

smallbizchat: NOW! PR 101 Tips by @ElenaVerlee on Tonight's #SmallBizChat (8/11) 8p ET. Join us via Tweetgrid: <http://is.gd/dHQUP>

smallbizlady: #SmallBizChat

smallbizlady: Tonight?s #SmallBizChat (8/11 8-9pm) ET guest: @ElenaVerlee PR for Newbie Small Business great PR 101 Tips
<http://is.gd/dHQUP>

smallbizlady: This wed 8/11on #SmallBizChat 8-9pm ET @ElenaVerlee PR for Newbie Small Business great PR 101 Tips

MsBostwick: Oh goody! PR Talk on #smallbizchat tonight!

Ramon_DeLeon: RT @smallbizlady: Tonight?s #SmallBizChat (8/11 8-9pm) ET guest: @ElenaVerlee PR for Newbie Small Business great PR 101 Tips <http://is.gd/dHQUP>

smallbizlady: How to participate in #SmallBizChat: <http://bit.ly/S797e>; try our prepared @Tweetgrid to participate: <http://is.gd/dHQUP>

Execumama: I'm getting real-time search results at TweetGrid <http://tweetgrid.com/> #SmallBizChat

smallbizlady: Welcome to #SmallBizChat, a weekly conversation where emerging small business owners can get answers to their questions.

elenaverlee: hello everyone #smallbizchat

Execumama: #SmallBizChat

smallbizlady: Welcome to my co-host & social media PR pal @CathyWebSavvyPR & our virtual assistant @SoniaSchenker
#SmallBizChat

ProNetworkBuild: RT @smallbizlady: How to participate in #SmallBizChat: <http://bit.ly/S797e>; try our prepared @Tweetgrid to participate:
<http://is.gd/dHQUP>

karenglowacki: Hopping on #smallbizchat...

smallbizlady: Q: What's the focus of #Smallbizchat? A: To end small business failure by helping you succeed as your own boss
#SmallBizChat

elenaverlee: Hello everyone #SmallBizChat

elenaverlee: #SmallBizChat

smallbizlady: We put out a link to the transcript on @SmallBizChat tonight after the show; so don't worry if you miss a tweet or two.
#SmallBizChat

smallbizlady: The Last 5 minutes of the chat will be available for pitches or your 140 character commercials. So be ready. #SmallBizChat

PPRA: RT @smallbizlady: Tonight?s #SmallBizChat (8/11 8-9pm) ET guest: @ElenaVerlee PR for Newbie Small Business great PR 101 Tips <http://is.gd/dHQUP>

smallbizlady: A more detailed Q & A with our guest comes out on Thursdays on @Smallbizlady?s blog: <http://bit.ly/3x5Gm2>
#SmallBizChat

smallbizlady: NOW on #Smallbizchat @ElenaVerlee PR for Newbie Small Business great PR 101 Tips Join us: <http://is.gd/dHQUP>
#SmallBizChat

CathyWebSavvyPR: RT @smallbizlady: The Last 5 minutes of the chat will be avail 4 pitches or your 140 character commercials. So be ready #SmallBizChat
shashmc: Hi all! #SmallBizChat

CathyWebSavvyPR: RT @smallbizlady We put a link 2 the transcript on @SmallBizChat tonight after the show; so don't worry if U miss a tweet or 2 #SmallBizChat

EverydayUplift: If your not onto #SmallBizChat yet.... Let tonight be your first night....
smallbizlady: Our guest is @ElenaVerlee AKA "The Passionate Publicist" & a successful entrepreneur: <http://www.prinyourpajamas.com/> #SmallBizChat

Execumama: Greetings Tweeples! I'm looking forward to the #SmallBizChat tonight!
WriterChanelle: Evening all. Chanelle here #SmallBizChat
elenaverlee: So happy to have you join us tonight! #SmallBizChat

CathyWebSavvyPR: It looks like for the first ime in a while @tweetgrid's ceter grid is completely frozen - #SmallBizChat
smallbizlady: Q1: WHAT IS Public Relations? #SmallBizChat
WriterChanelle: RT @SmallBizLady: Q1: WHAT IS Public Relations? #SmallBizChat

CathyWebSavvyPR: Welcome 2 the chat: @WriterChanelle @Execumama @EverydayUplift: #SmallBizChat
elenaverlee: A1 Public Relations builds goodwill, awareness and credibility for your company, product or service #SmallBizChat

CathyWebSavvyPR: RT @smallbizlady: Q1: WHAT IS Public Relations? #SmallBizChat
elenaverlee: A1b The type of PR most people think of is publicity: coverage in a magazine, paper, TV, radio or online sites/blogs #SmallBizChat

TitleExaminer4u: RT @smallbizlady: Q1: WHAT IS Public Relations? #SmallBizChat
shashmc: Join us now forRT @smallbizlady: Tonight?s #SmallBizChat guest: @ElenaVerlee PR 4 Newbie Small Business gr8 PR 101 Tips <http://is.gd/dHQUP>
alexisgrant: Hey #SmallBizChat! I'm my own small biz, Socialexis. And I also help small businesses with #socialmedia. First time here.

CathyWebSavvyPR: @shashmc @PPRA: @karenglowacki: @Ramon_DeLeon: @MsBostwick #SmallBizChat
GLHancock: Q1 PR is also a prime means of damage control a la BP. #smallbizchat
elenaverlee: A1c Publicity is like getting free advertising, great for those with limited budgets #SmallBizChat

CathyWebSavvyPR: RT @elenaverlee A1b The type of PR most people think of is publicity-coverage in a mag, paper, TV, radio or online sites/blogs #SmallBizChat

CathyWebSavvyPR: RT @GLHancock: Q1 PR is also a prime means of damage control a la BP. #smallbizchat #SmallBizChat
CathyWebSavvyPR: A1: Publicity is finding creative ways to connect your story through another publication to reach a wider audience #SmallBizChat

Partyaficionado: RT @smallbizlady: Q1: WHAT IS Public Relations? #SmallBizChat
EverydayUplift: #EverydayUplift.com #SmallBizChat

corpnet: RT @elenaverlee The PR most people think of is publicity-cvg in a mag, paper, TV, radio or online sites/blogs #SmallBizChat

WriterChanelle: Thank you for the welcome! @CathyWebSavvyPR #SmallBizChat

dawngartin: RT @CathyWebSavvyPR: A1: Publicity is finding creative ways to connect your story through another publication to reach a wider audience #SmallBizChat

CathyWebSavvyPR: RT @elenaverlee: A1c Publicity is like getting free advertising, great for those with limited budgets #SmallBizChat

smallbizlady: Q2: HOW IS PR DIFFERENT FROM ADVERTISING? #SmallBizChat

FreakznGeekz: RT @smallbizlady: Q1: WHAT IS Public Relations? #SmallBizChat

elizabethgrace7: RT @smallbizlady: Tonight?s #SmallBizChat (8/11 8-9pm) ET guest: @ElenaVerlee PR for Newbie Small Business great PR 101 Tips <http://is.gd/dHQUP>

karenglowacki: 1 It's also a strategy (hopefully) for communicating key messages targeting audiences 2 help reach overall business objectives #smallbizchat

elenaverlee: A2 PR and advertising differ in terms of cost, control and credibility #SmallBizChat

ArielDeNeyPR: RT @smallbizlady: Q2: HOW IS PR DIFFERENT FROM ADVERTISING? #SmallBizChat

WriterChanelle: RT @elenaverlee A1b The type of PR most people think of is publicity-coverage in a mag, paper, TV, radio or online sites/blogs #SmallBizChat

WriterChanelle: RT @CathyWebSavvyPR: RT @GLHancock: Q1 PR is also a prime means of damage control a la BP. #smallbizchat #SmallBizChat

EverydayUplift: A1: PR: A mgmt function that establishees builds and maintains a mutually benficial relationship with an org and its public #SmallBizChat

elenaverlee: A2b Cost: Publicity can be free if you DIY, ads cost \$ every time you run it #SmallBizChat

CathyWebSavvyPR: @alexisgrant welcome to th chat also @Partyaficionado: @letlesliedoit: @Zuri_Eshe: @cupboards (nice 2 hace u back) #SmallBizChat

smallbizchat: NOW! PR 101 Tips on Tonight's #SmallBizChat w/ @ElenaVerlee (8/11) 8p ET. Join us via Tweetgrid: <http://is.gd/dHQUP> (or www.tweetchat.com)

GLHancock: Q2 You pay for advertising on the publisher's schedule/rate. You control your own PR budget. #smallbizchat

CathyWebSavvyPR: Tonight?s #SmallBizChat (8/11 8pm) ET guest: @ElenaVerlee PR for Newbie Small Business great PR 101 Tips <http://is.gd/dHQUP>

thewinningwoman: RT @CathyWebSavvyPR: RT @elenaverlee: A1c Publicity is like getting free advertising, great for those with limited budgets #SmallBizChat

elenaverlee: A2c Control: You know exactly what your ad will say and when it appears but it?s harder to control PR #SmallBizChat

WriterChanelle: RT @smallbizlady: Q2: HOW IS PR DIFFERENT FROM ADVERTISING? #SmallBizChat

WriterChanelle: RT @elenaverlee: A2 PR and advertising differ in terms of cost, control and credibility #SmallBizChat

CathyWebSavvyPR: A1 PR is getting the rt reporter/editor/blogger interested in telling his/her readers about yr useful/interesting/unique mssge #SmallBizChat

elenaverlee: A2d Credibility: PR is way more credible because a 3rd party is writing about you, we tend to ignore ads #SmallBizChat

CathyWebSavvyPR: RT @smallbizlady: Q2: HOW IS PR DIFFERENT FROM ADVERTISING? #SmallBizChat

CathyWebSavvyPR: RT @elenaverlee: A2 PR and advertising differ in terms of cost, control and credibility #SmallBizChat

ArielDeNeyPR: I'm getting real-time search results at TweetGrid <http://tweetgrid.com/> #SmallBizChat

spada_m5: RT @smallbizlady: Q1: WHAT IS Public Relations? #SmallBizChat

ArielDeNeyPR: PR is more than just a press release, it is the controlling and maintaining of a brand. #SmallBizChat

CathyWebSavvyPR: A2: there is a rule of thumb that editorial or publicity coverage is read/believed 5-10 x more than ads #SmallBizChat

GLHancock: PR can also be public events that you have more control over. #smallbizchat

sueyoungmedia: RT @CathyWebSavvyPR: PR is getting right reporter/blogr interested in telling his audience abt yr interesting/unique mssge #SmallBizChat

spada_m5: RT @smallbizlady: Q2: HOW IS PR DIFFERENT FROM ADVERTISING? #SmallBizChat

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spada_m5: RT @elenaverlee: A2b Cost: Publicity can be free if you DIY, ads cost \$ every time you run it #SmallBizChat

CathyWebSavvyPR: @spada_m5 @ArielDeNeyPR @hewinningwoman welcome ot our chat tanks for chiming in #SmallBizChat

smallbizlady: Q3: WHY BOTHER GETTING PUBLICITY? #SmallBizChat

CathyWebSavvyPR: RT @GLHancock: Q2 You pay for advertising on the publisher's schedule/rate. You control your own PR budget. #SmallBizChat

kdevito: RT @CathyWebSavvyPR: PR is getting right reporter/blogr interested in telling his audience abt yr interesting/unique mssge #SmallBizChat

CathyWebSavvyPR: RT @elenaverlee: A2c Control: You know exactly what your ad will say and when it appears but it?s harder to control PR #SmallBizChat

CathyWebSavvyPR: A2 PR differs from advertising - in that ads have upfront costs. PR is more about time & the rt story/pitch #SmallBizChat

elenaverlee: A3 Publicity is a way to establish leadership and reach markets who would otherwise never know about you #SmallBizChat

corpnet: @CathyWebSavvyPR "attract the influencers" as the SM guy Brian Solis says. #SmallBizChat

CathyWebSavvyPR: yeah! te cnetor of the @tweetgrid woke up!!! guest (& host?) showing in center #SmallBizChat

ArielDeNeyPR: RT @elenaverlee: A3 Publicity is a way to establish leadership and reach markets who would otherwise never know about you #SmallBizChat

elenaverlee: A3b Many opps can come as a result of getting media exposure, I?ve even sold my company for 6 figs using just PR #SmallBizChat

kdevito: RT @CathyWebSavvyPR: PR differs from advertising - in that ads have upfront costs. PR is more about time & the rt story/pitch #SmallBizChat

WriterChanelle: RT @MsBostwick: Q2-Advertsing you tell the public who you are. PR is controlled by public perception. #smallbizchat

CathyWebSavvyPR: @corpnet welcome to the chat - it'll be fu to see you here - is it next week? #SmallBizChat

GLHancock: Q3 Publicity is not always beneficial. Some businesses have greater credibility by staying out of the limelight. #smallbizchat

CathyWebSavvyPR: RT @smallbizlady: Q3: WHY BOTHER GETTING PUBLICITY? #SmallBizChat

CathyWebSavvyPR: A2 PR costs if you hire someone knowledgeable to do it - ads have design costs, time costs & cost money to run #SmallBizChat

WriterChanelle: @MsBostwick So then PR is swaying public perception? #smallbizchat

EverydayUplift: A2: I usually see Ads as offense and PR as defense ie recovering from negative press and the like #SmallBizChat

sharonmostyn: RT @CathyWebSavvyPR: A2 PR differs from advtg - in that ads have upfront costs. PR is more about time & the rt story/pitch #SmallBizChat

CathyWebSavvyPR: RT @GLHancock: Q3 Publicity is not always beneficial. Some biz have greater credibility by staying out of the limelight #SmallBizChat

TGIFriday: RT @CathyWebSavvyPR: RT @smallbizlady: Q2: HOW IS PR DIFFERENT FROM ADVERTISING? #SmallBizChat

corpnet: @CathyWebSavvyPR Yes, Melinda was kind enough to invite me on next week. #SmallBizChat

CathyWebSavvyPR: RT @WriterChanelle: @MsBostwick So then PR is swaying public perception? #smallbizchat #SmallBizChat

TGIFriday: RT @CathyWebSavvyPR: RT @elenaverlee: A2 PR and advertising differ in terms of cost, control and credibility #SmallBizChat

elenaverlee: A3c Here?s 50 reasons why bother getting Publicity <http://bit.ly/c2ezO1> #SmallBizChat

CathyWebSavvyPR: @WriterChanelle yes & know - at it's best it is about connecting with the public interested in your message # SmallBizChat

WriterChanelle: This is what PR strives for RT @corpnet: @CathyWebSavvyPR "attract the influencers" as the SM guy Brian Solis says. #SmallBizChat

CathyWebSavvyPR: RT @elenaverlee: A3c Here?s 50 reasons why bother getting Publicity <http://bit.ly/c2ezO1> #SmallBizChat

Execumama: RT @Partyaficionado: Advertising is what you say about you. PR is what others say about you. #smallbizchat #SmallBizChat

EverydayUplift: @SmallBizLady: A3 publicity comes whether we want it or not.... Its up to us to control the story being told about our biz #SmallBizChat

CathyWebSavvyPR: RT @Partyaficionado: Advertising is what you say about you. PR is what others say about you. #smallbizchat #SmallBizChat

corpnet: RT @elenaverlee: A3c Here?s 50 reasons why bother getting Publicity <http://bit.ly/c2ezO1> #SmallBizChat

GLHancock: PR can be unintended AND have unintended results. Advertising is deliberate. Results from ads ... not so much. #smallbizchat

WriterChanelle: RT @EverydayUplift: A2: I usually see Ads as offense and PR as defense ie recovering from negative press and the like #SmallBizChat

Execumama: RT @CathyWebSavvyPR: RT @elenaverlee: A3c Here?s 50 reasons why bother getting Publicity <http://bit.ly/c2ezO1> #SmallBizChat

SoniaSchenker: PR stunts can backfire, but was great exposure for the woman who "quit" her job using a dry erase board this week!
#smallbizchat

WriterChanelle: @EverydayUplift Seems employees can act as defense in crisis situations #SmallBizChat

ArielDeNeyPR: Publicity is key depending on the brand and the goal of the brand. However, nowadays all press helps a brand with being known #SmallBizChat

sharonmostyn: RT @sueyoungmedia: Your presence affects your prosperity. Must be proactive in PR-traditional and social media.
#smallbizchat

smallbizlady: @FeleciaElana PR is earned media you must have a good story in order to capture the interest of the reporter/media..
#SmallBizChat

CathyWebSavvyPR: @Partyaficionado if I had more time I'd work to rephrase that - Publicity is inly part of Or & usually cpny is involved kinda
#SmallBizChat

EverydayUplift: @WriterChanelle very true #SmallBizChat

yobyh: RT @GLHancock: PR can be unintended AND have unintended results. Advertising is deliberate. Results from ads ... not so much. #smallbizchat

CathyWebSavvyPR: RT @sharonmostyn: RT @sueyoungmedia: Your presence affects yr prosperity. Must be proactive in PR-traditional & social media #SmallBizChat

shashmc: I like your comparison! RT @Partyaficionado: Advertising is what you say about you. PR is what others say about you.
#smallbizchat

WriterChanelle: @CathyWebSavvyPR Oh ok. The public still decides how they feel but w/out the PR it would be....? #SmallBizChat

CathyWebSavvyPR: RT @FeleciaElana PR is earned media you must have a good story in order to capture the interest of the reporter/media
#SmallBizChat

smallbizlady: Q4: WHAT TYPE OF SMALL BUSINESS CAN BENEFIT FROM PUBLICITY? #SmallBizChat

chrisfield: A3 anytime other people are talking about your company or brand, it's a great thing. It means u are relavent & worth attention #smallbizchat

yobyh: RT @GLHancock: Q3 Publicity is not always beneficial. Some businesses have greater credibility by staying out of the limelight. #smallbizchat

smallbizlady: New Post: Got a book in you? My publisher, Adams Media announces contest 4 the next big biz book author
<http://bit.ly/a7v0AN> #SmallBizChat

CathyWebSavvyPR: RT @WriterChanelle: @Oh ok. The public still decides how they feel but w/out the PR it would be....? [story might not be there #SmallBizChat

EverydayUplift: @SmallBizLady Every kind #ThatIsAll lol #SmallBizChat

smallbizlady: How to participate in #SmallBizChat <http://bit.ly/S797e>

elenaverlee: A4 I've worked with moms, authors, service providers and even billion \$ tech companies. It's about standing out.
#SmallBizChat

smallbizlady: NOW 8p ET #SmallBizChat PR guru @ElenaVerlee PR for Newbie Small Business great PR 101 Tips <http://is.gd/dHQUP>

smallbizlady: For even more great content join the #Smallbizchat Linkedin group! <http://bit.ly/smallbizchatonlinkedin> #SmallBizChat

elenaverlee: A4b Everyone needs their business to be as visible as possible #SmallBizChat

sharonmostyn: Every type! RT @smallbizlady: Q4: WHAT TYPE OF SMALL BUSINESS CAN BENEFIT FROM PUBLICITY?
#SmallBizChat

CathyWebSavvyPR: @WriterChanelle PR is the actions you take to get your story out. A story a reporter wrote w/o contacting you is still astory
#SmallBizChat

sueyoungmedia: @yobyh @glhancock Disagree on staying out of limelight/benefits. IMHO #smallbizchat

WriteOnCreative: RT @elenaverlee: A4b Everyone needs their business to be as visible as possible #SmallBizChat

elenaverlee: Chicken Soup book authors did one media interview a day for a year and sold more than 90 million books #SmallBizChat

ANDYAPPLESEED1: RT @ArielDeNeyPR: Publicity is key depending on the brand and the goal of the brand. However, nowadays all press helps a brand with being known #SmallBizChat

EverydayUplift: NHot enough attention is paid to gettin out there and telling your story b4 you have to defend it #SmallBizChat

thewinningwoman: RT @CathyWebSavvyPR: RT @WriterChanelle: @Oh ok. The public still decides how they feel but w/out the PR it would be....? [story might not be there #SmallBizChat

sueyoungmedia: AMEN!!RT @sharonmostyn: Every type! RT @smallbizlady: Q4: WHAT TYPE OF SMALL BUSINESS CAN BENEFIT FROM PUBLICITY? #smallbizchat

CathyWebSavvyPR: @WriterChanelle PR is the art of connecting your biz/org/non-profit's message/.story/product with a larger audience
#SmallBizChat

CathyWebSavvyPR: RT @EverydayUplift: NHot enough attention is paid to gettin out there and telling your story b4 you have to defend it
#SmallBizChat

CathyWebSavvyPR: RT @elenaverlee: Chicken Soup book authors did one media interview a day for a year and sold more than 90 million books #SmallBizChat

GLHancock: @elenaverlee I am happy to stand behind my clients in the cheering section. Editor is not supposed to be known. No ads for me! #smallbizchat

CathyWebSavvyPR: RT @smallbizlady: Q4: WHAT TYPE OF SMALL BUSINESS CAN BENEFIT FROM PUBLICITY? #SmallBizChat

smallbizlady: RT @EverydayUplift: NHot enough attention is paid to gettin out there and telling your story b4 you have to defend it
#SmallBizChat

Partyaficionado: @CathyWebSavvyPR it took me a while to narrow it down to a tweet :) #smallbizchat

elenaverlee: A4d 90% of your biz success will be from marketing and promotion #SmallBizChat

kiboomu: RT @smallbizlady: How to participate in #SmallBizChat <http://bit.ly/S797e>

sueyoungmedia: PR/new from an ex-reporter: know what's newsworthy,elements of a good story, human factor, how it impacts PPL.
#smallbizchat

CathyWebSavvyPR: A4 almost all biz can benefit from PR - and it's daughter publicity. Have a plan, find yr story & find rt outlet #SmallBizChat

Execumama: RT @elenaverlee: Chicken Soup book authors did one media interview a day for a year and sold more than 90 million books #SmallBizChat

Mod_Mary: RT @kiboomu: RT @smallbizlady: How to participate in #SmallBizChat <http://bit.ly/S797e> #smallbizchat

CathyWebSavvyPR: @Partyaficionado I gave up - I'm supposed to be co-hosting here - but topic is near & dear to my heart & Biz #SmallBizChat

WriterChanelle: @CathyWebSavvyPR Ahhh....ok #SmallBizChat

sharonmostyn: RT @CathyWebSavvyPR: PR is art of connecting your biz/org/non-profit's msg/story/product w/ a larger audience #SmallBizChat

MsBostwick: Q4- All small biz can benefit from PR. #smallbizchat

CathyWebSavvyPR: RT @sueyoungmedia PR/new from an ex-reporter: know what's newsworthy, elements of a good story, human factor, how it impacts PPL #SmallBizChat

CathyWebSavvyPR: RT @elenaverlee: A4d 90% of your biz success will be from marketing and promotion #SmallBizChat

WriterChanelle: RT @CathyWebSavvyPR PR = actions you take to get your story out. A story a reporter wrote w/o contacting you is still a story #SmallBizChat

PPRA: Be sure to follow #SmallBizChat tonight! They're chatting about small business and #PR

smallbizlady: Q5: WHEN SHOULD A SMALL BUSINESS START USING PUBLICITY IN THEIR MARKETING EFFORTS? #SmallBizChat

WriterChanelle: RT @Partyaficionado: Advertising is what you say about you. PR is what others say about you. #smallbizchat

elenaverlee: A5 If you're an expert at something (and we all are), you can get started getting publicity now #SmallBizChat

smallbizlady: RT @PPRA: Be sure to follow #SmallBizChat tonight! They're chatting about small business and #PR

ArielDeNeyPR: RT @elenaverlee: Chicken Soup book authors did one media interview a day for a year and sold more than 90 million books #SmallBizChat

CathyWebSavvyPR: @Garyvee in his early days was doing well, then got a few publicity stories in major publications & ZOOM! #SmallBizChat

rocksteadyb: RT @elenaverlee: A4d 90% of your biz success will be from marketing and promotion #SmallBizChat

elenaverlee: A5b Media are looking for an interesting story 24/7. Tons of opportunity if you know where to look #SmallBizChat

GLHancock: Everybody knows how to be defensive. Knowing the difference between publicity and proactive PR can make a difference in your bottom line. #smallbizchat

ArielDeNeyPR: RT @elenaverlee: A4d 90% of your biz success will be from marketing and promotion #SmallBizChat

CathyWebSavvyPR: RT @smallbizlady: Q5: WHEN SHOULD A SMALL BUSINESS START USING PUBLICITY IN THEIR MARKETING EFFORTS? #SmallBizChat

CathyWebSavvyPR: RT @PPRA: Be sure to follow #SmallBizChat tonight! They're chatting about small business and #PR

GreenSoil: RT @CathyWebSavvyPR: A4 almost all biz can benefit from PR - and it's daughter publicity. Have a plan, find your story & find your outlet #SmallBizChat

corpnet: RT @Partyaficionado: Advertising is what you say about you. PR is what others say about you. #SmallBizChat

elenaverlee: A5c As soon as you start a company you should be announcing what big problem you are solving #SmallBizChat

EverydayUplift: @CathyWebSavvyPR You cant fight passion... Its a shame more of us cant wake up and pursue our passions daily #SmallBizChat

MsBostwick: Q5- Right away for your Grand Opening. #smallbizchat

CathyWebSavvyPR: @PPRA thanks for the RT! We're talking PR 101 for newbie small businesses (tho all can lern join in) #SmallBizChat

yobyh: RT @GLHancock: Everybody knows how to be defensive. Knowing the diff. bet. publicity and proactive PR can make a diff in your bottom line. #smallbizchat

deannatroupe: Hi! Sorry I'm late for today's chat! How is everyone! #smallbizchat

elenaverlee: A5d Authors should build a platform way before their book is published #SmallBizChat

WriteOnCreative: RT @elenaverlee: A5b Media are looking for an interesting story 24/7. Tons of opportunity if you know where to look #SmallBizChat

deannatroupe: RT @elenaverlee: A5c As soon as you start a company you should be announcing what big problem you are solving #smallbizchat

CathyWebSavvyPR: @EverydayUplift ;-) #SmallBizChat

CathyWebSavvyPR: RT @elenaverlee: A5d Authors should build a platform way before their book is published #SmallBizChat

KarenRedShoesPR: RT @CathyWebSavvyPR: A2: there is a rule of thumb that editorial or publicity coverage is read/believed 5-10 x more than ads #SmallBizChat

ArielDeNeyPR: PR is needed to get em, keep em and attract more! #SmallBizChat

deannatroupe: RT @smallbizlady: Q5: WHEN SHOULD A SMALL BUSINESS START USING PUBLICITY IN THEIR MARKETING EFFORTS? #smallbizchat

smallbizlady: RT @DefazPR: @SmallBizLady One you pay for, the other you pray for! #SmallBizChat

WriterChanelle: RT @GLHancock: PR can be unintended AND have unintended results. Advertising is deliberate. Results from ads ... not so much. #smallbizchat

corpnet: I like HARO (Help a Reporter) <http://www.helpareporter.com/> They publish "requested Sources" for stories everyday. #SmallBizChat

CathyWebSavvyPR: @yobyh @deannatroupe @WriteOnCreative: @Mod_Mary @GreenSoil: welcome to this week's chat! #SmallBizChat

Partyaficionado: Yes! RT @smallbizlady: RT @DefazPR: @SmallBizLady One you pay for, the other you pray for! #smallbizchat

CathyWebSavvyPR: RT @DefazPR: [I LIKE it!] #SmallBizChat

sueyoungmedia: deannatroupe RT @elenaverlee: Yes, position yourself as expert.Be the solution. Leads to being trusted news source #smallbizchat

CathyWebSavvyPR: #SmallBizChat

rosannatarsiero: RT @elenaverlee: A5c As soon as you start a company you should be announcing what big problem you are solving #SmallBizChat

smallbizlady: Q6: HOW MUCH DOES A TYPICAL PUBLICITY CAMPAIGN COST? #SmallBizChat

ArielDeNeyPR: PR should be in the start up! You must know WHO? WHAT? WHEN? WHY AND HOW? to reach your target audience and other audiences #SmallBizChat

Partyaficionado: RT @corpnet: I like HARO (Help a Reporter) <http://www.helpareporter.com/> They publish "requested Sources" for stories everyday. #SmallBizChat

LadyShiv: RT @ElenaVerlee: A3c Here?s 50 reasons why bother getting Publicity <http://bit.ly/c2ezO1> #SmallBizChat

elenaverlee: A6 PR agencies typically start around the \$3000 ? 5000 per month retainer. Consultants maybe half of that #SmallBizChat

CathyWebSavvyPR: @GLHancock yes, Small biz owners CAN do it themselves well - just don't piss of that reporter! :-) #SmallBizChat

corpnet: @Mod_Mary Thx 4 the RT :) #SmallBizChat

spada_m5: RT @smallbizlady: NOW 8p ET #SmallBizChat PR guru @ElenaVerlee PR for Newbie Small Business great PR 101 Tips <http://is.gd/dHQUP>

smallbizlady: A6 1500-5000 per month retainer depending on if you go with a solopreneur or a PR firm #SmallBizChat

CathyWebSavvyPR: RT @smallbizlady: Q6: HOW MUCH DOES A TYPICAL PUBLICITY CAMPAIGN COST? #SmallBizChat

elenaverlee: A6b Marketing needs to have a marathon mindset and not a sprint. It should be sustained to reap benefits #SmallBizChat

spada_m5: RT @elenaverlee: A4b Everyone needs their business to be as visible as possible #SmallBizChat

BeyondtheBrink: @DefazPr I like that #smallbizchat

katytafoya: Exactly what I tell my clients!! RT @ElenaVerlee: A4b Everyone needs their business to be as visible as possible #SmallBizChat

kat_taf: Exactly what I tell my clients!! RT @ElenaVerlee: A4b Everyone needs their business to be as visible as possible #SmallBizChat

CathyWebSavvyPR: RT @ArielDeNeyPR: PR shd be in start up! You must know WHO? WHAT? WHEN? WHY &HOW? 2reach your target audience & other auds #SmallBizChat

EverydayUplift: @rosannatarsiero: So true, you need to be able to tell ppl the prblm they may not know they have n how u can solve it #SmallBizChat

elenaverlee: A6c Small Biz owners should learn PR as they will use it over and over again and it?s \$\$\$ to outsource #SmallBizChat

CathyWebSavvyPR: @handshake20 welcome to our PR 101 chat tonight #SmallBizChat

spada_m5: RT @elenaverlee: A5b Media are looking for an interesting story 24/7. Tons of opportunity if you know where to look #SmallBizChat

CathyWebSavvyPR: RT @elenaverlee: A6 PR agencies typically start around the \$3000 ? 5000 per month retainer. Consultants maybe half of that #SmallBizChat

CathyWebSavvyPR: RT @smallbizlady: A6 1500-5000 per month retainer depending on if you go with a solopreneur or a PR firm #SmallBizChat

zerovacancygal: RT @LadyShiv: RT @ElenaVerlee: A3c Here?s 50 reasons why bother getting Publicity <http://bit.ly/c2ezO1> #SmallBizChat

corpnet: @elenaverlee Make sure your PR firm specializes in social and electronic media...unless you're a 'local only' biz. #SmallBizChat

shashmc: @corpnet I've also used HARO with some success. <http://bit.ly/9uYXgB> #SmallBizChat

sueyoungmedia: Tipsheets are hot: 7 ways to..../5 easy steps to...Address their pain- you are the pill to ease their problem=expert #smallbizchat

spada_m5: RT @corpnet: I like HARO (Help a Reporter) <http://www.helpareporter.com/> They publish "requested Sources" for stories everyday. #SmallBizChat

WriterChanelle: RT @corpnet: I like HARO (Help a Reporter) <http://bit.ly/cRrWCW>. They publish "requested Sources" for stories everyday. #SmallBizChat

CathyWebSavvyPR: A6Prices range w/ size & expertise of PR pro or firm. opreneurs can get started w/ a bit of coaching #SmallBizChat

smallbizlady: Bill Gates quote "If I only had two dollars left--I would spend one dollar on PR!" #SmallBizChat

GLHancock: Forget news releases. Think "events" to create buzz, which leads to pubs' interest. #smallbizchat

michelletrent: RT @smallbizlady: Bill Gates quote "If I only had two dollars left--I would spend one dollar on PR!" #SmallBizChat

CathyWebSavvyPR: RT @elenaverlee: A6b Marketing needs to have a marathon mindset, not a sprint. It should Bsustained2 reap benefits [AMEN] #SmallBizChat

WriterChanelle: @corpnet Agreed. I do wonder what happened to HAPPO (help a PR pro out) #SmallBizChat

BeyondtheBrink: RT @corpnet: I like HARO (Help a Reporter) <http://www.helpareporter.com/> They publish "requested Sources" for stories everyday. #SmallBizChat

corpnet: @shashmc me too...and it's such an long domain name...but they have a strong following. #SmallBizChat

PPRA: RT @CathyWebSavvyPR: RT @elenaverlee: A6 PR agencies typically start around the \$3000 ? 5000 per month retainer. Consultants maybe half of that #SmallBizChat

CathyWebSavvyPR: RT @sueyoungmedia: Look at your idea & how it affects public. Why shld someone care? Offer solutions 2 challenges & they will #SmallBizChat

ArielDeNeyPR: RT @smallbizlady: Bill Gates quote "If I only had two dollars left--I would spend one dollar on PR!" #SmallBizChat

GreenSoil: RT @CathyWebSavvyPR: A6Prices range w/ size & expertise of PR pro or firm. opreneurs can get started w/ a bit of coaching #SmallBizChat

CathyWebSavvyPR: RT @elenaverlee: A6c Small Biz owners shld learn PR as they will use it over and over again and it?s \$\$\$ to outsource #SmallBizChat

spada_m5: RT @GLHancock: Forget news releases. Think "events" to create buzz, which leads to pubs' interest. #smallbizchat

yayayarndiva: Yowsa! This microentrepreneur happy to find free resources for marketing via Successlink #WomenInitiative #SFBayArea #smallbizchat

smallbizlady: Do you like #Smallbizchat? Like us today on Facebook: <http://facebook.com/smallbizchat>. Follow @SmallBizChat on Twitter too! #SmallBizChat

CathyWebSavvyPR: RT @smallbizlady: Bill Gates quote "If I only had \$2 left--I would spend one dollar on PR!" #SmallBizChat

deannatroupe: RT @sueyoungmedia: Tipsheets are hot: 7 ways to..../5 easy steps to...Address their pain-u r pill to ease their problem=expert #smallbizchat

gstickle: RT @GLHancock: Getting negative publicity is much easier than positive. That's why proactive PR is so important for biz that needs it. #smallbizchat

smallbizlady: Q7: CAN SOMEONE WITHOUT EXPERIENCE REALLY DO THEIR OWN PR CAMPAIGN? #SmallBizChat
 EverydayUplift: My first mentor told me "Know what you are and know what you aint" if PR is in your aint pile then outsource.. \$\$ well spent #SmallBizChat
 Sab_1908: RT @spada_m5: gr8 point RT @Partyaficionado: Advertising is what you say about you. PR is what others say about you. #smallbizchat
 ArielDeNeyPR: RT @smallbizlady: A6 1500-5000 per month retainer depending on if you go with a solopreneur or a PR firm (YES!) #SmallBizChat
 gstickle: RT @GLHancock: Everybody knows how to be defensive. Knowing the diff. bet. publicity and proactive PR can make a diff in your bottom line. #smallbizchat
 CathyWebSavvyPR: RT @GLHancock: Forget news releases. Think "events" to create buzz, which leads to pubs' interest. [that's 1 way 2 wrk it] #SmallBizChat
 GLHancock: HARO serves the needs of anyone looking for an expert or looking to be known as an expert, a source or resource. #smallbizchat
 esills: Hello #smallbizchat,. From editor's perspective, @deannatroupe 's point is key: why should anyone care (about your story)?
 sueyoungmedia: RT @CathyWebSavvyPR: RT @smallbizlady: Fee to hire a pro: I have offer recession proof PR-1-5 hours http://bit.ly/90wMFV #smallbizchat
 BeyondtheBrink: RT @smallbizlady: Bill Gates quote "If I only had two dollars left--I would spend one dollar on PR!" #SmallBizChat
 CathyWebSavvyPR: RT @DesignStudio504: #BP being great example of what NOT 2 do RT @GLHancock:PR is also prime means of damage control a la #BP #SmallBizChat
 sharonmostyn: Local needs it too! RT @CorpNet: Make sure your PR firm specializes in social & electronic media...unless u r 'local only' biz #SmallBizChat
 BeyondtheBrink: RT @smallbizlady: Q7: CAN SOMEONE WITHOUT EXPERIENCE REALLY DO THEIR OWN PR CAMPAIGN? #SmallBizChat
 Sab_1908: RT @sueyoungmedia: @deannatroupe Look at your idea & how it affects public. Why should someone care? Offer solutions to challenges & they will. #smallbizchat
 smallbizlady: Do you like #Smallbizchat? Like us today on Facebook http://facebook.com/smallbizchat. Follow @SmallBizChat on Twitter too! #SmallBizChat
 WriterChanelle: RT @corpnet: @elenaverlee Make sure your PR firm specializes in social and electronic media...unless you're a 'local only' biz #SmallBizChat
 smallbizlady: If you know a small biz owner who could use some advice tell them to follow @ SmallBizChat and join us on Wed 8-9 ET #SmallBizChat
 CathyWebSavvyPR: RT @EverydayUplift My 1st mentor told me "Know what U are & what U aint" if PR is in yr aint pile then outsource. \$ well spent #SmallBizChat

Partyaficionado: RT @smallbizlady: Q7: CAN SOMEONE WITHOUT EXPERIENCE REALLY DO THEIR OWN PR CAMPAIGN? #smallbizchat

elenaverlee: A7 Most of my DIY clients have no previous experience and still get results. It?s about creating a good story! #SmallBizChat

SoniaSchenker: @esills agreed. Message has to be something that audience cares about, or folks will turn the proverbial page. #smallbizchat

zerovacancygal: RT @Partyaficionado: RT @smallbizlady: Q7: CAN SOMEONE WITHOUT EXPERIENCE REALLY DO THEIR OWN PR CAMPAIGN? #smallbizchat #SmallBizChat

WriterChanelle: RT @spada_m5: RT @GLHancock: Forget news releases. Think "events" to create buzz, which leads to pubs' interest. #smallbizchat

elenaverlee: A7b Check out the one about kitty litter getting on national mags and TV (LOL) that should inspire you <http://bit.ly/cm7ST> #SmallBizChat

smallbizlady: A7 If you can read you can do your own PR. #SmallBizChat

JewelJonesPR: "@smallbizlady: Bill Gates quote "If I only had \$2 left--I would spend one dollar on PR!" #SmallBizChat"

WriterChanelle: RT @smallbizlady: Q7: CAN SOMEONE WITHOUT EXPERIENCE REALLY DO THEIR OWN PR CAMPAIGN? #SmallBizChat

CathyWebSavvyPR: @handshake20 thanks #SmallBizChat

studiobpr: RT @ArielDeNeyPR: PR is needed to get em, keep em and attract more! #SmallBizChat (PR is more than publicity)

corpnet: RT @smallbizlady: If you can read you can do your own PR. #SmallBizChat

elenaverlee: A7b There IS a system to getting publicity ? once you understand the steps you?ll see you?ve been missing out #SmallBizChat

GLHancock: Q7 Sure! Do it well? Effectively? Get positive results? Unlikely unless lucky! #smallbizchat

butterflylost: RT @GLHancock: HARO serves the needs of anyone looking for an expert or looking to be known as an expert, a source or resource #smallbizchat

ArielDeNeyPR: RT @elenaverlee: A6c Small Biz owners should learn PR as they will use it over and over again and it?s \$\$\$ to outsource #SmallBizChat

CathyWebSavvyPR: @smallbizlady I disagree - if you can WRITE and SPEAK you can do yr own PR #SmallBizChat

smallbizlady: Q8: DO I NEED TO WRITE A PRESS RELEASE TO GET PUBLICITY? #SmallBizChat

WriterChanelle: RT @elenaverlee A7 Most of my DIY clients have no previous experience and still get results. It?s about creating a good story! #SmallBizChat

sueyoungmedia: RT @smallbizlady: A7 If you can read you can do your own PR/Sorry Disagree. Pitching is an art, must know media mindset. #smallbizchat

EverydayUplift: @GLHancock Q7 im with you on that one...lol #SmallBizChat

LadyShiv: RT @KueDenise: #SmallBizChat

ChaChanna: RT @butterflylost: RT @GLHancock: HARO serves the needs of anyone looking for an expert or looking to be known as an expert, a source or resource #smallbizchat

CathyWebSavvyPR: RT @elenaverlee: A7b Check out the 1about kitty litter getting on nt'l mags & TV (LOL) that shd inspire Uhttp://bit.ly/cmx7ST #SmallBizChat

CathyWebSavvyPR: Q7: CAN SOMEONE WITHOUT EXPERIENCE REALLY DO THEIR OWN PR CAMPAIGN? #SmallBizChat

sueyoungmedia: @CathyWebSavvyPR YES!! Write and speak- best way to build your biz. I did 10 yrs ago :)) #smallbizchat

ArielDeNeyPR: Yes, @studiobpr That is where IMC comes into play! PR is more than just a press release and media contacts #SmallBizChat

ArielDeNeyPR: RT @smallbizlady: Q8: DO I NEED TO WRITE A PRESS RELEASE TO GET PUBLICITY? #SmallBizChat

WriterChanelle: RT @corpnet: RT @smallbizlady: If you can read you can do your own PR. #SmallBizChat

Mod_Mary: @sueyoungmedia blog? #smallbizchat

corpnet: @JewelJonesPR True. I know 2 developers, spent 500K on software dev and 10K on PR. They're out of biz now! #SmallBizChat

sueyoungmedia: RT @deannatroupe: RT @smallbizlady: Q11:Social Media- Avoid marketing silos. Must use multichannel integration. #smallbizchat

EverydayUplift: A11 I think we're all doing that right now.... #SmallBizChat

KyleMcShane: Q10: Most small biz owners are not PR experts. They specialize in running other aspects of their business #smallbizchat

CathyWebSavvyPR: A11 Social media is a great way to make media/reporter/blogger contacts for Pr #SmallBizChat

Tenacious_VA: A11 It can be a scary thing for a company to put their trust into someone who will promote them "online" via social media #smallbizchat

marshaegan: RT @wpbest1: RT @ElenaVerlee: A5b Media are looking for an interesting story 24/7. Tons of opportunity if you know where to look #SmallBizChat

SoniaSchenker: a10 Landed job as virtual assistant to @smallbizlady via this chat on twitter. A valuable channel for my biz #smallbizchat

elenaverlee: A11d check out www.mediaontwitter.com for a list of reporters too #SmallBizChat

WriterChanelle: @butterflylost Ooo....tell me :) #smallbizchat

sueyoungmedia: RT @CathyWebSavvyPR: A11 Social media is a great way to make media/reporter/blogger contacts for PR #smallbizchat

smallbizlady: Q12 HOW CAN A COMPANY INCREASE SALES USING PUBLICITY? #SmallBizChat

CathyWebSavvyPR: @amfunderburk1 welcome back to the chat. @KyleMcShane: @marshaegan Welcome (belated welcom @sharonmostyn:) #SmallBizChat

marshaegan: RT @sueyoungmedia: RT @deannatroupe: RT @smallbizlady: Q11:Social Media- Avoid marketing silos. Must use multichannel integration. #smallbizchat

WriterChanelle: RT @CorpNet: @WriterChanelle true. Google PPC is NOTHING like it used to be. so expensive with low ROI. #SmallBizChat

sueyoungmedia: @SoniaSchenker Nice!!! #smallbizchat

AddisonsCompass: RT @smallbizlady: A6 1500-5000 per month retainer depending on if you go with a solopreneur or a PR firm #SmallBizChat

CathyWebSavvyPR: RT @elenaverlee: A11d check out www.mediaontwitter.com for a list of reporters too #SmallBizChat

CathyWebSavvyPR: RT @smallbizlady: Q12 HOW CAN A COMPANY INCREASE SALES USING PUBLICITY? #SmallBizChat

Tenacious_VA: this past #blogchat was RT @CathyWebSavvyPR: A11 Social media is a great way to make media/reporter/blogger contacts for Pr #smallbizchat

deannatroupe: RT @SoniaSchenker: a10 Landed job as virtual assistant to @smallbizlady via this chat on twitter. A valuable channel 4 my biz #smallbizchat

Partyaficionado: RT @CathyWebSavvyPR: A11 Social media is a great way to make media/reporter/blogger contacts for Pr #smallbizchat

elenaverlee: A12 Yes, someone reading a story may go to your site directly to make a purchase #SmallBizChat

GLHancock: Put all the advice you see here into the perspective of your own business. It is not one size for all. Think about it first. #smallbizchat

zerovacancygal: Here's a resource RT @elenaverlee: A11d check out www.mediaontwitter.com for a list of reporters too #SmallBizChat

EverydayUplift: @SmallBizLdy A12 if your key public doesnt know you exist you cant possibly sell to them... #SmallBizChat

elenaverlee: A12b Or it may be indirect ? like a partnership request, consulting project or other investment #SmallBizChat

butterflylost: @WriterChanelle need a testimonial from all of the participants/guest speakers who've attended workshops for @PrettyWorldInc #smallbizchat

WriterChanelle: RT @smallbizlady: Q11: WHAT ABOUT USING SOCIAL MEDIA CHANNELS TO GET PUBLICITY? #SmallBizChat

ArielDeNeyPR: PR is an indirect method to drive sales. Unless its a IMC based campaign where PR is fused with advertising, marketing etc. #SmallBizChat

marshaegan: RT @EverydayUplift: @SmallBizLdy A12 if your key public doesnt know you exist you cant possibly sell to them... #SmallBizChat

Tenacious_VA: A12 Be original, be honest - Like the new #Dominoes campaigns #smallbizchat

elenaverlee: A12c PR should be integrated into your overall sales and marketing efforts to make the most impact #SmallBizChat

CathyWebSavvyPR: A1 #Socialmedia is a great way 2 get 2 know style/feel & blog posts/story ideas a reporter/blogger likes B4 U need it #SmallBizChat

nicoleraisch: Joining in late - my first #smallbizchat! Excited to see what everyone has to say. #smallbizchat

corpnet: @CathyWebSavvyPR regarding bloggers and influencers, I just acquired BlogMe.com, but I need THE idea/concept. thoughts? #SmallBizChat

sueyoungmedia: Are you the best kept secret? Time to let the cat out of the bag. That means PR, marketing, SM, networking #smallbizchat

WriterChanelle: RT @ArielDeNeyPR: Uisng social media channels is a part of IMC and it is called viral marketing. #SmallBizChat

toddysm: Hey guys, joining late and for the first time (ashamed) but where can I find the transcripts from the chat? #SmallBizChat

deannatroupe: @Tenacious_VA Yeah, but I already knew they had bad pizza! LOL #smallbizchat

CathyWebSavvyPR: RT @elenaverlee: A12c PR should be integrated into your overall sales and marketing efforts to make the most impact #SmallBizChat

sharonmostyn: @CathyWebSavvyPR Thanks, Cathy - it's been to long since I was able to join my pals at #SmallBizChat so I'm glad to be back!

elenaverlee: If you'd like a free email coaching course on PR, you can grab one here <http://bit.ly/bp1m3h> #SmallBizChat

CathyWebSavvyPR: @corpnet lwt's talk - I'm about to launch whydoweblog.com #SmallBizChat

smallbizlady: @elenaverlee If you'd like a free email coaching course on PR, sign up here <http://bit.ly/a4R3NP> #SmallBizChat

SoniaSchenker: @nicoleraisch We'll tweet transcript link for you to catch up at your leisure. Welcome! #smallbizchat

StrategicGen: A12 Think it is less about PUBLICITY and more about building relationships to grow sales. We have the technology to do so #SmallBizChat

jbint: Interior Thoughts: What in your opinion @CathyWebSavvyPR is a good balance if using both Traditional PR Firm & Social Media? #SmallBizChat

WriterChanelle: @ArielDeNeyPR That is what everyone wants (or fears) re: viral marketing #SmallBizChat

smallbizlady: Next week on #SmallBizChat 8/18 8-9pm ET @CorpNet Philip Aklap CEO How to select a small business lawyer

sueyoungmedia: @corpnet @cathywebsavvypr You need THE idea/concept? "Find what's missing" :) #smallbizchat

WriterChanelle: @butterflylost Ohh. Ok #smallbizchat

jbint: Interior Biz:#smallbizchat RT @esills Great Resources RT @CathyWebSavvyPR PRWeb,HARO...(Strategic & Savvy) @jbint loves all info! #design

sharonmostyn: RT @CathyWebSavvyPR A1 #Socialmedia is great way 2 get 2 know style blog posts/story ideas reporter/blogger likes B4 U need it #SmallBizChat

smallbizlady: Thanks to our guest@ElenaVerlee PR for Newbie Small Business great PR 101 Tips, info: <http://www.pryourpajamas.com/> #SmallBizChat

WriterChanelle: @butterflylost and pictures! #smallbizchat

nicoleraisch: RT @StrategicGen: A12 Think it is less about PUBLICITY and more about bldg rltshps to grow sales. We have the tech to do so #smallbizchat

CathyWebSavvyPR: A12 - Pr is for the long run - it raises awareness of yr org/cmpy/product - it CAN lead 2 sales - but manage expectns #SmallBizChat

smallbizlady: Roll call, who's on @Smallbizchat tonight? Give me your best 140-character commercial. #SmallBizChat

Mod_Mary: RT @CathyWebSavvyPR: @corpnet lwt's talk - Im about to launch whydoweblog.com #smallbizchat

Partyaficionado: RT @smallbizlady: Next week on #SmallBizChat 8/18 8-9pm ET @CorpNet Philip Aklap CEO How to select a small business lawyer #smallbizchat

CathyWebSavvyPR: @jbint Let' #SmallBizChat

smallbizlady: Become Your Own Boss Mastermind Group for Fall starts Sept 7th! Reserve your spot <http://ow.ly/2nu7b> #SmallBizChat

EverydayUplift: @corpnet dont have THE idea but blogging about helping bloggers is dead so you can X that out...lol #SmallBizChat

smallbizlady: If you found this interview helpful, join us on Wednesdays 8-9p ET follow @ SmallBizChat on Twitter for info. #SmallBizChat

CathyWebSavvyPR: @jbint let's chat in 5 mins - good question - ? #SmallBizChat

GLHancock: Learn to write right or let me get all up in your words and send you on the path to publishing success. #SmallBizChat

elenaverlee: A10c You can listen to a free LIVE class 8/24 with me <http://www.createfreepublicity.com/> #SmallBizChat

CathyWebSavvyPR: RT @smallbizlady: Roll call, who?s on @Smallbizchat tonight? Give me your best 140-character commercial. #SmallBizChat

SocMediaTulsa: #smtulsa RT @smallbizlady: Next week on #SmallBizChat 8/18 8-9pm ET @CorpNet Philip Aklap CEO How to select a small business lawyer

smallbizlady: Get a free chapter of @SmallBizlady's new book: Become Your Own Boss in 12 Months <http://bit.ly/asEger> #SmallBizChat

zerovacancygal: oh no time's up folks RT @smallbizlady: Roll call, who?s on @Smallbizchat tonight? Give me your best 140-character commercial. #SmallBizChat

CathyWebSavvyPR: RT @smallbizlady: Become Your Own Boss Mastermind Group for Fall starts Sept 7th! Reserve your spot <http://ow.ly/2nu7b> #SmallBizChat

kimpageluckie: I seem to be missing a fabulous #SmallBizChat :(Hello. Looking forward to reading back through the tweets.

SoniaSchenker: @sueyoungmedia I know! It's been an interesting 1-1/2 years for sure. #smallbizchat

candycoatedbags: RT @ElenaVerlee: A4d 90% of your biz success will be from marketing and promotion #SmallBizChat

shashmc: I'll have to check it out! RT @elenaverlee: A11d check out www.mediaontwitter.com for a list of reporters too #SmallBizChat

CathyWebSavvyPR: RT @smallbizlady: Next week on #SmallBizChat 8/18 8-9pm ET @CorpNet Philip Aklap CEO How to select a small business lawyer

smallbizlady: Thank you to @CathyWebSavvyPR our co-host and social media PR pal. #SmallBizChat

WriterChanelle: RT @elenaverlee: A12 Yes, someone reading a story may go to your site directly to make a purchase #SmallBizChat

amfunderburk1: Q12- Social media is definitely a great way to increase sales via publicity. Plus, it's free! #smallbizchat

smallbizlady: Thank you to virtual assistant Sonia @YourJobMyOffice, she'll get a link to the transcript out shortly on @ SmallBizChat #SmallBizChat

nicoleraisch: Me too @kimpageluckie! Do you know where we can get a transcript of the chat? #smallbizchat

CathyWebSavvyPR: @kimpageluckie there is a blog post on [ww.succeedasyourownboss.com](http://www.succeedasyourownboss.com) tomorrow & lk 4 link 2 transcript in a bit #SmallBizChat

smallbizlady: The focus on #Smallbizchat is to end small business failure by helping you succeed as your own boss. Transcript out soon... #SmallBizChat

elenaverlee: Cool RT @smallbizlady: Become Your Own Boss Mastermind Group for Fall starts Sept 7 <http://ow.ly/2nu7b> #SmallBizChat

EverydayUplift: EverydayUplift.com Everyday for Practical Actionable Steps and Life Lessons to Apply Everyday #SmallBizChat

CathyWebSavvyPR: @smallbizlady you are welcome - this chat was fun & fast! #SmallBizChat
 corpnet: RT @smallbizlady: Next week on #SmallBizChat 8/18 8-9pm ET @CorpNet Philip Akalp CEO How to select a small business lawyer

sueyoungmedia: I work w/biz/nonprofits to increase your visibility, credibility & revenues. News,PR, Soc Media, Blogging. 25 yrs. exp. #GIFB #smallbizchat

smallbizlady: Get a free chapter of @SmallBizlady's new book Become Your Own Boss in 12 Months <http://bit.ly/asEgeR> #SmallBizChat

GinaMaisano: @SmallBizLady I'm author of the new book 'Intimacy After Breast Cancer' and founder of No Surrender Breast Cancer Foundation #smallbizchat

GLHancock: RT @smallbizlady: Thank you to @CathyWebSavvyPR our co-host and social media PR pal || and guest @elenaverlee Girls Rock! #smallbizchat

deannatroupe: DeAnna Troupe, Social Media & Video Marketing Coach ~ <http://www.learnsmallbusiness.com/> ~ help integrate aud & vid in SM! #smallbizchat

SoniaSchenker: @smallbizlady That was fast. I'd better go unstuck my keys and get the transcript done. ;-) #smallbizchat
 corpnet: @EverydayUplift LOL...that helps...and I'm new to the whole blogging world. so thx. #SmallBizChat
 elenaverlee: Thanks for having me on tonight! So fun to meet you all! #SmallBizChat
 Mod_Mary: check out my blog. www.marysdogs.com a journey of one dog in search of a new home.no small biz. just a story to melt ur heart. #smallbizchat

Partyaficionado: I help companies develop social marketing strategies. Both online and Face2Face #smallbizchat

kimpageluckie: Can #smallbizchat leader answer por favor? RT @NicoleRaisch: Me too @kimpageluckie! Do you know where we can get a transcript of the chat?

DWesterberg: RT @sharonmostyn: @CathyWebSavvyPR #Socialmedia great way 2 get 2 know style blog/story ideas reporter/blogger likes B4 U need #SmallBizChat

MsBostwick: I help single moms transition from work to small business owners. #smallbizchat

StrategicGen: Increase Sales. Higher Client Retention Rates. New Income Streams. @StrategicGen Can Help <http://bit.ly/cZGaj8> #SmallBizChat

CathyWebSavvyPR: Pitch: Who R yr Fav bloggers; ones U lk forward 2. tag em #whydoweblog & I'll put em on intv list 4 new site #SmallBizChat

SocMediaTulsa: We're putting the Social Back in Social Media #smtulsa #smallbizchat

amfunderburk1: @kimpageluckie I missed basically the whole chat too! Looked like a great one! #smallbizchat
 aimfiremktg: A12 Use social media to find reporters & stories, link to your release or media coverage or promote an event. #SmallBizChat

SabforMktComm: @CathyWebSavvyPR #SmallBizChat hi I'm Jackson IMC Professional employment searching poised to tk an org to the (cont) <http://tl.gd/32mnms>

MCavacini: RT @ElenaVerlee: A6 PR agencies typically start around the \$3000 ? 5000 per month retainer. Consultants maybe half of that #SmallBizChat

katytafoya: looking forward to reading the transcript from #Smallbizchat loving what I read from @ElenaVerlee and @SmallBizLady

kat_taf: looking forward to reading the transcript from #Smallbizchat loving what I read from @ElenaVerlee and @SmallBizLady

SoniaSchenker: #pitch Sonia, high level virtual assistant to high energy entrepreneurs. Also @yourjobmyoffice + VA to #smallbizchat

WriterChanelle: Alrighty #SmallBizChat peeps I must move on to my chat. Lol. Thank you all for the conversation and great information tonight!

CathyWebSavvyPR: @kimpageluckie we will send out a link to the transcript on Melinda's site in about a half hr -follow @smallbizchat! #SmallBizChat

Mod_Mary: @CathyWebSavvyPR Thanks for that...cathy, I'll check it out! #smallbizchat

SingleMamaNYC: RT @MsBostwick: I help single moms transition from work to small business owners. #smallbizchat

esills: @amfunderburk1 Don't agree that social media is free as it takes resources to create strategy, execute and measure. #smallbizchat

smallbizlady: Next week 8/18 on #SmallBizChat 8-9pm ET @CorpNet Philip Akalp CEO How to select a small business lawyer

nicoleraisch: Thx! RT @ SoniaSchenker @nicoleraisch We'll tweet transcript link for you to catch up at your leisure. Welcome! #smallbizchat #smallbizchat

wpbest1: RT @SmallBizLady: A7 If you can read you can do your own PR. #SmallBizChat

CathyWebSavvyPR: @WriterChanelle I can't remember (embarrassed) which chat do you run? #SmallBizChat

esills: Thanks #smallbizchat. Always fun to stop in.

EverydayUplift: @corpnet: I got a few things in my pipeline that me help tho.... Shoot me an email (avail on my site) so we can talk more #SmallBizChat

candycoatedbags: @SmallBizLady My name is Stephanie and I own a small online handbag boutique called Candy Coated Bags. #smallbizchat

eventarchitect: RT @SmallBizLady: RT @DefazPR: @SmallBizLady One you pay for, the other you pray for! #SmallBizChat

ArielDeNeyPR: #whydoweblog Necole BITCHIE (Great for Entertainment) and Roland Martin #SmallBizChat

ErickaMedia: RT @smallbizlady: Next week 8/18 on #SmallBizChat 8-9pm ET @CorpNet Philip Akalp CEO How to select a small business lawyer

elenaverlee: Thanks for the great comments everyone. I appreciate you participating. #SmallBizChat

GLHancock: Find free articles on writing at A Writer's Edge (blog name too). <http://www.writers-edge.info/> #smallbizchat

Mod_Mary: If you like dogs... check out our chat on Monday nights 9:15 pm est #DogTalk #smallbizchat

ArielDeNeyPR: #whydoweblog <http://theprinthe-city.blogspot.com> #SmallBizChat

kimpageluckie: Any nightowls up for biz chats on my schedule? Say 9 MST, 10 MST, 12 EST. That's p.m. No? Didn't think so. :(#smallbizchat #momeochat

CathyWebSavvyPR: My #Whydoweblog site is not up yet, just setting it up & lining up interviews etc. plan video, audio & blog posts! #SmallBizChat

Mod_Mary: @elenaverlee Thanks! #smallbizchat

sueyoungmedia: Learn PR/Social Media Branding- Ragan's PRDaily-free excellent resource <http://www.prdaily.com/> #smallbizchat

CathyWebSavvyPR: RT @Mod_Mary: If you like dogs... check out our chat on Monday nights 9:15 pm est #DogTalk #smallbizchat #SmallBizChat

WriterChanelle: I run an intergenerational chat called #GenYChat. We're discussing this week's Hot Topics. (starting...right about...now) #smallbizchat

butterflylost: @WriterChanelle I have pictures of workshops! Woohoo! #smallbizchat

nicoleraisch: Excited to read the tweets from this chat over later! Thanks everyone. I'll make sure to tune in on time for the next chat! #smallbizchat

ArielDeNeyPR: Ariel Rainey, Chicago Publicist/IMC Specialist Owner of Ella A.L.L.E Communications Group #SmallBizChat

kimpageluckie: RT @CathyWebSavvyPR: @kimpageluckie link to the transcript on Melinda's site in about a half hr -follow @smallbizchat! #SmallBizChat

CathyWebSavvyPR: RT @sueyoungmedia: Learn PR/Social Media Branding- Ragan's PRDaily-free excellent resource <http://www.prdaily.com/> #SmallBizChat

MediaStrut: RT @sueyoungmedia: Learn PR/Social Media Branding- Ragan's PRDaily-free excellent resource <http://www.prdaily.com/> #smallbizchat

Sab_1908: @esills it is free but it takes savvy & the ability to want to know more and drive a brand to success! #SmallBizChat

CathyWebSavvyPR: RT @elenaverlee: Thanks for the great comments everyone. I appreciate you participating #SmallBizChat

EverydayUplift: Random Q for the bloggers out there... how do you keep cranking your articles out??? #SmallBizChat

zerovacancygal: Do you want to regain control of your investment property; let zerovacancygal manage your property with head and heart. #SmallBizChat