 5:37 pm **ActiveIngreds:** A2 the issue is not IF you can do the job right out of school it's if others believe you can - in a way exp is like PR for yourself! #solopr
- 5:37 pm **GetPushing:** @CommAMMO Not necessarily no netw. I joined industry orgs and attended lots of area meetings/groups. Lots of WOM. #solopr
- 5:37 pm **mdbarber:** Q2-- I'm seeing parallels bet people's answers to Q1 & Q2. Do those w experience feel diff than recent grads? #solopr
- 5:37 pm **CommAMMO:** RT @LeliaKate: College students cn cert freelance, esp pro bono, non profit 2 boost resume! Thats what I did. #solopr #grady #solopr
- 5:37 pm **zakmo:** @PRProSanDiego thank you!!! I've been doing it for around 5 years. Almost as long as I've been in school. #solopr
- 5:37 pm **KatTayls:** RT @LeliaKate: College students can certainly freelance, especially pro bono, non profit to boost resume, during school! That's what I did. #solopr #grady
- 5:38 pm **LeliaKate:** @KellyeCrane That sounds like a glorified internship. My old agency did the same re: full-time freelancers. #solopr
- 5:38 pm **paulajohns:** Q2 Yes, new laws are keeping a watchful eye on this (overuse of freelancers). RT @akenn: @KellyeCrane that's illegal in some states. #solopr
- 5:38 pm **ActiveIngreds:** fair Q RT @mdbarber: Q2-- Im seeing parallels bet peoples answers to Q1 & Q2. Do those w experience feel diff than recent grads? #solopr
- 5:38 pm **GetPushing:** Absolutely. RT @LeliaKate: College students can freelance, esp pro bono/nonprofit to boost resume, during school! #solopr #grady #solopr
- 5:38 pm **rajean:** Jumping in to #solopr Q2 Seems to be working for Sarah Palin's daughter, Bristol @KellyeCrane - oh, wait, she has HELP ;-)
- 5:38 pm **CommAMMO:** @GetPushing I tell my students to get involved to build netw - informational interviews, etc. to warm the calling... #solopr
- 5:38 pm **lindamachado:** Para estudantes de Relações Públicas, aconselho seguirem este chat, às Quarta-feiras. #solopr

- 5:38 pm **mdbarber:** @paulajohns What's illegal in some states? #solopr
- 5:39 pm **KellyeCrane:** @CommAMMO @akenn Yes, I was angry when I heard about it. Of course, these agencies will be in bad shape as labor mkt improves #solopr
- 5:39 pm **GetPushing:** Exactly RT @CommAMMO: I tell my students to get involved to build netw - informational interviews, etc. to warm the calling. #solopr
- 5:40 pm **EaddyPerry:** now my mentor has over 25 years of solo pr experience. #solopr
- 5:40 pm **ActiveIngreds:** off to meet a client over an hour away! will catch up on the rest via transcript. have a great day all! #solopr
- 5:40 pm **raquel_gonzalez:** Q2: #soloPR after college could be extremely difficult but experience is worth it! Compare to making clean copies all day as entry-level...
- 5:40 pm **CommAMMO:** @GetPushing Could also be that current economy will be both boon and bane - solo beats sitting home doing nada. #solopr
- 5:41 pm **KellyeCrane:** Q2: As some have said, new graduates can freelance to fill in on projects and get experience until the dream job shows up #solopr
- 5:41 pm **raquel_gonzalez:** RT @LeliaKate: College students can certainly freelance, especially pro bono, non profit to boost resume, during school! That's what I did. #solopr #grady
- 5:41 pm **rockstarjen:** Good point. RT @CommAMMO: @GetPushing Could be that current economy will be both boon and bane - solo beats sitting home doing nada. #solopr
- 5:41 pm **KeeyanaHall:** Q2 It's harder, but it definitely can work if you're motivated & have the right pros to learn from. It's working for me. #solopr
- 5:41 pm **KellyeCrane:** Q3: 2010 is in full swing - how are your budgets holding up? #solopr
- 5:41 pm **PRProSanDiego:** @zakmo Ha, I heard that! Better to stretch your education a little & be out there for real, earning a living & learning from doing! #soloPR
- 5:41 pm **EaddyPerry:** @mdbarber yes, because most of us did it the traditional way and were not as mature as grads today. #solopr
- 5:42 pm **luannsaid:** Q2: Suppose it's all relative. Win/keep clients happy & I suppose age doesn't matter. But I'd be less of a solo w/out my job exper. #solopr
- 5:42 pm **karensnim:** RT @KellyeCrane: Q3: 2010 is in full swing - how are your budgets holding up? #solopr
- 5:42 pm **paulajohns:** @mdbarber Corps can't keep consultants/freelancers for long-term gigs...must hire them. New laws forcing this... #solopr
- 5:42 pm **EaddyPerry:** RT @KellyeCrane: Q3: 2010 is in full swing - how are your budgets holding up? #solopr
- 5:42 pm **SoloDovePR:** @EaddyPerry No I went to school 4 yr then while looking for PR work I started freelancing #solopr
- 5:42 pm **CommAMMO:** Remains to be seen. I do have one new proj in May. RT @KellyeCrane: Q3: 2010 is in full swing - how are your budgets holding up? #solopr
- 5:43 pm **KeeyanaHall:** Q2 I don't think I could just sit around & do nothing while job searching. Why not put my schooling/experience to use? #solopr
- 5:43 pm **IndigoSevenPR:** RT @paulajohns: @mdbarber Corps cant keep consultants/freelancers for long-term gigs...must hire them. New laws forcing this... #solopr
- 5:43 pm **CaSuPe15:** RT @KellyeCrane: Q2: new graduates can freelance to fill in on projects and get experience until the dream job shows up #solopr
- 5:43 pm **mdbarber:** @EaddyPerry That's sure not what I'm seeing. There's no sub for experience. May be more recent grads with exper before degree. #solopr
- 5:43 pm **GetPushing:** Q3 Been steady, but ROI with stats & proof is almost reqd. Some clients are taking summer hiatus to return in fall. #solopr
- 5:44 pm **EaddyPerry:** RT @CommAMMO: Remains to be seen. ...<---i am with you! #solopr
- 5:44 pm **raquel_gonzalez:** Q2: doing pro bono #soloPR as a student is helping me apply what I'm learning & I seek pro assistance to ensure that I'm providing quality.

- 5:44 pm **KellyeCrane:** RT @GetPushing: Q3 Been steady, but ROI with stats & proof is almost reqd. Some clients are taking summer hiatus to return in fall #solopr
- 5:44 pm **mdbarber:** @paulajohns Interesting. I'll have to research. Used here as larger corps are downsizing; using more consultants./subcontractors #solopr
- 5:44 pm **piggiesandpaws:** TY! I created 500 art designs incorporating childrens hand/footprints. Have 200 artists recreating&selling my wrk via home parties. #solopr
- 5:44 pm **CommAMMO:** @mdbarber my students range from "a bit" of experience to zero. The hardest gig to get is the first one. #solopr
- 5:44 pm **GetPushing:** Q3 follow up: proof and stats used to be something we offered for uneasy potential clients, now most prospects expect it. It's good. #solopr
- 5:44 pm **KellyeCrane:** RT @EaddyPerry: RT @CommAMMO: Remains to be seen. ...<---i am with you! #solopr
- 5:45 pm **karensxim:** Q3: Cautiously optimistic, lots of up & down bc of economy & uncertainty around healthcare #solopr
- 5:45 pm **KellyeCrane:** Q3: I'm sort of seeing a "tale of two cities." Some clients moving forward, some paralyzed w/fear of future #solopr
- 5:45 pm **rockstarjen:** Q3: budget cuts here & there early last year, but holding steady in 2010. #solopr
- 5:45 pm **mdbarber:** @CommAMMO Very true -- Hardest gig to get is the first one. Networks like PRSA/IABC are critical. #solopr
- 5:45 pm **EaddyPerry:** @mdbarber i did it the traditional way. and knowing what i know now, i would not have been a good solo practitioner right out. #solopr
- 5:45 pm **akenn:** Q3: 2010 started on a WAY more positive note than 2009...lots of opps in pipeline #solopr
- 5:45 pm **KellyeCrane:** RT @karensxim: Q3: Cautiously optimistic, lots of up & down bc of economy & uncertainty around healthcare #solopr
- 5:45 pm **SoloDovePR:** @KeeyanaHall RE Q2 Yes it is hard but for me I just have to stick to it and make my own path #solopr
- 5:46 pm **rockstarjen:** Q3 - also nice to see start-ups getting funding again. good for those of us in tech. #solopr
- 5:46 pm **karensxim:** RT @KellyeCrane: Q3: Im sort of seeing a "tale of two cities." Some clients moving forward, some paralyzed w/fear of future (Yes) #solopr
- 5:46 pm **mdbarber:** @paulajohns May also be a difference for freelancers/solos versus those subbing through another company. #solopr
- 5:46 pm **CommAMMO:** Yay for #measurement RT @GetPushing: Q3 follow up: proof, stats used 2B someth we offr'd 4 uneasy poten clients, now most expect it. #solopr
- 5:46 pm **IndigoSevenPR:** RT @karensxim: Q3: Cautiously optimistic, lots of up & down bc of economy>>>same with me.... #solopr
- 5:46 pm **KellyeCrane:** Great! RT @akenn: Q3: 2010 started on a WAY more positive note than 2009...lots of opps in pipeline #solopr
- 5:46 pm **REVOLUTIONpr:** Q3. in music biz, we see a typical pickup in the summer w/ touring ... waiting for that pickup! :) #solopr
- 5:46 pm **CommAMMO:** RT @KellyeCrane: Q3: Im sort of seeing a "tale of two cities." Some clients moving forward, some paralyzed w/fear of future #solopr
- 5:46 pm **SoloDovePR:** Yes it is RT @CommAMMO: @mdbarber my students range from "a bit" of experience to zero. The hardest gig to get is the first one. #solopr
- 5:46 pm **mdbarber:** @EaddyPerry Me neither. Needed to get that experience before I could do this. Too many risks & too much hands on to learn. #solopr
- 5:46 pm **KellyeCrane:** Yes! RT @rockstarjen: Q3 - also nice to see start-ups getting funding again. good for those of us in tech. #solopr
- 5:47 pm **REVOLUTIONpr:** Q3. also - seeing a lot of angel investors w/ clients lately ... is anyone else seeing this? #solopr

- 5:47 pm **amynolanapr**: Q3 New client needs to use up funds B4 June 30, so we're doing what we can this month. Use it or lose it. #solopr
- 5:47 pm **karensnim**: Congrats @akenn! Love that happy news! #solopr
- 5:47 pm **mdbarber**: RT @KellyeCrane: Q3: Im sort of seeing a "tale of two cities." Some clients moving forward, some paralyzed w/fear of future #solopr
- 5:47 pm **SoloDovePR**: Q3 remains to be seen #solopr
- 5:47 pm **paulajohns**: @mdbarber Here's a link to story on IRS challenges to hiring of contractors - <http://tinyurl.com/yk3uqbo> #solopr
- 5:47 pm **piggiesandpaws**: @PRProSanDiego TY! I'm in San Diego, but my artists are nationwide & expanding to Canada. #solopr
- 5:47 pm **luannsaid**: Q3: LOL. Another year of being asked to do more with less. But the nerves of 2009 aren't as apparent. Budgets are ramping up. #solopr
- 5:47 pm **KeeyanaHall**: @SoloDovePR Exactly! I wouldn't trade this experience for the world. I love every moment of it (good & bad). #solopr
- 5:47 pm **piggiesandpaws**: TY! :) RT @KellyeCrane @piggiesandpaws Of course - all are welcome! #solopr
- 5:47 pm **KellyeCrane**: Interesting RT @REVOLUTIONpr: Q3. in music biz, we see a typical pickup in the summer w/ touring...waiting for that pickup! ;) #solopr
- 5:47 pm **KCDPR**: Q3: Pipeline of leads has significantly increased in 2010 vs 2009 , seems like clients are adding markng/pr to budgets #solopr
- 5:47 pm **rockstarjen**: @REVOLUTIONpr just said the same thing. angels/venture capital is back! whew! :) #solopr
- 5:47 pm **mdbarber**: @paulajohns Thanks for the link. #solopr
- 5:48 pm **luannsaid**: @amynolanapr Ha! What a great problem to have. #solopr
- 5:48 pm **KellyeCrane**: @amynolanapr Let us know if you need any help on that ;-) #solopr
- 5:48 pm **CommAMMO**: RT @paulajohns: @mdbarber Heres a link to story on IRS challenges to hiring of contractors - <http://tinyurl.com/yk3uqbo> #solopr
- 5:48 pm **mdbarber**: Q3 -- Think it depends on where you are. We're seeing some slow-down here. #solopr
- 5:48 pm **KellyeCrane**: RT @KCDPR: Q3: Pipeline of leads has significantly increased in 2010 vs 2009 , seems like clients are adding markng/pr to budgets #solopr
- 5:49 pm **GetPushing**: Side note, I meant to tag this for this group earlier and forgot: 5 #PR myths debunked <http://bit.ly/cW9oGt> #solopr
- 5:49 pm **mdbarber**: @KellyeCrane @amynolanapr -- Let me know too! ;-) #solopr
- 5:49 pm **EaddyPerry**: @mdbarber i know what you mean! #solopr
- 5:49 pm **CommAMMO**: Fr UR mouth to G-d's ears. RT @luannsaid: Q3: Anoth year asked 2 do more w less. But nerves of 2009 arent as appar. Bdgts rmpng up. #solopr
- 5:50 pm **socialitestatus**: @KellyeCrane I'm seeing more of the fear..I was told by one client they had other things to pay for #solopr
- 5:50 pm **KellyeCrane**: Def regional differences RT @mdbarber: Q3 -- Think it depends on where you are. We're seeing some slow-down here. #solopr
- 5:50 pm **PRProSanDiego**: Agree with those who see more leads & budgets loosening up. Have 2 new clients for 2010, both politically oriented. It's an elex yr! #soloPR
- 5:50 pm **KCDPR**: Q3:Call it Psychological but an up market cycle usually means happier clients (and their clients) thus more activity for us #solopr
- 5:50 pm **KatTayls**: Q3: Learning the meaning of "leap of faith" with the ebb and flow of ebb and flow of client projects. #solopr
- 5:50 pm **EaddyPerry**: RT @CommAMMO: RT @paulajohns: @mdbarber Heres a link to story on IRS challenges to hiring of contractors- <http://tinyurl.com/yk3uqbo> #solopr

- 5:50 pm **mdbarber:** RT @socialitestatus: @KellyeCrane Im seeing more of the fear..I was told by one client they had other things to pay for #solopr
- 5:50 pm **rajean:** Q3 I'm finding clients like the cafeteria approach to PR services & they like the freelance aspect over hiring b/c of benefits #solopr
- 5:50 pm **IndigoSevenPR:** Q3: I definitely think it depends on what industries you represent as well... #solopr
- 5:50 pm **CommAMMO:** RT @KCDPR: Q3: Pipeline of leads has significantly increased in 2010 vs 2009 , seems like clients are adding markng/pr to budgets #solopr
- 5:50 pm **KellyeCrane:** Q3: Overall, like most of you I'm feeling more positive this year. Feeling optimistic that the worst is behind us #solopr
- 5:51 pm **luannsaid:** Q2: Everyone wants to figure out this social media "thing." Even those clients who forbade me to speak of it last year. #solopr
- 5:51 pm **rockstarjen:** @paulajohns @mdbarber i experienced "freelancer" issue with client. some IRS fear, requiring solos to become temporary employees. #solopr
- 5:51 pm **SoloDovePR:** RE Q3 @REVOLUTIONpr: true b/c most money is made through touring #solopr
- 5:51 pm **JMLaw:** Agreed! RT @akenn: Q3: 2010 started on a WAY more positive note than 2009...lots of opps in pipeline #solopr
- 5:51 pm **KellyeCrane:** Ah yes RT @KatTayls: Q3: Learning the meaning of "leap of faith" with the ebb and flow of ebb and flow of client projects #solopr
- 5:51 pm **EaddyPerry:** RT @KatTayls: Q3: Learning the meaning of "leap of faith" with the ebb and flow of ebb and flow of client projects. #solopr
- 5:51 pm **EaddyPerry:** RT @KellyeCrane: Q3: Overall, like most of you Im feeling more positive this year. Feeling optimistic that the worst is behind us #solopr
- 5:51 pm **CommAMMO:** Hm. Interesting RT @rajean: Q3 finding clients like cafeteria approach to PR services & they like freelance over hiring b/c of benes #solopr
- 5:51 pm **SoloDovePR:** @KeeyanaHall Yes it has its moments but you have to think of the bigger picture. I wouldnt trade it either #solopr
- 5:51 pm **KCDPR:** Q3: IMarket crash of 2008 and then rise in late 2009 has the financial services industry in an earlier stage of recovery perhaps? #solopr
- 5:52 pm **RobinMarie:** @rajean Agreed. Being asked to offer menu of good / better / best plans. #solopr
- 5:52 pm **CommAMMO:** RT @luannsaid: Q2: Evryne wants 2 figure out this social media "thing." Even those clients who forbade me to speak of it last year. #solopr
- 5:52 pm **KellyeCrane:** @socialitestatus Ouch! Research shows that co's who spend on mktg during downturns fare better long-term. Hard to convince, tho #solopr
- 5:52 pm **EaddyPerry:** @SoloDovePR good for you! hang in there! #solopr
- 5:52 pm **GetPushing:** Or do projects instead of campaigns RT @RobinMarie: @rajean Agreed. Being asked to offer menu of good / better / best plans. #solopr
- 5:52 pm **amynolanapr:** Q3. It's def a HUGE leap of faith. Thank goodness for hubby's paycheck while I get this biz off the ground! #solopr
- 5:53 pm **KCDPR:** q3: It's definitely tougher to be in a consumer discretionary area, people just don't have the \$ yet #solopr
- 5:53 pm **rajean:** I'm finding that too @luannsaid - I'm building a niche in social media mng. 4 clients too scared or 'busy' 2 figure it out on own. #solopr
- 5:53 pm **KellyeCrane:** Yes, I see this too RT @RobinMarie: @rajean Agreed. Being asked to offer menu of good / better / best plans #solopr
- 5:53 pm **mdbarber:** RT @luannsaid: Q2: Evryne wants 2 figure out this social media "thing." Even those clients who forbade me to speak of it last year. #solopr
- 5:53 pm **CommAMMO:** @KCDPR I sure haven't seen finserv rebound yet - that's the bulk of my CV. Lots of pulling back, still. #solopr
- 5:53 pm **paulajohns:** @rockstarjen @mdbarber Right, corps have to be careful about the way they use temporary employees. #solopr

- 5:53 pm **kathy_moore:** @KellyeCrane Just going to jump in here for a moment, but yes I agree, business pipeline for #solopr seems very strong.
- 5:53 pm **KellyeCrane:** Good point! RT @IndigoSevenPR: Q3: I definitely think it depends on what industries you represent as well... #solopr
- 5:53 pm **LeliaKate:** Q3: 2010 looks positive. Must continue to change, develop new goals based on what works for clients. Move forward! #solopr #2010
- 5:53 pm **GetPushing:** We are too @luannsaid - I'm building a niche in social media mgt. 4 clients too scared or busy 2 figure it out on own. #solopr
- 5:54 pm **KatTayls:** Same here. RT @RobinMarie: @rajejan Agreed. Being asked to offer menu of good / better / best plans. #solopr
- 5:54 pm **Lex_D:** RT @KellyeCrane: @socialitestatus Research shows that co's who spend on mktg during downturns do better longterm. Hard2convince, tho #solopr
- 5:54 pm **paulajohns:** Q3 - Clients of all sizes, and in B2B also, warming up to social media. #solopr
- 5:54 pm **KCDPR:** @rajejan Agreed, often times that's a great pitch for us to a company, still cheaper than a hire #solopr
- 5:55 pm **Power_of_M:** Q3 My biz is in growth mode & started during recession so can't say if this year is diff or not. My clients have tight budgets. #solopr
- 5:55 pm **EaddyPerry:** RT @KCDPR: @rajejan Agreed, often times that's a great pitch for us to a company, still cheaper than a hire #solopr
- 5:55 pm **mdbarber:** Good point! Also geography! RT @IndigoSevenPR: Q3: I definitely think it depends on what industries you represent as well... #solopr
- 5:55 pm **KCDPR:** @CommAMMO : I see some of that, but more financial advisors looking to grow and thinking about PR. #solopr
- 5:55 pm **CommAMMO:** @luannsaid I still feel a bit overwhelmed on socmed - Twitter, FB, OK, but other stuff not so much. Hard to advise... #solopr
- 5:55 pm **IndigoSevenPR:** Q3: Financially, many companies are more concerned with keeping the doors open than to incorporate PR/Mktng in2 their strategic plan #solopr
- 5:55 pm **luannsaid:** Interesting to see other #solopr pros have menu of services. I've been wondering if such a thing would add or subtract from my sanity level.
- 5:56 pm **GreenLeafBBQ:** I'm enjoying the #solopr chat right now - informative! Thanks @KellyeCrane and all.
- 5:57 pm **paulajohns:** Signing off early from #solopr. Thank you @KellyeCrane! Great discussion.
- 5:57 pm **CommAMMO:** Hiding in my shrubs? RT @Power_of_M: Q3 My biz is in growth mode & std during recession. cant say if this year diff or not. #solopr
- 5:57 pm **PRProSanDiego:** I've always gotten more work in a bad economy. Companies can't afford to hire but work still needs to get done. They often keep me. #soloPR
- 5:57 pm **KellyeCrane:** @luannsaid It's not ideal, IMO. I've yet to see a client go w/"best" in Good/better/best proposals #solopr
- 5:57 pm **CommAMMO:** @KCDPR Ah! thats interesting. Media relations or social ? Both? #solopr
- 5:57 pm **KellyeCrane:** Time is almost up, so want to say don't take it personally if you're not on the list- <http://twitter.com/KellyeCrane/solopr-pros> #solopr
- 5:58 pm **EaddyPerry:** @luannsaid offer a la carte for tools,i.e. write press release, edit and distribute release, etc., but no so much for strategy. #solopr
- 5:58 pm **KellyeCrane:** I had to re-order my Tweetdeck groups that made sense to me only. Let me know if you're not on it and I'll be happy to add you! #solopr
- 5:59 pm **PRProSanDiego:** @KellyeCrane @luannsaid The good/better/best model is more about insuring clients at LEAST commit to "better" & feel good about it. #soloPR
- 5:59 pm **KatTayls:** RT @EaddyPerry: @luannsaid offer a la carte for tools,i.e. write press release, edit and distribute release, etc., but no so much for strategy. #solopr
- 5:59 pm **KCDPR:** @CommAMMO : Both although I know most advisors fear SM still so don't push it too much #solopr

- 5:59 pm **karensxim:** @KellyeCrane @luannsaid good/better/best is an old sales tactic, you give them 3 options so that they choose the middle #solopr
- 5:59 pm **mdbarber:** Thanks all for a great chat. Always learn so much from everyone. Have a great week! #solopr
- 5:59 pm **kathy_moore:** Strategy, messaging and positioning are at top of new client wish list. #solopr
- 6:00 pm **KellyeCrane:** If you're new, be sure to join the Solo PR Pros LinkedIn group- bit.ly/Nf4sw - and Facebook - <http://bit.ly/aObcT3> #solopr
- 6:00 pm **CommAMMO:** Cheers all - very helpful for this NUB. Thanks @KellyeCrane! #solopr
- 6:00 pm **mdbarber:** Thank goodness! RT @kathy_moore: Strategy, messaging and positioning are at top of new client wish list. #solopr
- 6:00 pm **REVOLUTIONpr:** @KellyeCrane not on the list ... yet! :) #solopr
- 6:01 pm **CommAMMO:** Huzzah! There is hope. RT @kathy_moore: Strategy, messaging and positioning are at top of new client wish list. #solopr
- 6:01 pm **IndigoSevenPR:** @KellyeCrane I enjoyed #solopr chat. I would like to be added to your twitter solopr list. Thanks!
- 6:01 pm **rajejan:** Frankly, I think facebook & twitter are best to start social media campaigns @CommAMMO, most mainstream INHO. Youtube also. #solopr
- 6:01 pm **amynolanapr:** Insightful #solopr chat today. Thanks, guys! See you next week.
- 6:01 pm **rockstarjen:** Thanks @kellyecrane & everyone. Another great discussion. #solopr
- 6:01 pm **PRProSanDiego:** For fun: client Jim Mumford of @GreenScaped was named an "Eco Warrior" in an article. Now using this: <http://www.twitpic.com/1dve1v> #soloPR
- 6:02 pm **luannsaid:** #solopr Thanks for the advice, my friends. Such a great therapy session;))
- 6:02 pm **jillvan:** Thanks @KellyeCrane! What a great group. #solopr
- 6:02 pm **karensxim:** Thanks @KellyeCrane and all you fabulous solos for another great chat, learned, laughed and loved the time together! #solopr
- 6:02 pm **GreenLeafBBQ:** As a business that relies on SM, We track all sales generated by SM. These relationships rep. a solid 40% (and growing) of our BL #solopr
- 6:03 pm **KellyeCrane:** @karensxim PRProSanDiego @KellyeCrane @luannsaid Sometimes formerly tried and true sales tactics run afoul in this econ! #solopr
- 6:03 pm **RobinMarie:** @KellyeCrane Thanks for a great chat. Reminds me why I enjoy it so much! #solopr
- 6:03 pm **karensxim:** RT @luannsaid: #solopr Thanks for the advice, my friends. Such a great therapy session;) (LOL!) #solopr
- 6:03 pm **KeeyanaHall:** @KellyeCrane Can I be added to the #solopr list?
- 6:04 pm **CaSuPe15:** @KellyeCrane Thanks for the #solopr chat today!
- 6:04 pm **karensxim:** @KellyeCrane Yes, that's why essential to know client & know how to use tactics effectively, it does matter. #solopr
- 6:04 pm **EaddyPerry:** this was great as always! hoping to be back next week. enjoy the rest of your day and week. #solopr
- 6:05 pm **luannsaid:** @KellyeCrane Yes! I'm rarely one to conform to old ideas;) #solopr
- 6:05 pm **karensxim:** @PrProSanDiego Love the Eco Warrior pic! #solopr
- 6:05 pm **rajejan:** Not @ today's #solopr topics, but I'm a fan of NPC on FB, gr8 content. If you're near DC this looks good: <http://www.press.org/prsmart/>
- 6:05 pm **EaddyPerry:** @KellyeCrane thanks for the great chat, Kellye! would love to be on the #solopr list. #solopr
- 6:06 pm **KellyeCrane:** @luannsaid Touche! :-) #solopr
- 6:07 pm **CommAMMO:** @rajejan Has been an EDUCATION, that's 4 sure. thx for the tips! #solopr

- 6:08 pm **socialitestatus:** RT @luannsaid: #solopr Thanks for the advice, my friends. Such a great therapy session;)
- 6:09 pm **CommAMMO:** Hey, if you're into #internalcommunications, #icchat, hosted by @susancerulla, is 12 April at 1 eastern 12 central. Join us! #solopr
- 6:09 pm **PRProSanDiego:** @karensxim Jim is the kind of fun client we all hope for, and he SO gets it! Had to share. His 14-yr-old son did it! #soloPR
- 6:10 pm **PRProSanDiego:** Thanks to Kellye our fearless leader & the smart, engaged Tweeps on this #soloPR chat. It's more fun to share! #soloPR
- 6:11 pm **MichaelWillett:** RT @CommAMMO Hey, if you're into #internalcommunications, #icchat, hosted by @susancerulla, is 12 April at 1 ET. Join us! #solopr
- 6:13 pm **rajean:** Not sure about all the SM awards @KellyeCrane - but you get my vote for innovation. Thanks for #solopr here, linkedin, FB. I'm a fan.
- 6:16 pm **KellyeCrane:** Thanks for the kind words, @rajean and all the rest of you amazing #solopr pros!
- 6:20 pm **ScottHepburn:** Check out @kellyecrane's Twitter List of #solopr pros. <http://bit.ly/aLChEB> Are you conversing with these smart folks?
- 6:22 pm **KellyeCrane:** Follow the (still growing) list of savvy #solopr pros with one click: <http://tweepml.org/Solo-PR-Pros/>
- 6:22 pm **LeliaKate:** @KellyeCrane Not sure if I'm on the #solopr list - feel free to add! Enjoyed today's chat.
- 6:22 pm **rajean:** @APStylebook Thank you, thank-you, thx, TY for the tips :-)#solopr #jourchat #prsacolo If you don't follow, you should consider.
- 6:23 pm **CommAMMO:** @KellyeCrane I don't think I'm on the list, K - please? Merci. #solopr
- 6:25 pm **EddyPerry:** RT @KellyeCrane: Follow the (still growing) list of savvy #solopr pros with one click: <http://tweepml.org/Solo-PR-Pros/>
- 6:29 pm **CommAMMO:** btw, @susancerulla is host of #icchat: "Leadership and Leadership Behaviors" is topic on 4/12 at 1 p.m. ET. Join us! #solopr
- 6:30 pm **KellyeCrane:** @LeliaKate @CommAMMO @revolutionPR @KeeyanaHall @IndigoSevenPR Thanks, all - you should be on the #solopr Twitter list now.
- 6:30 pm **RebeccaAmes:** Hot! RT @MichaelWillett: @CommAMMO if ur into #internalcommunications, #icchat, hosted by @susancerulla is 12 April @ 1 ET. Join us! #solopr
- 6:33 pm **GreenLeafBBQ:** @KellyeCrane Sorry for jumping in, not a #solopr pro, but a biz guy that relies ONLY on SM and loves to learn more about it.
- 6:38 pm **GreenLeafBBQ:** @KellyeCrane Thankyou! Have a great Wednesday. I'll be more regular - fun group to read. (#solopr)
- 6:43 pm **rajean:** The best clients are the PAYING kind @PRProSanDiego - BUT, the ideal clients are smart, fun, willing to laugh & sign the checks ;-) #solopr
- 8:37 pm **spinspun:** Who will I see later this month in Palm Springs? #solopr <http://69.16.236.86/meetinginfo.php?id=2>
- 10:13 pm **REVOLUTIONpr:** biggest PRpet peeve: journalists who REFUSE to respond to 1 email. even two letters: "no" would be sufficient. #fml #rant #solopr #pr20chat
- 11:24 pm **GreenLeafBBQ:** @REVOLUTIONpr Don't worry, old school "Journalists" are part of a dying breed. #fml #rant #solopr #pr20chat
- 11:56 pm **Mikinzie:** Freelance Survival Skills (via Fast Company Magazine) #solopr <http://bit.ly/dieNz9>