**A Close Look At Today's Independent PR Pros**

Independent PR pros are part of an increasing pool of workers and are making their mark on the profession, writes Karen Swim. These independent professionals can operate on a solo or team basis and offer all services in-house or via contract work, and while the outlook for solo businesses is positive, challenges include working longer hours, finding qualified help and handling general business operations such as marketing and accounting.

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<http://apps.prsa.org/StrategiesTactics/Articles/view/12560/1171/Solo_Story_How_Independent_Pros_Are_Revolutionizin#.XTMi53dFwid>

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<http://i.huffpost.com/gen/931829/images/o-WORKING-WOMAN-facebook.jpg>