



Transcript from June 16, 2010 to June 16, 2010

All times are Pacific Time

June 16, 2010

- 1:09 am **amynolanapr:** Wonder if I'll be able to sleep tonight. Excited about meeting with big potential client tomorrow! #SoloPR
- 2:38 am **SaraLanePR:** @amynolanapr Good luck! #solopr
- 11:51 am **amynolanapr:** @SaraLanePR Thank you! #solopr
- 1:09 pm **KellyeCrane:** Does absence make the heart grow fonder? #solopr chat is back today! 1-2pm ET- let's hope the Twitter gods cooperate this time.
- 1:12 pm **bonnieupright:** YAY! I can participate! RT @KellyeCrane: Does absence make heart grow fonder? #solopr chat is back today! 1-2pm ET!
- 1:33 pm **OnlinePRNews:** Great chat if you can make it ---> RT @KellyeCrane: Does absence make the heart grow fonder? #solopr chat is back today! 1-2pm ET
- 1:58 pm **krisTK:** Looking forward to a desk-bound day. Highlight will be #solopr chat at noon CT. Join us if you freelance or consult.
- 1:59 pm **amynolanapr:** RT @krisTK: Looking forward to a desk-bound day. Highlight will be #solopr chat at noon CT. Join us if you freelance or consult.
- 2:01 pm **KellyeCrane:** @bonnieupright @OnlinePRNews @krisTK @amynolanapr Great! Excited to see you all on the chat today. #solopr
- 2:06 pm **rmpapag:** RT @KellyeCrane: Does absence make the heart grow fonder? #solopr chat is back today! 1-2pm ET- let's hope the Twitter cooperate this time.
- 2:29 pm **jenbalios:** Please RT@KellyeCrane PR/Mkt. Pros in DC, VA & MD: Thoth Award Entries Due Friday, June 18. <http://bit.ly/STtd5> #solopr
- 2:41 pm **KellyeCrane:** RT @jenbalios: PR/Mkt. Pros in DC, VA & MD: Thoth Award Entries Due Friday, June 18. <http://bit.ly/STtd5> #solopr
- 3:37 pm **KellyeCrane:** Can you become a #solopr pro, even in these tough times? Yes! Like @prtini - <http://bit.ly/c3rbRt>
- 3:41 pm **LauraScholz:** Congrats, Heather! RT @KellyeCrane: Can you become a #solopr pro, even in these tough times? Yes! Like @prtini - <http://bit.ly/c3rbRt>
- 3:59 pm **mdbarber:** RT @KellyeCrane: Does absence make the heart grow fonder? #solopr chat is back today! 1-2pm ET- let's hope the Twitter gods cooperate this time.
- 4:48 pm **krisTK:** lurking in #prstudchat while preparing for #solopr
- 4:49 pm **marisaablack:** Me too! But I'll possibly miss #solopr @krisTK lurking in #prstudchat while preparing for #solopr
- 4:53 pm **PRville:** WOOT! RT @KellyeCrane: Does absence make the heart grow fonder? #solopr chat is back today! 1-2pm ET!
- 5:00 pm **KellyeCrane:** It'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
- 5:01 pm **KellyeCrane:** Glad to resume biz as usual! If you're joining, please introduce yourself, and remember to hashtag your tweets with #solopr
- 5:01 pm **KatTayls:** Still doing #soloPR counseling, but also newly strategically aligned with a marketing/ad/design firm. Glad the chat is back on this week!
- 5:02 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
- 5:02 pm **KellyeCrane:** Also, if you haveQs you'd like us to discuss, please @me without the hashtag (or DM), and we'll add them to the list #solopr

- 5:02 pm **FabBrownGirl:** So happy to see the chat back! Pumped!! #solopr
- 5:02 pm **janetfalk:** JanetLFalk in NYC met Peter Shankman of HARO at panel on Social Media for law firms last night #solopr
- 5:03 pm **KellyeCrane:** I'm the moderator, based in Atlanta, 20 yrs PR, 15 yrs as an independent consultant, author of the blog: <http://soloprpro.com/> #solopr
- 5:03 pm **karensxim:** Good Afternoon! Karen Swim here from Michigan, delighted to to joining! #solopr
- 5:03 pm **rmpapag:** Looking at joining #solopr but work calls keeping me busy.
- 5:03 pm **KellyeCrane:** @KatTayls That sounds like a nice arrangement, Kat. Good for you! #solopr
- 5:03 pm **karensxim:** Ha! So excited I made a typo! #solopr
- 5:03 pm **mdbarber:** Good morning from Anchorage. 10 years as indy counselor; 30+ as PR pro. Hope you're all doing well. #solopr
- 5:03 pm **jenmitch:** #solopr practitioner from San Diego. 2 years solo. Hey everyone! Glad to be able to make one of these.
- 5:04 pm **amynolanapr:** Greetings from Baton Rouge. APR with 15 yrs experience, 9 months as #SoloPR. Will enjoy chat while prepping for pitch meeting later today.
- 5:04 pm **KellyeCrane:** Welcome everyone - new, old, and lurking. :-) #solopr
- 5:04 pm **bonnieupright:** Hi! I'm in Jax, APR, Indy for nearly 3 years, work w/pro athletes, non-profits and small biz. Previous life was sportswriter. #solopr
- 5:04 pm **dconconi:** RT @KellyeCrane: time for this weeks #soloPR chat 4 indie pros in PR and related fields (and those who want 2 learn more about it). #solopr
- 5:04 pm **fawnkey:** @KellyeCrane Hi Kelly! Marty from Kansas City here...marketing, social media, PR, personal branding, etc. Always a fun chat here! #solopr
- 5:05 pm **trishlambert:** Hi y'all! Here in Austin TX, 30+ yr mktg/pr vet (gulp), 5yrs into 2nd round as solo & will never go back to the cubicle! #solopr
- 5:05 pm **SoloDovePR:** Hi everyone #solopr from NJ entertainment PR
- 5:05 pm **dconconi:** happy #solopr day from Toronto - 6 months in biz here, 11 years in the DC area from '88 - '99. Glad 2 b back in biz! #solopr
- 5:06 pm **KellyeCrane:** Excellent group assembling today (as always) for the chat - hello all! #solopr
- 5:06 pm **jillvan:** Hi all...Jill from Columbus here. Crazy busy but will try to chime into #solopr chat as much as possible.
- 5:06 pm **karensxim:** @trishlambert Hey mamacita! :-) #solopr
- 5:06 pm **amynolanapr:** Me either!! RT @trishlambert: Will never go back to the cubicle! #solopr
- 5:06 pm **PRAMITASEN:** Hi. Pramita from Fargo, ND. Marketing &Sales Assc in financial Indus. #soloPR
- 5:06 pm **mdbarber:** What a great group today. Welcome to everyone. #solopr
- 5:07 pm **KellyeCrane:** Q1: When in between projects and working to gain new business, what are the best practices for that? #solopr
- 5:07 pm **jillvan:** Definitely! RT @KellyeCrane: Excellent group assembling today (as always) for the chat - hello all! #solopr
- 5:07 pm **karensxim:** RT @KellyeCrane: Q1: When in between projects and working to gain new business, what are the best practices for that? #solopr
- 5:07 pm **trishlambert:** @karensxim Hey there!!! Sittin' in my Wifi cafe trying to get a paper written...getting drowsy! Countin on this hour to energize me! #solopr
- 5:07 pm **makasha:** Hi. Makasha Dorsey, The Dorsey Group - Montgomery, AL #solopr
- 5:07 pm **PRPiper:** Hi all - Jumping in from SWFLorida (where are beaches are still beautiful!) 20plus yr professional-five as a #solopr
- 5:07 pm **dconconi:** RT @KellyeCrane: Q1: When in between projects and working to gain new business, what are the best practices for that? #solopr
- 5:07 pm **krisTK:** After six years consulting, I'd respond to a job offer with a "why not retain me instead?" No cubicles or commutes for me. #solopr

- 5:07 pm **trishlambert:** RT @KellyeCrane: Q1: When in between projects and working to gain new business, what are the best practices for that? #solopr
- 5:08 pm **karensxim:** Q1: Business development should never be on backburner, build in to every single week #solopr
- 5:08 pm **jillvan:** RT @KellyeCrane: Q1: When in between projects and working to gain new business, what are the best practices for that? #solopr
- 5:08 pm **KellyeCrane:** RT @karensxim: Q1: Business development should never be on backburner, build in to every single week #solopr
- 5:08 pm **PRjeff:** RT @karensxim: Q1: Business development should never be on backburner, build in to every single week #solopr
- 5:08 pm **KatTayls:** indeed! RT @PRPiper Hi all - Jumping in from SWFLorida (where are beaches are still beautiful!!) 20plus yr professional-five as a #solopr
- 5:08 pm **dconconi:** RT @krisTK: After six years consulting, Id respond 2 a job offer with "why not retain me instead?" No cubicles or commutes for me. #solopr
- 5:08 pm **KatTayls:** RT @KellyeCrane: Q1: When in between projects and working to gain new business, what are the best practices for that? #solopr
- 5:08 pm **trishlambert:** Q1: Not xactly answering, but marketing needs to be ongoing, continuous. Very difficult to get biz by turning mktg on & off. #solopr
- 5:09 pm **KellyeCrane:** Q1: A good rule of thumb is that no one client should ever be more than 50% of your business. #solopr
- 5:09 pm **karensxim:** Q1: you can always figure out how to get work done but your primary role is developing biz #solopr
- 5:09 pm **mdbarber:** Q1: Agree biz devel shouldn't be back burner but can use "down time" to write up success stories and edit capabilities #solopr
- 5:09 pm **karensxim:** RT @KellyeCrane: Q1: A good rule of thumb is that no one client should ever be more than 50% of your business. (Agree!) #solopr
- 5:09 pm **mdbarber:** Q1: Agree biz devel shouldn't be back burner but can use "down time" to write up success stories and edit capabilities. #solopr
- 5:09 pm **trishlambert:** I was writing the same thing, u beat me to the tweet! RT @karensxim: Q1: Bus dev should never be on backburner,build in every week #solopr
- 5:10 pm **dbmc:** RT @KellyeCrane: Q1: A good rule of thumb is that no one client should ever be more than 50% of your business. #solopr
- 5:10 pm **PRjeff:** Q1: I've found trade shows are a great place to network for clients. #solopr
- 5:10 pm **karensxim:** RT @mdbarber: Q1: Agree biz devel shouldnt be back burner but can use "down time" to write up success stories and edit capabilities #solopr
- 5:10 pm **krisTK:** Q1: is question about making most of down time between projects or biz development? #solopr
- 5:10 pm **amynolanapr:** Q1. I find #solopr biz to be feast or famine cycle. Fortunately, I'm moving away from famine. Use off time for prof. dev., learn new skills.
- 5:10 pm **KellyeCrane:** Great idea! RT @mdbarber: Q1: ...use "down time" to write up success stories and edit capabilities. #solopr
- 5:10 pm **dconconi:** Q1 definitely need to make the pipeline a priority - beef up on and offline networking in between paying gigs #solopr
- 5:10 pm **janetfalk:** Self-promotional email to those who best appreciate the work just completed #solopr
- 5:10 pm **trishlambert:** Yes! Even better: 30% RT @KellyeCrane: Q1: A good rule of thumb is that no 1 client should ever be more than 50% of your business. #solopr
- 5:10 pm **makasha:** Q1: Former clients are a great place to begin especially for referrals. #solopr
- 5:10 pm **KellyeCrane:** @krisTK How to do both. How can you use downtime to develop business? #solopr
- 5:11 pm **karensxim:** RT @krisTK: Q1: is question about making most of down time between projects or biz development? (My ? too) #solopr
- 5:11 pm **jillvan:** Q1: If I have downtime, I use it to work on marketing "materials" - website, SM profiles, reaching out to old contacts, etc. #solopr

- 5:11 pm **krisTK:** Q1: Down time means focus on me and my biz vs client needs: website, planning, lunches w referral sources #solopr
- 5:11 pm **karenskim:** RT @makasha: Q1: Former clients are a great place to begin especially for referrals. (Yes and existing as well) #solopr
- 5:11 pm **trishlambert:** Also to request testimonials, update site, etc RT @mndbarber:Q1:...use "down time" to write up success stories and edit capabilities. #solopr
- 5:11 pm **KellyeCrane:** Q1: One way to "do" marketing on an ongoing basis is to keep up w/your biz network. Use downtime to catchup w/folks. #solopr
- 5:12 pm **mndbarber:** RT @jillvan: Q1: If I have downtime, I use it to work on mktg "materials" - website, SM profiles, reaching out to old contacts. #solopr
- 5:12 pm **krisTK:** Q1: Down time also means I can do some pro bono work for non-profits I care about (and turn them into referral sources) #solopr
- 5:12 pm **PRAMITASEN:** Q1. Agreed!Busn dev. a& ongoing PR efforts r v. imp.But also try to not deviate from d set marketing plan yet practising flexibility #solopr
- 5:12 pm **karenskim:** Q1: You can also use down time to enhance your skills and service offerings #solopr
- 5:12 pm **jillvan:** RT @KellyeCrane: Q1: One way to "do" marketing on an ongoing basis is 2 keep up w/your biz network. Use downtime to catchup w/folks. #solopr
- 5:12 pm **annebentley:** Q1. Downtown to finally get my newsletter out to fill the pipeline! Hi everyone! #solopr
- 5:12 pm **KellyeCrane:** Yes, other events, too. RT @PRjeff: Q1: I've found trade shows are a great place to network for clients. #solopr
- 5:13 pm **jenmitch:** Q1: Downtime: I catch up on trade news, blog and actively look for prospects. And I try to enjoy some of the time with my dd. #solopr
- 5:13 pm **krisTK:** Q1: take time to write up case studies, document success stories #solopr
- 5:13 pm **millercan:** RT @KellyeCrane: Q1: A good rule of thumb is that no one client should ever be more than 50% of your business. #solopr
- 5:13 pm **annebentley:** Q1 - oops! Should say downtime! #solopr
- 5:13 pm **karenskim:** RT @krisTK: Q1: Down time means focus on me&my biz vs client needs(I call that a weekend!) :-) #solopr
- 5:13 pm **trishlambert:** Q1: Downtime also good for strategic biz review; look at results vs plan, evaluate marketing/other activities, correct if needed #solopr
- 5:13 pm **youplusmeCEO:** lurking as I finish up some project work #solopr - big launch this week!
- 5:13 pm **alisonlaw:** Yes, always keep running inventory of successes. RT @krisTK: Q1: take time to write up case studies, document success stories #solopr
- 5:14 pm **rmpapag:** Q1 Downtime? What is that? #solopr
- 5:14 pm **SoloDovePR:** RT @KellyeCrane: Q1: A good rule of thumb is that no one client should ever be more than 50% of your business. #solopr
- 5:14 pm **krisTK:** Q1: Downtime: reading, learning -- on the patio, by the pool, on our oil-free MS beaches #solopr
- 5:14 pm **FabBrownGirl:** As someone who is looking for their first clients, how and where do you begin? Tips? Best practices? #solopr
- 5:14 pm **3hatscomm:** lurking mode today, finishing some projects and blog post #solopr
- 5:14 pm **KellyeCrane:** Good for you! RT @rmpapag: Q1 Downtime? What is that? #solopr
- 5:14 pm **trishlambert:** Q1: Oh gosh...y'all are giving me a "to do" list!!!! Great input! #solopr
- 5:15 pm **karenskim:** RT @rmpapag: Q1 Downtime? What is that? (Rof!! If you discover secret, pls share!) #solopr
- 5:15 pm **KellyeCrane:** Q1: A good skill to aquire is to see downtime coming before it arrives. *That*s* the best time to do some mktg. #solopr
- 5:15 pm **trishlambert:** Yes, pls bottle it.I'll buy a case!RT @karenskim: RT @rmpapag: Q1 Downtime? What is that? (Rof!! If you discover secret, pls share!) #solopr

- 5:15 pm **fawnkey:** @PRjeff I believe we're the only males on the #solopr chat today. We're outnumbered!
- 5:15 pm **waxgirl333:** @3HatsComm I love lurking. :) #solopr
- 5:15 pm **jillvan:** Seriously! RT @trishlambert: Q1: Oh gosh...y'all are giving me a "to do" list!!!! Great input! #solopr
- 5:15 pm **OnlinePRNews:** Jumping in to read & chat for a bit....Hi everyone! #solopr
- 5:15 pm **davispr:** Hello everyone - I'm an independent PR pro from South Carolina celebrating my 6th year in business next month. #solopr
- 5:16 pm **makasha:** @FabBrownGirl Begin with the end in mind. Locate the kind of client you want, evaluate their pr/mkting efforts, and ... #solopr
- 5:16 pm **karensxim:** @fawnkey @PRJeff you're surrounded by love :-) #solopr
- 5:16 pm **mdbarber:** @davispr Hi Kelly. Great to see you here. #solopr
- 5:16 pm **FabBrownGirl:** RT @PRjeff: Q1: Ive found trade shows are a great place to network for clients.< Great idea! #solopr
- 5:16 pm **trishlambert:** No no! You are LUCKY!! grin RT @fawnkey: @PRjeff I believe were the only males on the #solopr chat today. Were outnumbered! #solopr
- 5:16 pm **KellyeCrane:** @FabBrownGirl Make sure everyone you know and have worked with is aware you're consulting now. Many overlook this simple step. #solopr
- 5:16 pm **KatTayls:** RT @KellyeCrane: Q1: A good rule of thumb is that no one client should ever be more than 50% of your business. #solopr
- 5:17 pm **makasha:** @FabBrownGirl then introduce yourself along with your analysis #solopr
- 5:17 pm **KellyeCrane:** RT @makasha: @FabBrownGirl Begin with the end in mind. Locate the kind of client you want, evaluate their pr/mkting efforts, and ... #solopr
- 5:17 pm **PRAMITASEN:** @FabBrownGirl Start going to networking events and establish personal connections, & then transition them to clients #solopr
- 5:17 pm **davispr:** Q1 - Downtime for me means focusing on strategic planning for my company, updating collateral/website, and increased pro-bono work. #solopr
- 5:17 pm **KellyeCrane:** @davispr Congrats on that upcoming milestone! #solopr
- 5:17 pm **fawnkey:** @trishlambert @karensxim I'm not sayin' being outnumbered is a BAD thing! :-) #solopr
- 5:18 pm **KellyeCrane:** Welcome to all just joining. Question #2 coming up shortly. #solopr
- 5:18 pm **davispr:** RT @KellyeCrane: Q1: A good rule of thumb is that no one client should ever be more than 50% of your business. #solopr
- 5:18 pm **SoloDovePR:** RT @alisonlaw: Yes, always keep running inventory of successes. RT @krisTK: Q1: take time to write up case studies, document success stories #solopr
- 5:18 pm **amynolanapr:** RT @KellyeCrane Make sure everyone you know and have worked with is aware you're consulting now. Many overlook this simple step. #solopr
- 5:18 pm **jenmitch:** @KellyeCrane @makasha @fabbrowngirl Past coworkers are your best evangelists. Agreed. #solopr
- 5:18 pm **FabBrownGirl:** RT @krisTK: Q1: take time to write up case studies, document success stories < yes! #solopr
- 5:18 pm **karensxim:** @FabBrownGirl I'm fond of making target lists of ideal clients & using that to springboard efforts to discover inside contacts #solopr
- 5:19 pm **karensxim:** RT @jenmitch: @KellyeCrane @makasha @fabbrowngirl Past coworkers are your best evangelists. Agreed. (Very true) #solopr
- 5:19 pm **KellyeCrane:** RT @jenmitch: Past coworkers are your best evangelists. #solopr
- 5:19 pm **dconconi:** happy past clients too!!RT @jenmitch: @KellyeCrane @makasha @fabbrowngirl Past coworkers are your best evangelists. Agreed. #solopr
- 5:19 pm **davispr:** @mdbarber Thanks Mary! Glad to be here. #solopr
- 5:19 pm **amynolanapr:** @KellyeCrane Agree with reconnecting. Today's pitch is for past colleague. Just happened to give card last month. Didn't know I was #solopr.

- 5:19 pm **makasha:** RT @jenmitch: @KellyeCrane @makasha @fabbrowngirl Past coworkers are your best evangelists. Agreed. #solopr (YES)
- 5:20 pm **KellyeCrane:** Oh yes! RT @dconconi: happy past clients too!!RT @jenmitch: Past coworkers are your best evangelists. Agreed. #solopr
- 5:20 pm **krisTK:** Don't wait until slow business turns into no business. Keep in touch with potential clients, referral sources #solopr
- 5:20 pm **karenskim:** @FabBrownGirl if you're light on success stories get involved with a non-profit/charity & use efforts to document successes #solopr
- 5:20 pm **LeliaKate:** Q1: Regarding down time, I generally use any extra time to keep up a blog, network with potential clients and friends in Charlotte. #solopr
- 5:20 pm **jenmitch:** @dconconi Agreed! Good work = good referrals. #solopr
- 5:20 pm **youplusmeCEO:** @jenmitch @KellyeCrane @makasha @fabbrowngirl don't forget your fellow #solopr! had some great referrals
- 5:21 pm **KellyeCrane:** @amynolanapr That's great. You never know when someone will need services (or hear of someone who does). #solopr
- 5:21 pm **dconconi:** I have found ad agencies to be a great source of referrals 2 - helps them be more full service 2 their clients to have PR resources #solopr
- 5:21 pm **krisTK:** Former colleagues and PRSA peers: I liked them b4 I went solo and I love having them as clients #solopr
- 5:21 pm **mdbarber:** Very imp! RT @krisTK: Dont wait until slow business turns into no business. Keep in touch with potential clients, referral sources #solopr
- 5:21 pm **FabBrownGirl:** RT @KellyeCrane: @FabBrownGirl Make sure everyone you know and have worked with is aware youre consulting now. Many overlook this #solopr
- 5:21 pm **ValerieG07:** @KellyeCrane Hi! Valerie from TX. Graduated in Dec. Thinking of doing solo PR offering sm, other PR services. Good idea in economy? #solopr
- 5:21 pm **KellyeCrane:** This is why we missed Kristiel! :-) RT @krisTK: Don't wait until slow business turns into no business. #solopr
- 5:21 pm **makasha:** RT @youplusmeCEO: @jenmitch @KellyeCrane @makasha @fabbrowngirl don't forget your fellow #solopr! had some great referrals
- 5:21 pm **FabBrownGirl:** RT @makasha: @FabBrownGirl Begin with the end in mind. Locate the kind of client you want, evaluate their pr/mkting efforts, and ... #solopr
- 5:22 pm **jetsnow:** RT @KellyeCrane: @FabBrownGirl Make sure everyone you know and have worked with is aware youre consulting now. Many overlook this #solopr
- 5:22 pm **KellyeCrane:** Q2 is a follow-up from @ValerieG07: Graduated in Dec. Thinking of doing solo PR offering sm, other PR services. Good idea? #solopr
- 5:22 pm **makasha:** RT @karenskim @FabBrownGirl make target lists of ideal clients & use that to springboard efforts to discover inside contacts #solopr
- 5:22 pm **krisTK:** @KellyeCrane Ah, thanks. I did actually sing that while tweeting. #solopr
- 5:22 pm **alisonlaw:** How many are blogging? RT @LeliaKate: Q1: I generally use extra time to keep up a blog, network with potential clients & friends. #solopr
- 5:22 pm **ghidotti:** Entering awards good way to get this done! @ghidotti: RT@krisTK: Q1: take time to write up case studies, document success stories #solopr
- 5:22 pm **jetsnow:** RT @dconconi: have found ad agencies to be a great source of referrals - helps them be more full service 2 their clients to have PR #solopr
- 5:23 pm **karenskim:** @ValerieG07 Indies comprise 30% of the work force and trend expected to grow even after recession, great time to be in business! #solopr
- 5:23 pm **jenmitch:** @dconconi Agree. I have worked for a number of agencies. #solopr
- 5:23 pm **jetsnow:** RT @makasha: RT @karenskim @FabBrownGirl make target lists of ideal clients & use that to discover inside contacts #solopr
- 5:23 pm **FabBrownGirl:** RT @PRAMITASEN: @FabBrownGirl Start going to networking events and establish personal connections, & then transition them to clients #solopr
- 5:23 pm **krisTK:** @alisonlaw Blogging is on my list but others have said to have passion for it first. I havent felt "the call to blog" yet. #solopr

- 5:23 pm **amynolanapr:** Yes! Most of my work comes from agencies. RT @dconconi: I have found ad agencies to be a great source of referrals #solopr
- 5:23 pm **fawnkey:** @krisTK How could you NOT sing that! #solopr
- 5:23 pm **rmpapag:** Tried blogging in January but could not manage to keep up. Work obligations really needed my grey matter more #solopr
- 5:23 pm **jenmitch:** @alisonlaw I blog. Have gained a number of clients who liked what I wrote. Pitched them without even knowing it. #solopr
- 5:23 pm **mdbarber:** @ValerieG07 Look at what experience you have that would cause companies to hire you. If so, go for it but you likely need exp first. #solopr
- 5:23 pm **PRAMITASEN:** RT @KellyeCrane: RT @jenmitch: Past coworkers are your best evangelists. #solopr
- 5:24 pm **alisonlaw:** RT @karensim: @ValerieG07 Indies comprise 30% of work force & trend expected to grow ... great time to be in business! #solopr
- 5:24 pm **dconconi:** even the big PR firms need extra support now and then #solopr
- 5:24 pm **trishlambert:** @karensim Hey! Do you have ref matl for the 30% number? Would love to get some back up on that topic #solopr
- 5:24 pm **alisonlaw:** RT @jenmitch: @alisonlaw I blog. Have gained a number of clients who liked what I wrote. Pitched them without even knowing it. #solopr
- 5:24 pm **KellyeCrane:** RT @ghidotti: Entering awards good way to get this done! RT@krisTK: Q1: take time to write up case studies, document success stories #solopr
- 5:24 pm **janetfalk:** There's never a good time or a bad time. Jump in and no regrets. You can bail later. #solopr
- 5:24 pm **davispr:** I tell my clients that the best compliment they can pay me is to refer me to others. #solopr
- 5:25 pm **KellyeCrane:** RT Q2 is a follow-up from @ValerieG07: Graduated in Dec. Thinking of doing solo PR offering sm, other PR services. Good idea? #solopr
- 5:25 pm **karensim:** @trishlambert I do and will email it :-) #solopr
- 5:25 pm **KellyeCrane:** RT @janetfalk: There's never a good time or a bad time. Jump in and no regrets. You can bail later. #solopr
- 5:25 pm **mdbarber:** So true: RT @davispr: I tell my clients that the best compliment they can pay me is to refer me to others. #solopr
- 5:25 pm **jenmitch:** Q2: For new grads I would consider consulting for agencies. Less overhead for agency, experience for you. #win #solopr
- 5:25 pm **jetsnow:** Good advice - RT @janetfalk: There's never a good time or a bad time. Jump in and no regrets. You can bail later. #solopr
- 5:25 pm **krisTK:** Great mktg tool. RT @jenmitch: I blog. Have gained clients who liked what I wrote. Pitched them without even knowing it. #solopr
- 5:25 pm **dconconi:** I don't blog but thinking about starting - seems a good way to also bld awareness for clients - if done smartly #solopr
- 5:25 pm **karensim:** RT @davispr: I tell my clients that the best compliment they can pay me is to refer me to others. (Absolutely!) #solopr
- 5:25 pm **PRPiper:** Amen! RT @davispr: I tell my clients that the best compliment they can pay me is to refer me to others. #solopr
- 5:25 pm **rmpapag:** This is how my business grows RT @davispr: I tell my clients that the best compliment they can pay me is to refer me to others. #solopr
- 5:25 pm **jenmitch:** RT @mdbarber: So true: RT @davispr: I tell my clients that the best compliment they can pay me is to refer me to others. #solopr
- 5:25 pm **youplusmeCEO:** @KellyeCrane @ValerieG07 I would try to get some experience before heading into a #solopr career - try interning
- 5:26 pm **trishlambert:** @karensim Thanks!!! I like proof of our assertion that indies are a serious force in the mktplace! #solopr
- 5:26 pm **ValerieG07:** @alisonlaw Guess I'm just nervous to jump in there with limited experience #solopr. Any tips?

- 5:26 pm **mdbarber:** Q2 Personally think it's tough for grads w/o work experience to differentiate themselves. Need some hands on experience first. #solopr
- 5:26 pm **karenskim:** @trishlambert I'll do it after our writing hour :) #solopr
- 5:26 pm **KellyeCrane:** Q2: For a new grad, you will need to have had internships. Best route is to subcontract to other solos or agencies, so you can learn #solopr
- 5:27 pm **annebentley:** Q2. @valerie07 PR + SM = great. However, unless you've already done some in-house and agency work, you may miss the mentoring. #solopr
- 5:27 pm **3hatscomm:** ITA contacts, resources too RT @mdbarber: its tough for grads w/o work experience to differentiate themselves. Need experience first. #solopr
- 5:27 pm **mdbarber:** @ValerieG07 Think about whether you would hire you. If you wouldn't, get experience in your "weaker" areas first. Then jump in. #solopr
- 5:27 pm **alisonlaw:** @krisTK I love to write, but blogging is intimidating to me. I wonder sometimes what to say that hasn't been said. #solopr
- 5:27 pm **FabBrownGirl:** RT @mdbarber: So true: RT @davispr: I tell my clients that the best compliment they can pay me is to refer me to others.< I agree #solopr
- 5:27 pm **PRAMITASEN:** RT @davispr: I tell my clients that the best compliment they can pay me is to refer me to others. #solopr
- 5:27 pm **cgornpr:** Q2: You need experience. Highly recommend interning and or subcontracting. Experience will build your client base. #solopr
- 5:27 pm **ValerieG07:** @mdbarber Oh I hear ya and agree. I have exp. working w/nonprofits doing light PR but feel I need to build a stronger portfolio. #solopr.
- 5:28 pm **amynolanapr:** RT @KellyeCrane: Q2: You will need to have had internships. Best route is to sub to other solos or agencies, so you can learn #solopr
- 5:28 pm **trishlambert:** Agree...very tough w/o portfolio. RT @mdbarber: Q2 ...tough for grads w/o exp to differentiate. Need some hands on experience first. #solopr
- 5:28 pm **krisTK:** Q2: Can't imagine going straight to solo after college. On-the-job training and mentors have made a huge difference in my work. #solopr
- 5:28 pm **mdbarber:** RT @cgornpr: Q2: You need experience. Highly recommend interning and or subcontracting. Experience will build your client base. #solopr
- 5:28 pm **PRPiper:** Q2: Be prepared to work hard if you go "solo" . Work doesn't come knocking at your door, you have to knock on doors to get it. #solopr
- 5:28 pm **ValerieG07:** @mdbarber Thanks! I like that tip. Build up my weak points. #solopr
- 5:28 pm **karenskim:** @alisonlaw @krisTK everything has been said but not by you :) #solopr
- 5:28 pm **KatTayls:** RT @krisTK: Q2: Can't imagine going straight to solo after college. On-the-job training and mentors have made a huge difference in my work. #solopr
- 5:28 pm **mdbarber:** RT @krisTK: Q2: Cant imagine going straight to solo after college. OJT & mentors have made a huge difference in my work. #solopr
- 5:28 pm **makasha:** @alisonlaw you say what matters to you. I also encourage readers to follow my RSS feed b/c I blog only when I have something to say #solopr
- 5:29 pm **jenmitch:** Q2: Interning has always been a PR right of passage. Seems even more important today. #solopr
- 5:29 pm **jillvan:** Agreed. RT @mdbarber: Q2 Personally think it's tuff 4 grads w/o experience to differentiate themselves. Need some experience first. #solopr
- 5:29 pm **janetfalk:** Wish that doubt would give pause to others RT @krisTK I wonder sometimes what to say that hasn't been said. #solopr
- 5:29 pm **KellyeCrane:** @ValerieG07 Q2: Obviously, those starting out won't be doing the same work as those w/20 yrs of exp, but you can be a freelance AC #solopr
- 5:29 pm **PRAMITASEN:** As a recent grad myself...I know that it is really tough to venture out right away without any prior experience. Internships r best #solopr
- 5:29 pm **mdbarber:** Q2 -- Several of us have mentioned mentors too. Being involved in PRSA/IABC is a great source for mentors. Get involved. #solopr
- 5:29 pm **makasha:** RT @PRPiper: Q2: Be prepared to work hard if you go "solo" [hard, long hours] #solopr

- 5:29 pm **krisTK:** @alisonlaw PRSA IPA has a blog that could use more contributors. I think about contributing more than having my own. #solopr
- 5:29 pm **trishlambert:** Q2: Gritting teeth and working for others also helps build network....very important part of going solo. #solopr
- 5:29 pm **davispr:** Q2 - I agree that new grads should get real world experience working for others before going #solopr. Have to build the skills, network, etc
- 5:30 pm **dconconi:** Absolutely! RT @jenmitch: Q2: Interning has always been a PR right of passage. Seems even more important today. #solopr
- 5:30 pm **mdbarber:** RT @trishlambert: Q2: Gritting teeth and working for others also helps build network....very important part of going solo. #solopr
- 5:30 pm **PRAMITASEN:** RT @jenmitch: Q2: Interning has always been a PR right of passage. Seems even more important today. #solopr ~~VERY TRUE!
- 5:31 pm **ValerieG07:** @annebentley U r so right! My downfall right now is most places only want current students as interns. Would intern in a heartbeat! #solopr
- 5:31 pm **cgornpr:** Q2: A lot of non-profits offer great opportunities for younger professionals to gain a lot of experience. Built my exp. in house. #solopr
- 5:31 pm **youplusmeCEO:** @KellyeCrane most clients want to know what your track record is #solopr straight out of the gate would be difficult
- 5:31 pm **alisonlaw:** @makasha @karensxim You are right - your own voice is difference & to @krisTK's point, blog about something you're passionate about. #solopr
- 5:31 pm **bonnieupright:** In addition to interning, volunteer at a non-profit you love. Offer to help w/PR or special events committee. Great resources at np #solopr
- 5:31 pm **krisTK:** Q2: if full-time job is not available for new grad, then freelance work could help during job search -- \$\$, contacts, portfolio #solopr
- 5:31 pm **KellyeCrane:** @jspepper Are you seeing #solopr chat BS? If so, please weigh in!
- 5:31 pm **makasha:** Q2: If the new grad has built a network and interned I think finding a niche would garner great clientele #solopr
- 5:32 pm **michellechance:** RT @bonnieupright: In addition to interning, volunteer at a non-profit you love. Offer to help w/PR or special events committee. Great resources at np #solopr
- 5:32 pm **socialitestatus:** RT @karensxim: RT @davispr: I tell my clients that the best compliment they can pay me is to refer me to others. (Absolutely!) #solopr
- 5:32 pm **FabBrownGirl:** Before my ADD kicks in thanks @jetsnow @makasha @youplusmeCEO @dconconi @jenmitch @karensxim @KellyeCrane @PRAMITASEN for you help! #solopr
- 5:32 pm **ValerieG07:** @PRAMITASEN It is. So few places are hiring so maybe branching out solo is good. Still weighing options. More experience needed #solopr
- 5:32 pm **trishlambert:** Q2: Laugh, we r basically saying that we need to apprentice b4 setting up our own shops! Not a bad metaphor, helps keep perspective. #solopr
- 5:33 pm **makasha:** RT @michellechance: RT @bonnieupright volunteer at a non-profit you love. Offer to help w/PR or special events committee. #solopr
- 5:33 pm **KellyeCrane:** @youplusmeCEO Agree that less experienced #solopr pros would work as subs to others, not directly with clients. #solopr
- 5:33 pm **dconconi:** I subcontract appropriate work to recent grads, interns, PR pros with limited experience - I'm sure many other #soloprs do too #solopr
- 5:33 pm **KellyeCrane:** RT @bonnieupright: In addition to interning, volunteer at a non-profit you love. Offer to help w/PR or special events committee. #solopr
- 5:33 pm **trishlambert:** RT @KellyeCrane: @youplusmeCEO Agree that less experienced #solopr pros would work as subs to others, not directly with clients. #solopr
- 5:33 pm **PRPiper:** Q2: Agree w/ @mdbarber Professional networking critical when right out of school. Get involved w/ FPRA, PRSA, IABC, WIC, etc. #solopr
- 5:34 pm **ValerieG07:** @krisTK Yes! That's the angle I'm coming from. Few jobs= trying to find a way to get experience and \$\$ #solopr
- 5:34 pm **FabBrownGirl:** I have a follow up on subcontracting. I am intersted in becoming one to tackle more experience. What advice would you give to start? #solopr

- 5:35 pm **davispr:** @trishlambert All that gritting of teeth working for others is why I went #solopr! :) But learned valuable lessons that helped me build biz
- 5:35 pm **PRAMITASEN:** Great advice! @mdbarber Professional networking critical when right out of school. Get involved w/ FPRA, PRSA, IABC, WIC, etc. #solopr
- 5:35 pm **KellyeCrane:** Q3 asks for some general #pradvice: What's the best way to space out PR comms (like Press Release etc.) to have all yr. coverage? #solopr
- 5:35 pm **amynolanapr:** Q2: I'm sure any one of us on #solopr chat would be happy to be a mentor, too. I've had many in this group, and still rely on mentors.
- 5:35 pm **makasha:** @FabBrownGirl Local SBAs are great and networking with other professionals #solopr
- 5:36 pm **KatTayls:** RT @KellyeCrane: Q3 asks for some general #pradvice: What's the best way to space out PR comms (like Press Release etc.) to have all yr. coverage? #solopr
- 5:36 pm **ValerieG07:** @KellyeCrane I am on that right now! New nonprofit, so they r still figuring out where to start. Trying to help and get experience #solopr
- 5:36 pm **krisTK:** @ValerieG07 Perhaps "I know you don't have any openings but I'd love to help you get some back-burner projects off your list" #solopr
- 5:37 pm **PRAMITASEN:** @ValerieG07 Volunteering is a great idea, especially for non-profits. Also ask ur past profs if you can help them out on any project. #solopr
- 5:37 pm **karensxim:** RT @KellyeCrane: Q3 asks 4 gnrl #pradvice: Whats best way to space out PR comms (like Press Release etc.) to have all yr. coverage? #solopr
- 5:37 pm **janetfalk:** Q3 Look at the Calendar year and find tie-ins; then align with Ed Cals #solopr
- 5:37 pm **trishlambert:** I know! A necessary evil, wasnt it?RT @davispr: @trishlambert All that gritting of teeth working for others is why I went #solopr!:) #solopr
- 5:37 pm **ValerieG07:** @trishlambert Can you explain "as subs to others"? #solopr
- 5:37 pm **makasha:** Q1: Other than developing newsworthy information there is no best way other than your in house system and news contact needs #solopr
- 5:37 pm **FabBrownGirl:** There are interns and then there are SUPER interns.. I think the latter are more equipped to start their own solo career. #solopr
- 5:37 pm **annebentley:** Q3. Think about creating a seasonal / event calendar of pitches as a way to tie your client to timely news. #solopr
- 5:37 pm **mdbarber:** Q3 seems to depend on goals, targets, objectives and messages. Create a plan with measurable objectives. #solopr
- 5:37 pm **KellyeCrane:** RT @janetfalk: Q3 Look at the Calendar year and find tie-ins; then align with Ed Cals #solopr
- 5:37 pm **FabBrownGirl:** RT @makasha: @FabBrownGirl Local SBAs are great and networking with other professionals !! << Thanks! you are so right! #solopr
- 5:37 pm **karensxim:** Q3: for super new without budget for monthly, I've done quarterly or every two months #solopr
- 5:38 pm **KellyeCrane:** RT @mdbarber: Q3 seems to depend on goals, targets, objectives and messages. Create a plan with measurable objectives. #solopr
- 5:38 pm **krisTK:** @ValerieG07 Sub= subcontractor. Find consultant or agency who is over-loaded. They may need tactical support #solopr
- 5:38 pm **KatTayls:** Q3 Newsletters and blogs though are better if regular time intervals. #solopr
- 5:38 pm **karensxim:** RT @KellyeCrane: RT @janetfalk: Q3 Look at the Calendar year and find tie-ins; then align with Ed Cals #solopr
- 5:38 pm **trishlambert:** Surfe! Subcontract to other PR ppl to take on their overflowRT @ValerieG07: @trishlambert Can you explain "as subs to others"? #solopr
- 5:38 pm **makasha:** RT @karensxim: Q3: for super new without budget for monthly, Ive done quarterly or every two months (Using that strategy now) #solopr
- 5:39 pm **bonnieupright:** PLEASE have measurable objectives. RT @mdbarber: Q3 depends on goals, targets, objectives, messages. Create plan w/measurable obj. #solopr
- 5:39 pm **ValerieG07:** @PRAMITASEN Thanks 4 the tips! And yup, Im volunteering too. Plus have few ppl interested in basic PR/SM services. Slowly but surely #solopr

- 5:39 pm **3hatscomm:** RT @annebentley: Q3. Think about creating a seasonal / event calendar of pitches as a way to tie your client to timely news. #solopr
- 5:39 pm **KatTayls:** Q3: Aim for an ave of 1 a month or so press releases. going by a strict sched doesn't mean inc coverage if not newsworthy. #solopr
- 5:39 pm **KatTayls:** RT @bonnieupright: PLEASE have measurable objectives. RT @mdbarber: Q3 depends on goals, targets, objectives, messages. Create plan w/measurable obj. #solopr
- 5:39 pm **KellyeCrane:** Q3: If your client has product roll-outs, start there to develop the annual plan of activities. #solopr
- 5:39 pm **PRAMITASEN:** RT @annebentley: Q3.Think about creating a seasonal/event calendar of pitches as a way to tie your client to timely news. #solopr Gr8 advice
- 5:39 pm **davispr:** great idea! RT @krisTK: "I know you don't have any openings but I'd love to help you get some back-burner projects off your list" #solopr
- 5:39 pm **dconconi:** Q3: seasonal tie ins, long term strategy and repurposing for social media all help create content #solopr
- 5:39 pm **KellyeCrane:** RT @annebentley: Q3. Think about creating a seasonal / event calendar of pitches as a way to tie your client to timely news. #solopr
- 5:39 pm **ValerieG07:** @trishlambert Thanks for explaining! Now how would I approach that w/ other PR ppl? Seems tricky... #solopr
- 5:40 pm **alisonlaw:** RT @annebentley: Q3. Think about creating a seasonal / event calendar of pitches as a way to tie your client to timely news. #solopr
- 5:40 pm **PRAMITASEN:** @ValerieG07 Great! Good luck :) #solopr
- 5:40 pm **luannsaid:** Hi, everyone! (Finally made it.) Q3: Checking editorial calendars for seasonal opps can help. #solopr
- 5:40 pm **karensnim:** @ValerieG07 Not at all, one of best and fave clients is a PR agency #solopr
- 5:40 pm **FabBrownGirl:** @ValerieG07 if they only want students as interns try looking 4 volunteer post'ns instead. Title is interchangeable w/ similar exp. #solopr
- 5:40 pm **KellyeCrane:** Great - remember non-press rls avenues! RT @KatTayls: Q3 Newsletters and blogs though are better if regular time intervals. #solopr
- 5:41 pm **ValerieG07:** @davispr Wonderful idea! Love the verbage! Thanks you two! #solopr
- 5:41 pm **karensnim:** RT @KellyeCrane: Great - remember non-press rls avenues! RT @KatTayls: Q3 Newsletters and blogs (and contributed articles) #solopr
- 5:41 pm **trishlambert:** @ValerieG07 Off top of head, networking is good bet. Meetups, local associations, research local firms and send snail mail intro ltr #solopr
- 5:42 pm **bonnieupright:** Repurposing SM great idea RT @dconconi: Q3: seasonal tie ins, long term strategy & repurposing for social media help create content #solopr
- 5:42 pm **krisTK:** Q3: Find ways to contribute to a bigger story. Go beyond announcements to trends, tips, #solopr
- 5:42 pm **PRAMITASEN:** RT @KellyeCrane:Gr8-remember non-press rls avenues! RT @KatTayls:Q3 Newsletters & blogs though are better if regular time intervals. #solopr
- 5:42 pm **ValerieG07:** @FabBrownGirl Yes very good idea! Volunteering 4 one place right now and one more soon. Just hope they utilize me 4 PR related stuff #solopr
- 5:42 pm **luannsaid:** Actually, I do very few press releases anymore. Mostly pitches to specific publications. #solopr
- 5:42 pm **megmbosc:** She really is awesome! RT @davispr: I tell my clients that the best compliment they can pay me is to refer me to others. #solopr
- 5:42 pm **PRAMITASEN:** RT @luannsaid: Hi, everyone! (Finally made it.) Q3: Checking editorial calendars for seasonal opps can help. #solopr ~ Great Idea. Thanks!
- 5:42 pm **trishlambert:** I do a lot with white papers...loads of online/offline avenues for those. RT @KellyeCrane: Great - remember non-press rls avenues! #solopr
- 5:43 pm **ValerieG07:** @PRAMITASEN Thanks! Mind if I add you to my following list? Would be godo if I can send you ?s and what not #solopr
- 5:43 pm **deegospel:** joining late, sorry #solopr

- 5:43 pm **KellyeCrane:** Q3: Depending on your industry, contributed articles/posts can be a way to stay visible when there's no news. #solopr
- 5:43 pm **krisTK:** @ValerieG07 You can negotiate title. I've had volunteers, interns ask if they can call themselves "assistant" instead on resume #solopr
- 5:43 pm **bonnieupright:** Google Trends is good way to see what folks are talking about RT @krisTK: Q3: Go beyond announcements to trends, tips, #solopr
- 5:43 pm **karenskim:** @deegospel Hey Dee! :-) #solopr
- 5:43 pm **KellyeCrane:** RT @luannsaid: Actually, I do very few press releases anymore. Mostly pitches to specific publications. #solopr
- 5:44 pm **janetfalk:** Agreed. Client is a (re)source RT @luannsaid: Mostly pitches to specific publications. #solopr
- 5:44 pm **luannsaid:** For B2B clients--white papers & blog posts can become contributing articles for trade pubs easily. As often as budget allows. #solopr
- 5:44 pm **FabBrownGirl:** RT @krisTK: @ValerieG07 Sub= subcontractor. Find consultant or agency who's over-loaded. They may need tactical support #solopr
- 5:44 pm **KellyeCrane:** Yes! RT @krisTK: Q3: Find ways to contribute to a bigger story. Go beyond announcements to trends, tips, #solopr
- 5:44 pm **jillvan:** Q3: In btn announcements, try to do some proactive outreach to see how you can help your media contacts. #solopr
- 5:44 pm **PRAMITASEN:** RT @KellyeCrane: Q3: If your client has product roll-outs, start there to develop the annual plan of activities. #solopr ~ Sounds Great!
- 5:44 pm **ValerieG07:** @krisTK Very clever. Thanks for the advice. I see volunteering is going to be the best way to go b4 jumping into anything full time. #solopr
- 5:44 pm **deegospel:** RT @janetfalk: Q3 Look at the Calendar year and find tie-ins; then align with Ed Cals... #solopr
- 5:45 pm **krisTK:** Very smart. Need to use that more. RT @bonnieupright: Google Trends is good way to see what folks are talking about #solopr
- 5:45 pm **makasha:** RT @luannsaid: For B2B clients--white papers & blog posts can become contributing articles for trade pubs easily. #solopr
- 5:45 pm **deegospel:** @karenskim Hey, Karen :) #solopr
- 5:45 pm **JennaSnacks:** GOOD! RT @luannsaid: Actually, I do very few press releases anymore. Mostly pitches to specific publications. #solopr
- 5:45 pm **mdbarber:** @bonnieupright Always forget about Google Trends. Thanks for the reminder. It's a great source. #solopr
- 5:45 pm **dconconi:** proactively linking ur stories 2 current events, issues, stories in the news and creating speaking opps for clients helps in between #solopr
- 5:45 pm **trishlambert:** Right on! RT @luannsaid: ...white papers/blog posts can become contributing articles for trade pubs easily... #solopr
- 5:45 pm **bonnieupright:** As for news releases, I avoid writing. If I'm good, should be able to pick up phone & pitch. Anyone can email a release. And many do #solopr
- 5:45 pm **mdbarber:** Q3 -- Look at what you want to see and why. Then figure out how to spread those message through the year. #solopr
- 5:45 pm **KellyeCrane:** Great tip! RT @bonnieupright: Google Trends is good way to see what folks are talking about. #solopr
- 5:46 pm **KellyeCrane:** RT @jillvan: Q3: In btn announcements, try to do some proactive outreach to see how you can help your media contacts. #solopr
- 5:46 pm **ValerieG07:** @KellyeCrane Yes, Google Trends! AND Yahoo trends. Both are helpful. #solopr
- 5:46 pm **PRAMITASEN:** RT @bonnieupright:Google Trends is good way to see what folks are talking about RT @krisTK:Q3:Go beyond announcements to trends,tips #solopr
- 5:46 pm **alisonlaw:** RT @bonnieupright: As for news releases, I avoid writing. I should be able to pick up phone & pitch. Anyone can email a release. #solopr
- 5:47 pm **trishlambert:** Q3: Link client to community events and offer photo ops to media. Have just done that with a Houston client...great press. #solopr

- 5:47 pm **krisTK:** @ValerieG07 If they can't pay you, ask for letter of recommendation, reference. #solopr
- 5:47 pm **luannsaid:** Still haven't checked it out. Thnx for reminder! RT @bonnieupright: Google Trends is good way to see what folks are talking about. #solopr
- 5:47 pm **makasha:** RT @krisTK: @ValerieG07 If they cant pay you, ask for letter of recommendation, reference. #solopr
- 5:48 pm **davispr:** @ValerieG07 Volunteering or full-time job with nonprofit. Gotta make a living! :) #solopr
- 5:48 pm **ValerieG07:** @krisTK Even better! Thanks for all the advice. This is really helpful #solopr
- 5:48 pm **deegospel:** @bonnieupright true. i email alerting them that i will be calling and include snippet of release #solopr
- 5:48 pm **KellyeCrane:** Q4: How often do you like to see posts on your favorite blogs? Is there such a thing as too much content? #solopr
- 5:49 pm **karensxim:** RT @KellyeCrane: Q4: How often do you like to see posts on your favorite blogs? Is there such a thing as too much content? #solopr
- 5:49 pm **deegospel:** @luannsaid @bonnieupright Thanks for the reminder indeed. I think I need to create a checklist for myself, there are so any tools #solopr
- 5:49 pm **karensxim:** @KellyeCrane More than one post a day gets hard for me to keep up #solopr
- 5:49 pm **KellyeCrane:** RT @ValerieG07: @KellyeCrane Yes, Google Trends! AND Yahoo trends. Both are helpful. #solopr
- 5:49 pm **jillvan:** Q4: Love to see posts on my fave blogs often. I feel bummed when I don't see a new post for a few weeks. #solopr
- 5:50 pm **alisonlaw:** Need to sign off for today. Thanks @KellyeCrane for hosting today's tweetchat. Thanks everyone for your insights. #solopr
- 5:50 pm **deegospel:** @KellyeCrane if the content is relevant & well written, i don't tire. i tend to gravitate to blogs with heavy content #solopr
- 5:50 pm **FabBrownGirl:** @KellyeCrane Q4 They can update as much as they want as long as the alerts don't come to my inbox #solopr
- 5:50 pm **ValerieG07:** @davispr Really want 2 work in nonprofit but so hard 2 find job right now. Trying to b clever w/ ways 2 get experience & make \$ #solopr
- 5:50 pm **PRAMITASEN:** RT @trishlambert: Q3:Link client to community events & offer photo ops to media.Have just done that wid a Houston client..gr8 press. #solopr
- 5:50 pm **mdbarber:** Q4 I think relevant and "meaty" content is more important than frequency. With RSS and such we can scan to see if we want to read. #solopr
- 5:50 pm **krisTK:** @KellyeCrane I think weekly, perhaps 3x month is enough. If too often, I get tempted to just "mark all read" and move on. Guilt #solopr
- 5:50 pm **KatTayls:** RT @KellyeCrane: Q4: How often do you like to see posts on your favorite blogs? Is there such a thing as too much content? #solopr
- 5:50 pm **deegospel:** @alisonlaw bye, alison. :) #solopr
- 5:50 pm **trishlambert:** Q4: Honestly? Weekly. I subscribe to several daily blogs and don't read more than once/week. #solopr
- 5:50 pm **jspepper:** @KellyeCrane You know if I saw it on #solopr, I'd jump in for blood. That's how I got involved in #pr20chat. This was to students, so worse.
- 5:50 pm **makasha:** Q4: I don't have a preference if the content is timely, useful, and relevant #solopr
- 5:50 pm **KellyeCrane:** Ha! RT @FabBrownGirl: Q4 They can update as much as they want as long as the alerts don't come to my inbox #solopr
- 5:50 pm **rmpapag:** Q4 No such thing as too much, but ilf blogging simply to check off an item on the to do list, then I'm not intersted #solopr
- 5:50 pm **jillvan:** Q4: I love to share great content from great thinkers. #solopr
- 5:51 pm **KellyeCrane:** RT @jillvan: Q4: Love to see posts on my fave blogs often. I feel bummed when I don't see a new post for a few weeks. #solopr

- 5:51 pm **LeliaKate:** Q4: I like to see 2-3 posts per week for really good blogs. I haven't been able to blog that often, myself. I need to. #solopr
- 5:51 pm **3hatscomm:** @KellyeCrane Q4 not too much good content, but sadly not enough time to read it all #solopr
- 5:51 pm **dconconi:** Q4- weekly is manageable, more if content is good enough #solopr
- 5:51 pm **mdbarber:** Q4 Think we're all on info overload. Agree w @krisTK -- if I get too behind I just mark "all read." That doesn't help the blogger. #solopr
- 5:51 pm **socialitestatus:** I'm trying my hardest to follow along in #solopr chat, but I have work to do :(
- 5:51 pm **davispr:** Q4 - at least once daily. not constantly. Only so much time to read them. #solopr
- 5:52 pm **KatTayls:** Q4: For blogs, one a day is ok, but I'm also fine with once a week or month or so. I won't even read them after some point. #solopr
- 5:52 pm **KellyeCrane:** @jspepper We like to keep #solopr blood-free. But for you, we'd make an exception. :-)
- 5:52 pm **deegospel:** @FabBrownGirl: how would they come to your inbox without your permission? i receive a blog in my inbox & don't recall subscribing #solopr
- 5:52 pm **PRAMITASEN:** Q4. I love seeing comments. Provides an idea of the direction of the topic/conversation. I dont subscribe to be notified of comments. #solopr
- 5:52 pm **makasha:** RT @mdbarber: Q4 Think were all on info overload. <I agree> #solopr
- 5:52 pm **trishlambert:** Q4: I enjoy reading blog posts shared by my network, intros me to new ppl. Prefer that to following a few ppl w/a lot of blogging. #solopr
- 5:52 pm **krisTK:** Q4: now I'm scared to check my Reader. Work has been crazy and I've neglected it. #solopr
- 5:53 pm **fransteps:** Q4: blog frequency. Overwhelmed w/ reading lately. Need new strat to manage. #solopr.
- 5:53 pm **KellyeCrane:** RT @trishlambert: Q4: Honestly? Weekly. I subscribe to several daily blogs and don't read more than once/week. #solopr
- 5:53 pm **dconconi:** so true - imagine how our media contacts feel? RT @makasha: RT @mdbarber: Q4 Think were all on info overload. <I agree> #solopr
- 5:53 pm **luannsaid:** Q4: Can't keep up w/ blogs at all right now. RSS feed is so unloved. Only way I'll read a blog post is if someone tweets about it. #solopr
- 5:53 pm **mdbarber:** @krisTK Just mark it read. :-) It'll make you feel better. Start anew. #solopr
- 5:53 pm **krisTK:** @mdbarber I have so many books I want to read, that the list is becoming a book of its own. #solopr
- 5:53 pm **bonnieupright:** @krisTK I neglected mine too. Finally went through it yesterday. Deleted most without reading. Bad PR person, Bad! #solopr
- 5:54 pm **KellyeCrane:** Me too. RT @LeliaKate: Q4: I like to see 2-3 posts per week for really good blogs. I haven't been able to blog that often, myself. #solopr
- 5:54 pm **deegospel:** q4: i find in my niche a lot of content is copied, so i go to the initial source & subscribe, weeds out a lot #solopr
- 5:54 pm **FabBrownGirl:** @deegospel sometimes you join a list without knowing it. If that is the case unsubscribe! #solopr
- 5:54 pm **luannsaid:** @mdbarber: @krisTK Glad I'm not the only one who resorts to marking "all read" #solopr
- 5:55 pm **deegospel:** RT @krisTK: @mdbarber I have so many books I want to read, that the list is becoming a book of its own. #solopr
- 5:55 pm **krisTK:** Q4: if blog is updated too much, I may stop following it and just check in when I have "time" #solopr
- 5:55 pm **FabBrownGirl:** RT @deegospel: q4: i find in my niche a lot of content is copied, so i go to the initial source & subscribe, weeds out a lot #solopr
- 5:55 pm **makasha:** @dconconi I did not think of them ... guess I am delivering chocolate covered strawberries on Friday #solopr

- 5:55 pm **KellyeCrane:** Q4: I have unsubscribed from blogs that post too frequently. I like to listen to lots of voices, so 1-3 posts a wk from ea is good. #solopr
- 5:56 pm **trishlambert:** Q4: re: info overload...used to be a voracious reader,have been off books entirely for a while...too much info coming across screen! #solopr
- 5:56 pm **deegospel:** @FabBrownGirl i tried, but couldn't find the unsubscribe link. wondered if anyone else had that problem #solopr
- 5:56 pm **KellyeCrane:** RT @deegospel: @KellyeCrane if the content is relevant & well written, i don't tire. i tend to gravitate to blogs with heavy content #solopr
- 5:56 pm **amynolanapr:** I'm on info overload these days. I read blogs at random, if headline catches attn. Just trying to manage my "must do" list for now. #solopr
- 5:56 pm **ValerieG07:** @KellyeCrane Ppl blogging/tweeting frustrations w/ info overload on socialmedia sites. Thoughts? What should standard practice b? #solopr
- 5:56 pm **luannsaid:** @krisTK That's it! Publish a book called: Books I Would Read if I Had Time. Next in series: Blog Posts I Would Read If I Had Time #solopr
- 5:57 pm **deegospel:** @trishlambert q4 which makes my work as a literary pr so challenging now. great point. don't forget my novel releases next april ;) #solopr
- 5:57 pm **3hatscomm:** Same here. RT @trishlambert: Q4: re: info overload... have been off books entirely for a while...too much info coming across screen! #solopr
- 5:57 pm **dconconi:** No wonder you are successful! RT @makasha: @dconconi... guess I am delivering chocolate covered strawberries on Friday #solopr
- 5:57 pm **KellyeCrane:** @amynolanapr Good point - many just click from Twitter or Facebook when the mood/topic strikes. #solopr
- 5:58 pm **makasha:** re: info overload and books - i stopped reading and started listening to audio books. #solopr
- 5:58 pm **trishlambert:** @deegospel For you, I make an exception!!!! And if it's in audioformat, that's even better! Laugh #solopr
- 5:58 pm **krisTK:** @luannsaid I could blog what I think a book is about since I couldn't actually review it. Comments would say if I were right. #solopr
- 5:58 pm **KatTayls:** Q3: I don't mind blogs being very frequent, but I don't like when my subscription includes a ton of paid event pitches. #solopr
- 5:58 pm **amynolanapr:** Bye #solopr friends. Gotta run to potential client mtg now. Appreciate prayers, novenas, crossed fingers, voo-doo...whatever works!
- 5:58 pm **karensim:** @makasha I can't do audio books, highly visual hard to tune into voices #solopr
- 5:58 pm **deegospel:** @trishlambert it will be in audio and ebook (shameless promo) lol #solopr
- 5:58 pm **krisTK:** That's a great idea! RT @makasha: I stopped reading and started listening to audio books. #solopr
- 5:59 pm **deegospel:** @amynolanapr you got it :) #solopr
- 5:59 pm **trishlambert:** Me too! Actually, podcasts. RT @makasha: re: info overload and books - i stopped reading and started listening to audio books. #solopr
- 5:59 pm **krisTK:** @amynolanapr You got it. Good luck. #solopr
- 5:59 pm **davispr:** Ha!! RT @krisTK Publish a book called: Books I Would Read if I Had Time. Next in series: Blog Posts I Would Read If I Had Time #solopr
- 5:59 pm **makasha:** @dconconi my local clients get the strawberries. If they are not local I might send a book, turtles, or personalized stationary #solopr
- 5:59 pm **trishlambert:** Grin...and I'll participate in the shamlessness! RT @deegospel: @trishlambert it will be in audio and ebook (shameless promo) lol #solopr
- 5:59 pm **alisonlaw:** @mikepilarz Hi, Mike. It's not 1 or other proposition for me. Some people are responsive to e-mail, but phone works better for some. #solopr
- 5:59 pm **deegospel:** RT @krisTK Publish a book called: Books I Would Read if I Had Time. Next in series: Blog Posts I Would Read If I Had Time r #solopr
- 6:00 pm **karensim:** RT @krisTK Publish a book called: Books I Would Read if I Had Time. Next in series: Blog Posts I Would Read If I Had Time (ROFL) #solopr

6:00 pm **krisTK:** @makasha I've delivered blueberries before. Almost that time of year. #solopr

6:00 pm **KellyeCrane:** Could this hour have gone any faster? You guys are the best. Thanks for joining the #solopr chat!

6:00 pm **trishlambert:** @alisonlaw Hi Alison!!! Good to "see" you again! #solopr

6:00 pm **deegospel:** @alisonlaw you, too :) #solopr

6:00 pm **makasha:** @krisTK didn't think of blueberries. Great idea! #solopr

6:01 pm **deegospel:** @KellyeCrane thanks, Kellye for a fun chat, although i was super late #solopr

6:01 pm **PRAMITASEN:** @KellyeCrane Thanks for moderating this chat so well! #solopr

6:01 pm **trishlambert:** I smell book franchise! RT @krisTK Publish book called Books I Would Read if I Had Time. Next: Blog Posts I Would Read If I Had Time #solopr

6:01 pm **karensxim:** Thanks @KellyeCrane and fabulous solo community! This was exactly what I needed today! #solopr

6:01 pm **PRAMITASEN:** Thanks for a great chat everyone #solopr

6:01 pm **KellyeCrane:** If you're new, be sure to join the #SoloPR Pros LinkedIn group- bit.ly/Nf4sw - and Facebook - <http://bit.ly/aObcT3>

6:01 pm **LeliaKate:** Agreed! RT @karensxim: Thanks @KellyeCrane and fabulous solo community! This was exactly what I needed today! #solopr

6:02 pm **trishlambert:** Bye everyone...off to writing hour w/@karensxim! #solopr

6:02 pm **PRPiper:** Thx for hosting! RT @KellyeCrane: Could this hour have gone any faster? You guys are the best. Thanks for joining the #solopr chat!

6:02 pm **krisTK:** @luannsaid Explains so much. #solopr

6:02 pm **makasha:** I enjoyed myself this week. Great info to take away. Thanks! #solopr

6:02 pm **KellyeCrane:** @deegospel Better late than never, as they say. ;-) #solopr

6:02 pm **luannsaid:** Thank you @KellyeCrane -- sorry I was late. #solopr

6:02 pm **krisTK:** Me too. I've missed you all. RT @karensxim: Thanks @KellyeCrane and fabulous solo community! This was exactly what I needed today #solopr

6:02 pm **jillvan:** Thanks for the chat, all! See you next week. #solopr

6:02 pm **jpgombita:** @CommAMMO did you pooch on today's #solopr for #smchat, Sean?

6:02 pm **ValerieG07:** This was great and super helpful. Thanks for all the advice and tips PR pros! #solopr

6:02 pm **jillvan:** RT @KellyeCrane: If you're new, be sure to join the #SoloPR Pros LinkedIn group- bit.ly/Nf4sw - and Facebook - <http://bit.ly/aObcT3>

6:03 pm **krisTK:** Cheers to @KellyeCrane for today's great chat for #solopr. Highlight of my week.

6:03 pm **FabBrownGirl:** This chat was definitely up there! I'm looking to find mentors in this field. If u dont mind me as a twitter mentee, pls let me know #solopr

6:03 pm **KatTayls:** Some days are definitely like that! RT @karensxim ...fabulous solo community! This was exactly what I needed today! #solopr

6:03 pm **FabBrownGirl:** RT @makasha: I enjoyed myself this week. Great info to take away. Thanks! #solopr

6:03 pm **KellyeCrane:** And don't forget, we share info and discussions on the #solopr hashtag all week. Chats are each Wednesday, 1-2pm ET. Have a great week!

6:03 pm **krisTK:** @trishlambert maybe in my downtime? #solopr

6:04 pm **3hatscomm:** Heh This x 1,000! RT @karensxim @krisTK Publish a book: Books I'd Read if I Had Time. Next in series: Blogs I'd Read If I Had Time. #solopr

6:04 pm **davispr:** @kellyecrane Thanks for another great #solopr chat! Talk to you all next week.

6:04 pm **ValerieG07:** @KellyeCrane Thanks for moderating! You were fabulous! #solopr

6:04 pm **bonnieupright:** Thanks @kellyecrane! Great job once again! #solopr

- 6:05 pm **akenn:** @trishlambert @karenskim just curious..what is writing hour? (I was eavesdropping on #solopr today) #solopr
- 6:05 pm **jpgombita:** @CommAMMO your excuse(s) avoided my question re: #solopr...
- 6:05 pm **rapturepr:** Now to peek in on the #solopr chat - hate when I have to miss it :(
- 6:05 pm **ValerieG07:** RT @KellyeCrane And don't forget, we share info and discussions on the #solopr hashtag all week. Chats are each Wednesday, 1-2pm ET.
- 6:05 pm **trishlambert:** There you go!!! Laough!RT @krisTK: @trishlambert maybe in my downtime? #solopr
- 6:07 pm **dconconi:** Thanks to @kellyecrane and all the smart #soloprs for key learnings and some laughs #solopr
- 6:07 pm **publicremix:** RT @trishlambert: Q3: Link client to community events and offer photo ops to media. Have just done that with a Houston client...great press. #solopr
- 6:08 pm **FabBrownGirl:** This chat has definitely pumped me up for the day.. now on to more productivity #solopr
- 6:11 pm **ValerieG07:** Just participated in my first #solopr chat. Super informative! Everyone on the chat was helpful, really friendly. Will def return next week!
- 6:12 pm **KellyeCrane:** @ValerieG07 Thanks, Valerie - glad you enjoyed it! #solopr
- 6:13 pm **karenskim:** @akenn Every wk after #solopr we spend the next hour writing, it's an accountability check 2 keep us both moving on our books #solopr
- 6:15 pm **deegospel:** @luannsaid not sure, i think i may get outside help for my campaign. #solopr
- 6:16 pm **deegospel:** @mdbarber it's hard for me and it's what i do, but i believe with all the phone apps books will become step into the new world #solopr
- 6:16 pm **deegospel:** @KellyeCrane ;) #solopr
- 6:18 pm **KenWHarperII:** RT @bonnieupright: In addition to interning, volunteer at a non-profit you love. Offer to help w/PR or special events committee. Great resources at np #solopr
- 6:18 pm **ValerieG07:** Officially "liked" #solopr on #Facebook. Yay! Next step = #LinkedIn.
- 6:29 pm **brandingexpert:** @karenskim Jumping in: ALWAYS keep pitching new accounts, even when you're "busy". Keep the newbiz pipeline filled. #solopr
- 7:07 pm **dconconi:** Thnx 4 the supportive community of #solopr friends: @kellyecrane, @JenMitch, @jetsnow, @makasha, @bonnieupright, @FabBrownGirl, @amynolanpr
- 8:02 pm **MissSuccess:** #PRTwit: Know the difference between goals and objectives....strategy and tactics #PR #solopr
- 8:05 pm **SoloDovePR:** RT @MissSuccess: #PRTwit: Know the difference between goals and objectives....strategy and tactics #PR #solopr
- 8:24 pm **ValerieG07:** @PRAMITASEN Thanks for the well wishes. And congrats to you on being employed! Way to go! Thanks for the tips during the #solopr chat.
- 8:52 pm **akenn:** Reminder: tomorrow (Thurs, 6/17) is North Shore PR Coffee at Cummings Center in Beverly #PR #soloPR #BostonPR
- 9:20 pm **LScribner:** Sorry to miss #solopr 2 weeks in a row! Daughter's 8th grade graduation comes first:)