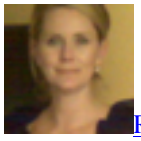
#SoloPR Transcript – 8/3/2011

SoloPR Aug 03, 2:00pm via TweetGrid.com

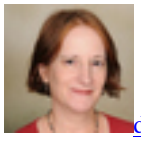
Thanks everyone for joining, and we'll be back here next week on Wednesday, 1-2pm ET. #solopr


RebeccaEdgar Aug 03, 2:00pm via HootSuite

@jgombita Happy hump day! #solopr

LScribner Aug 03, 2:00pm via TweetDeck

Have to bow out, glad I could join today, interesting as always..#solopr


dariasteigman Aug 03, 2:00pm via TweetDeck

Got to sign off #solopr too. Thanks for another hour of uber-smarts.

karenswim Aug 03, 2:00pm via TweetChat

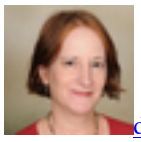
RT @KellyeCrane: A5: I see B2C companies, in particular, really looking at ways to integrate mobile into campaigns. #solopr

SoloPR Aug 03, 2:00pm via TweetGrid.com

Whoah, look -- our official time is up. If you're new, know that keep chatting on the hashtag all week! #solopr

PRjeff Aug 03, 2:00pm via TweetChat

A5: We simply have to direct clients to use whatever PR tools will bring them the highest benefits. #solopr

 dariasteigman Aug 03, 1:59pm via TweetDeck

@jgombita Enjoy the rest of your day. #solopr

jgombita Aug 03, 1:59pm via TweetChat

Being pulled away. Thanks to all the fun #smartypants here, for helping get over hump day! #solopr

SoloPR Aug 03, 1:59pm via TweetGrid.com

Yes! Multimedia can be very important RT @arlusk: Our PR team became more interested in multimedia press releases #soloPR #solopr

fransteps Aug 03, 1:59pm via TweetChat

Yes! RT @KellyeCrane: A5: I see B2C companies, in particular, really looking at ways to integrate mobile into campaigns. #solopr

PRjeff Aug 03, 1:59pm via TweetChat

@jenzings Agreed. I love dogs. But cats... #solopr

KellyeCrane Aug 03, 1:58pm via TweetDeck

A5: I see B2C companies, in particular, really looking at ways to integrate mobile into campaigns. #solopr

arlusk Aug 03, 1:58pm via HootSuite

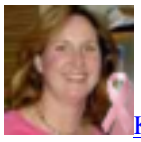
Our PR team became more interested in multimedia press releases #soloPR

fransteps Aug 03, 1:58pm via TweetChat

RT @dariasteigman: @SoloPR Also, what we think is old hat (esp. in SocMed) is new or unknown to many. #solopr

LScribner Aug 03, 1:58pm via TweetDeck

@PopWriting There you are! Join us on Wednesday's at 10am PT for riveting #solopr discussions :)


KristK Aug 03, 1:58pm via TweetGrid.com

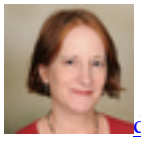
RT @karenswim: A5: Basics of social media are still new to so many that it remains a new tool for them, also renewed focus on SEO #solopr

rsbhavanasi Aug 03, 1:58pm via TweetChat

RT @karenswim: A5: The basics of social media are still new to so many that it remains the new tool for them, also renewed focus on SEO #solopr

PRjeff Aug 03, 1:58pm via TweetChat

A5: So many basic PR functions to do that talking about additional services seems so far down the road for many. #solopr


dariasteigman Aug 03, 1:58pm via TweetDeck

@SoloPR Also, what we think is old hat (esp. in SocMed) is new or unknown to many. #solopr

jenzings Aug 03, 1:57pm via TweetDeck

@PRjeff Ahem. There shall be no dog-kicking, competitor or not (Proud puppy parent here) #soloPR

karenswim Aug 03, 1:57pm via TweetChat

A5: The basics of social media are still new to so many that it remains the new tool for them, also renewed focus on SEO #solopr

SoloPR Aug 03, 1:57pm via TweetGrid.com

RT @elmayuga: A5: Clients like the way PR placements create backlinks for SEO strategy. They can track analytics and ROI. #solopr

SoloPR Aug 03, 1:57pm via TweetGrid.com

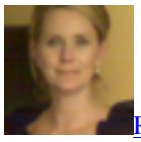
@dariasteigman Great point: social media always has new elements, as it keeps changing. #solopr

PRjeff Aug 03, 1:56pm via TweetChat

...and free kicking of the competitor's dog? RT @3HatsComm: @jgombita Dog walking? #solopr

SoloPR Aug 03, 1:56pm via TweetGrid.com

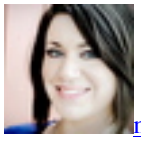
It's easy to forget- they're out there! RT @PRjeff: A5: I have 2 clients right now where social media is a whole new world to them. #solopr

 RebeccaEdgar Aug 03, 1:56pm via HootSuite

Yes, I've been hearing this a lot RT @prjeff: A5: I have 2 clients right now where social media is a whole new world to them. #solopr

PRjeff Aug 03, 1:56pm via TweetChat

A5: For many businesses, the real, high-level function of strategic PR is all brand new to them #solopr

 natalieharperPR Aug 03, 1:56pm via web

@SoloPR Reply to Q1. I've overcome the personal vs. business brand with an online tool that marries both nicely. http://t.co/mJ5kslv #solopr

elmayuga Aug 03, 1:56pm via HootSuite

A5: Clients like the way PR placements create backlinks for SEO strategy. They can track analytics and ROI. #solopr

fransteps Aug 03, 1:56pm via TweetChat

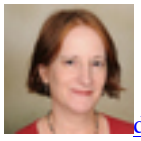
Me, too! RT @KellyeCrane: A5: Seeing more client interest in email- either for distributing news updates or newsletters. #solopr

makasha Aug 03, 1:56pm via TweetChat

Q5: I can't say new services but really understanding how social media, email, and traditional media can work for them. #solopr

SoloPR Aug 03, 1:55pm via TweetGrid.com

RT @jbisbee: Q5 seeing demand for more integrated marketing than ever before, thus our virtual team model... #solopr


dariasteigman Aug 03, 1:55pm via TweetDeck

a5 Still getting a lot interest in understanding how to incorporate SocMed, esp. as tools roll out (from QR codes to G+). #solopr

threetofivecc Aug 03, 1:55pm via TweetDeck

Amen. RT @KristK Having followers on Twitter (bought or otherwise) doesn't always equate to being a leader #solopr

3HatsComm Aug 03, 1:55pm via TweetChat

@jgombita @PRjeff Dog walking? #solopr

stlpr Aug 03, 1:55pm via TweetDeck

RT @jbisbee: Q5 seeing a demand for more integrated marketing than ever before, thus our virtual team model to bring in other alliance partners. #solopr

PRjeff Aug 03, 1:55pm via TweetChat

A5: I have 2 clients right now where social media is a whole new world to them. #solopr

makasha Aug 03, 1:55pm via TweetChat

RT @fransteps: A5: Web content and web strategy have been on my plate lately. #solopr

karenswim Aug 03, 1:55pm via TweetChat

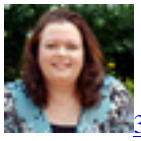
RT @SoloPR: Q5: Are there any new services your clients are interested in these days? Adding on to the traditional PR toolbox? #solopr

SoloPR Aug 03, 1:55pm via TweetGrid.com

Or even influence! RT @KristK: Having followers on Twitter (bought or otherwise) doesn't always equate to being a leader #solopr

jgombita Aug 03, 1:54pm via TweetChat

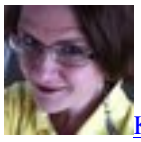
@PRjeff vacuuming or BBQ skills? #solopr


3HatsComm Aug 03, 1:54pm via TweetChat

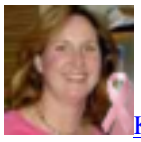
Nor engagement, community. RT @KristK: Having followers on Twitter (bought or otherwise) doesnt equate to being a leader #solopr

fransteps Aug 03, 1:54pm via TweetChat

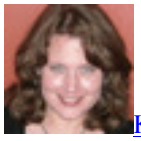
A5: Web content and web strategy have been on my plate lately. #solopr


KatieMcManners Aug 03, 1:54pm via TweetChat

RT @makasha: A4: A leader buying followers does not equal leadership in business or otherwise. #solopr


KristK Aug 03, 1:54pm via TweetGrid.com

RT @SoloPR: Q5: Are there any new services your clients are interested in? Adding to the traditional PR toolbox? #solopr


KellyeCrane Aug 03, 1:54pm via TweetDeck

A5: I'm seeing more client interest in email- either for distributing news updates or for things like newsletters. #solopr

jgombita Aug 03, 1:54pm via TweetChat

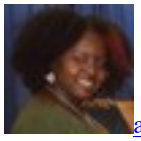
A5. Yes it's early. But Google+ is an early buzz item. #solopr

PRjeff Aug 03, 1:54pm via TweetChat

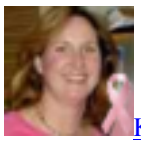
A5: Like oil change or lawn care? #solopr

MarketingMel Aug 03, 1:54pm via TweetDeck

Have to run #soloPR friends. Off to a client meeting. Have a great week and lovely talking with you!


akuaisis Aug 03, 1:54pm via Twitter for iPhone

@KellyeCrane @SoloPR true, that I dont feel theres ever a good reason for. Its essentially lying #solopr


KristK Aug 03, 1:53pm via TweetGrid.com

Having followers on Twitter (bought or otherwise) doesn't always equate to being a leader #solopr

jbisbee Aug 03, 1:53pm via TweetDeck

Q5 seeing a demand for more integrated marketing than ever before, thus our virtual team model to bring in other alliance partners. #solopr

fransteps Aug 03, 1:53pm via TweetChat

RT @SoloPR: Q5: Are there any new services your clients are interested in these days? Adding on to the traditional PR toolbox? #solopr

MarketingMel Aug 03, 1:53pm via TweetDeck

@CreatePR coming to #soloPR group was a great start. You get to listen to great #PR minds here :)

SoloPR Aug 03, 1:52pm via TweetGrid.com

Q5: Are there any new services your clients are interested in these days? Adding on to the traditional PR toolbox? #solopr

jgombita Aug 03, 1:52pm via TweetChat

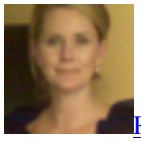
But WIIFM (us)? RT @PRjeff: A4: This politician should buy the solo PR folks list so we can give he/she savvy advice. #solopr

makasha Aug 03, 1:52pm via TweetChat

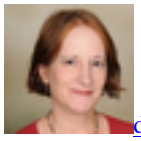
A4: A leader buying followers does not equal leadership in business or otherwise. #solopr

SoloPR Aug 03, 1:52pm via TweetGrid.com

We are a bargain! :-) RT @PRjeff: A4: This politician should buy the solo PR folks list so we can give he/she savvy advice. #solopr


RebeccaEdgar Aug 03, 1:52pm via HootSuite

Love RT @prjeff: A4: This politician should buy the solo PR folks list so we can give he/she savvy advice. #solopr


dariasteigman Aug 03, 1:52pm via TweetDeck

That's a smarter idea. RT @PRjeff: A4: This politician should buy the solo PR folks list so we can give he/she savvy advice. #solopr

jbisbee Aug 03, 1:51pm via TweetDeck

Love this! RT @PRjeff: A4: This politician should buy the solo PR folks list so we can give he/she savvy advice. #solopr

PRjeff Aug 03, 1:51pm via TweetChat

A4: This politician should buy the solo PR folks list so we can give he/she savvy advice. #solopr

fransteps Aug 03, 1:51pm via TweetChat

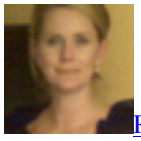
@dariasteigman Such a tangled web! #solopr

SoloPR Aug 03, 1:51pm via TweetGrid.com

Thanks for sharing your thoughts! Q5 is coming up... #solopr

PaulaJohns Aug 03, 1:50pm via TweetDeck

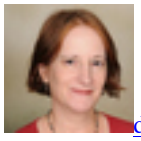
A4 Racking my brain to think of when buying followers would be a good idea. Some things you just can't buy. #solopr

 RebeccaEdgar Aug 03, 1:50pm via HootSuite

A4: Next step, buying votes? #solopr

makasha Aug 03, 1:50pm via TweetChat

RT @dariasteigman: @fransteps Its campaign $$, so falls to their supporters. You know, the ones theyre paying back. #solopr

 dariasteigman Aug 03, 1:50pm via TweetDeck

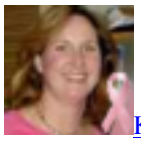
@fransteps It's campaign $$, so falls to their supporters. You know, the ones they're paying back. #solopr

jbisbee Aug 03, 1:50pm via TweetDeck

A4 Buying Twitter followers is a practice that could ruin the social networking platform. #solopr

makasha Aug 03, 1:50pm via TweetChat

RT @dariasteigman: Klout? I am now an expert on puppies thanks to a discussion here a few weeks ago. #solopr

 KristK Aug 03, 1:50pm via TweetGrid.com

RT @KellyeCrane: A4: As with anything based on smoke and mirrors, there is a big downside: you might get caught. #solopr

jgombita Aug 03, 1:50pm via TweetChat

You are on fire today! RT @dariasteigman: If youre buying worthless followers, whats your Klout score? That might be embarassing. #solopr

LScribner Aug 03, 1:49pm via TweetDeck

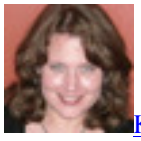
@fransteps No, that would be their own campaign/PAC money, not the taxpayer $ #solopr

jgombita Aug 03, 1:49pm via web

@MarketingMel @KellyeCrane true. I guess this would be a Twitter form of @triberrobo-curation..... #solopr

fransteps Aug 03, 1:49pm via TweetChat

A4: Wait, how much taxpayer money are they spending buying followers? #solopr


KellyeCrane Aug 03, 1:49pm via TweetDeck

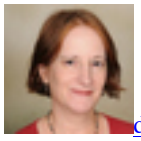
A4: As with anything based on smoke and mirrors, there is a big downside: you might get caught. #solopr

PRjeff Aug 03, 1:49pm via TweetChat

Networking amongst peers. RT @CreatePR: @SoloPR Im new to the field. Any suggestions on finding a mentor? #solopr

elmayuga Aug 03, 1:48pm via HootSuite

RT @kristk A4 A politician or biz leader who buys list of Twitter follower may take shortcuts elsewhere too. #solopr They may buy votes TOO!


dariasteigman Aug 03, 1:48pm via TweetDeck

If you're buying worthless followers, what's your Klout score? That might be embarassing. #solopr

MarketingMel Aug 03, 1:48pm via TweetDeck

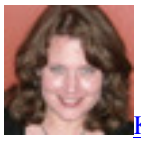
A. 4 Of course this does point out the need for astute #political #PR pro's who won't let their boss get in this kind of trouble! #soloPR

jgombita Aug 03, 1:48pm via web

@RebeccaEdgar you are such a clever Canada Dry miss! :-) #solopr

KristK Aug 03, 1:48pm via TweetGrid.com

Reeks of it. RT @MarketingMel: Truly appears desperate IMHO #solopr


KellyeCrane Aug 03, 1:48pm via TweetDeck

@akuaisis Promoted tweets differs because when followers are purchased from services, the accounts are usually not real ppl. #solopr

karenswim Aug 03, 1:47pm via TweetChat

Lol! RT @jenzings: @MarketingMel It does seem like a very odd rationale, doesnt it? "I haz Tweeple" is hardly a good slogan. #solopr

jbisbee Aug 03, 1:47pm via TweetGrid.com

RT @KristK: A4: A politician or biz leader who buys list of Twitter follower may take shortcuts elsewhere too. #solopr

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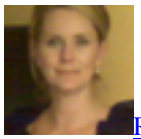
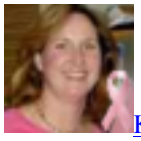

RebeccaEdgar Aug 03, 1:47pm via HootSuite

@jgombita @KristK Envious of your $! #solopr


KristK Aug 03, 1:47pm via TweetGrid.com

A4: A politician or biz leader who buys list of Twitter follower may take shortcuts elsewhere too. #solopr

jenzings Aug 03, 1:46pm via TweetDeck

@MarketingMel It does seem like a very odd rationale, doesn't it? "I haz Tweeple" is hardly a good slogan. #soloPR

jgombita Aug 03, 1:46pm via TweetChat

A4. Apropos of nothing I met a woman (in a cooking class) whose father was a professional "clapper." She taught me how to clap loud #solopr

MarketingMel Aug 03, 1:46pm via TweetDeck

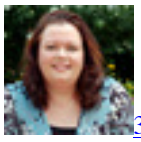
This really ties in to @KellyeCrane @jgombita ongoing convo here about need for authenticity esp as #PR #soloPR pros!

dariasteigman Aug 03, 1:45pm via TweetDeck

Good one. RT @fransteps: New word: Tweet-o-turfing? #solopr

SoloPR Aug 03, 1:45pm via TweetGrid.com

Regarding A4, allow me to say that I'm not judging whether this polician actually did it or not. Just views on the practice. #solopr


3HatsComm Aug 03, 1:45pm via TweetChat

Agreed, big NO to buying followers. RT @KellyeCrane: A4: I equate buying followers to "astroturfing" #solopr

jbisbee Aug 03, 1:45pm via TweetDeck

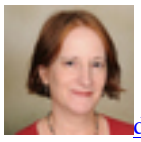
Good one! RT @fransteps: @KellyeCrane New word: Tweet-o-turfing? #solopr

karenswim Aug 03, 1:45pm via TweetChat

@KellyeCrane OMG does this really happen? Yikes! #solopr

fransteps Aug 03, 1:45pm via TweetChat

@KellyeCrane New word: Tweet-o-turfing? #solopr


dariasteigman Aug 03, 1:45pm via TweetDeck

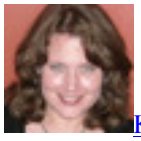
RT @KellyeCrane: A4: I equate buying followers to "astroturfing" (creating fake blogs to make it look like a real person shares your co's views). #solopr

SoloPR Aug 03, 1:45pm via TweetGrid.com

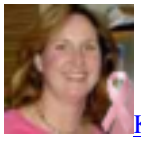
Ha! RT @karenswim: A4: Not unless they're trying to rid themselves of illegal money, otherwise it's just stupid #solopr

karenswim Aug 03, 1:44pm via TweetChat

RT @jbisbee: Totally agree RT @dariasteigman: A4. Bad idea, because w/out commitment, they wont amplify your message anyway. #solopr


KellyeCrane Aug 03, 1:44pm via TweetDeck

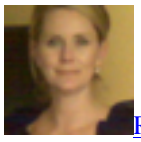
A4: I equate buying followers to "astroturfing" (creating fake blogs to make it look like a real person shares your co's views). #solopr


KristK Aug 03, 1:44pm via TweetGrid.com

A4: you may be able to buy a list, but it doesn't come with their support or engagement. Waste of $$ #solopr

karenswim Aug 03, 1:44pm via TweetChat

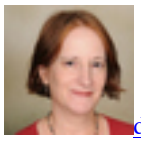
A4: Not unless they're trying to rid themselves of illegal money, otherwise it's just stupid #solopr


RebeccaEdgar Aug 03, 1:44pm via HootSuite

@3hatscomm Exactly! :-) #solopr

fransteps Aug 03, 1:44pm via TweetChat

A4: My last tweet was tongue-in-cheek. Hard to be silly in 140 chars. #solopr


dariasteigman Aug 03, 1:44pm via TweetDeck

RT @MarketingMel: A. 4 Just the fact that that politician is bragging about his followers tells me he's running at the back of the pack #soloPR

jbisbee Aug 03, 1:44pm via TweetDeck

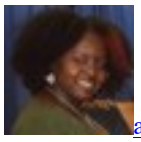
Totally agree RT @dariasteigman: A4. Bad idea, because w/out commitment, they won't amplify your message anyway. #solopr

MarketingMel Aug 03, 1:44pm via TweetDeck

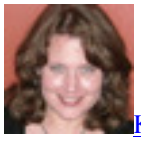
A. 4 Just the fact that that politician is bragging about his followers tells me he's running at the back of the pack #soloPR

makasha Aug 03, 1:43pm via TweetChat

A4: Buying Twitter followers is not good. #solopr


akuaisis Aug 03, 1:43pm via web

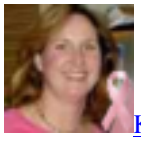
@SoloPR brands 'buy' followers through promoted tweets all the time. If you do it right yes it makes sense. Spend money = make money #solopr


KellyeCrane Aug 03, 1:43pm via TweetDeck

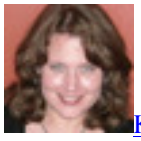
@LoisMarketing @karenswim @fransteps Are you referring to Q4 (re: ppl paying this attention)?Tradt'l media is paying attention. #solopr

jenzings Aug 03, 1:43pm via TweetDeck

Re: my prev. response, here's the article http://bit.ly/nhbZ0F first 2 paragraphs are funny #soloPR


KristK Aug 03, 1:43pm via TweetGrid.com

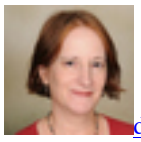
A4: Always use caution when buying a list -- trad mailing, email or Twitter followers. Permissions, viability may be suspect #solopr


KellyeCrane Aug 03, 1:43pm via TweetDeck

A4: I was interviewed for a story on this, and the reporter asked this question. :-) #solopr

LScribner Aug 03, 1:43pm via TweetDeck

A4 Early on, people built their Twitter follower base then sold them to the highest bidder, Twitter put a kabash to that. #solopr

 dariasteigman Aug 03, 1:42pm via TweetDeck

A4. Bad idea, because w/out commitment, they won't amplify your message anyway. #solopr

jgombita Aug 03, 1:42pm via TweetChat

ROTFLMAO! RT @dariasteigman: A4. Its so easy to game followers, who would you buy them? #solopr

fransteps Aug 03, 1:42pm via TweetChat

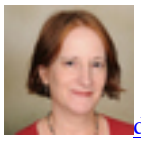
A4: Based on daily tweets, it's a GREAT idea. It also cures wrinkles, results in weight loss and makes you a better....ahem. #solopr

LoisMarketing Aug 03, 1:42pm via TweetDeck

@karenswim @fransteps Is anyone really paying this any attention? Don't think so. #solopr A4

jenzings Aug 03, 1:42pm via TweetDeck

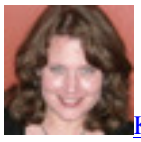
A4--not a good idea, but I read that was prob. inaccurate. He was on Twitter early &made the suggested follow lists #soloPR

 dariasteigman Aug 03, 1:41pm via TweetDeck

A4. It's so easy to game followers, who would you buy them? #solopr

jgombita Aug 03, 1:41pm via TweetChat

@KristK @RebeccaEdgar my fave colour is green. Does that stand for money or envy? ;-) #solopr

 KellyeCrane Aug 03, 1:41pm via TweetDeck

@CreatePR You might try participating in your @prsa or @prssa chapter, which can help. We'll also add this to the list for next wk! #solopr

makasha Aug 03, 1:41pm via TweetChat

RT @SoloPR: Q4: In the past couple days, a political figure has been accused of buying Twitter followers. Is this ever a good idea? #solopr

LScribner Aug 03, 1:41pm via TweetDeck

A4. It's never okay to buy followers, it's just dishonest and not forthright #solopr

CommAMMO Aug 03, 1:41pm via Twitter for BlackBerry®

Sorry to be missing #solopr. On a plane and door's closing!

fransteps Aug 03, 1:41pm via TweetChat

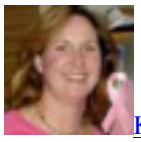
RT @SoloPR: Q4: In past couple days, a political figure has been accused of buying Twitter followers. Is this ever a good idea? #solopr

karenswim Aug 03, 1:41pm via TweetChat

RT @SoloPR: Q4: In the past couple days, a political figure has been accused of buying Twitter followers. Is this ever a good idea? #solopr

LScribner Aug 03, 1:41pm via TweetDeck

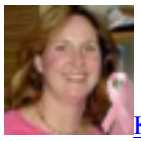
@SoloPR You're being too kind, can't we just say the person is Newt Gingrich? ;) #solopr


KristK Aug 03, 1:41pm via TweetGrid.com

RT @SoloPR: Q4: In the past couple days, a political figure has been accused of buying Twitter followers. Is this ever a good idea? #solopr

makasha Aug 03, 1:41pm via TweetChat

RT @fransteps: @CreatePR Try your local PRSA chapter. Gr8 for mentoring/mentees. #solopr


KristK Aug 03, 1:40pm via TweetGrid.com

@RebeccaEdgar Orange has never been my color (or stripes). #solopr

fransteps Aug 03, 1:40pm via TweetChat

LOVE THIS! RT @3HatsComm: Or front page of WSJ? ;-) RT @RebeccaEdgar: True. Avoid anyone in an orange jumpsuit cc @kristk #solopr

LoisMarketing Aug 03, 1:40pm via TweetDeck

@jbisbee Their willingness to learn is gauged when YOU interview THEM! #solopr @KellyeCrane

SoloPR Aug 03, 1:40pm via TweetGrid.com

Q4: In the past couple days, a political figure has been accused of buying Twitter followers. Is this ever a good idea? #solopr

LScribner Aug 03, 1:40pm via TweetDeck

Not sure this is the whole story but politically correct :) RT @abeckwith: Why is that reporter so rude? http://bit.ly/r0x8RS #solopr

PaulaJohns Aug 03, 1:40pm via TweetDeck

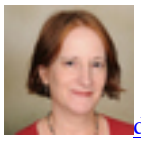
True RT @KellyeCrane: @LoisMarketing just because prospect doesn't fully understand PR...doesn't mean they won't be a good client. #solopr

3HatsComm Aug 03, 1:39pm via TweetChat

Or front page of WSJ? ;-) RT @RebeccaEdgar: True. Avoid anyone in an orange jumpsuit cc @kristk #solopr

fransteps Aug 03, 1:39pm via TweetChat

@CreatePR Try your local PRSA chapter. Gr8 for mentoring/mentees. #solopr


dariasteigman Aug 03, 1:39pm via TweetDeck

Mentoring is a good topic for a future chat. RT @CreatePR: @SoloPR I'm new to the field. Any suggestions on finding a mentor? #solopr

jgombita Aug 03, 1:39pm via TweetChat

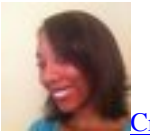
RT @MarketingMel: "Never before has such talent been assembled in one room, except, perhaps, when Thomas Jefferson dined alone." JFK #solopr

LoisMarketing Aug 03, 1:39pm via TweetDeck

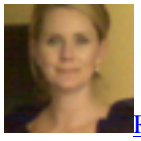
Gotta have steel spines for PR. C'mon now! LOL! RT @abeckwith: Why is that reporter so rude? http://bit.ly/r0x8RS #solopr

jgombita Aug 03, 1:39pm via TweetChat

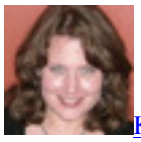
@SoloPR sidenote: find many people in social media really don't seem to know themselves. Blog against some/really talking about self #solopr


CreatePR Aug 03, 1:38pm via Twitter for iPhone

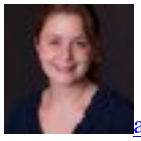
@SoloPR I'm new to the field. Any suggestions on finding a mentor? #solopr


RebeccaEdgar Aug 03, 1:38pm via HootSuite

True. Avoid anyone in an orange jumpsuit RT @kristk: A3: Indictments, SEC investigations, BBB complaints are a strong sign to.... #solopr


KellyeCrane Aug 03, 1:38pm via TweetDeck

@LoisMarketing Great pt - just because a prospect doesn't fully understand PR, that doesn't mean they won't be a good client. #solopr


abeckwith Aug 03, 1:38pm via TweetDeck

Why is that reporter so rude? http://bit.ly/r0x8RS #solopr

jbisbee Aug 03, 1:38pm via TweetDeck

Good point RT @SoloPR: ... many would be surprised by this discussion. Qualifying prospects is key to success. #solopr

MarketingMel Aug 03, 1:38pm via TweetDeck

"Never before has such talent been assembled in one room, except, perhaps, when Thomas Jefferson dined alone." JFK #soloPR

stlpr Aug 03, 1:37pm via TweetGrid.com

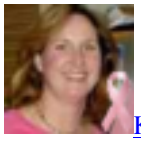
RT @SoloPR: Ugh, yes RT @LoisMarketing: A3 When PR becomes muddled with marketing and sales .. And who here hasnt seen that?? #solopr

SoloPR Aug 03, 1:37pm via TweetGrid.com

Oops, meant to say "many would be surprised." Q4 coming up... #solopr

LoisMarketing Aug 03, 1:37pm via TweetDeck

#solopr A3 Stress importance of not immediately accepting answer to "what is PR?" Many do not know or understand. Educate and advise.


KristK Aug 03, 1:37pm via TweetGrid.com

@LScribner Esp if still in jail. #solopr

stlpr Aug 03, 1:37pm via web

#solopr A3: Be4 U know when to run from a bad prospect, U need to learn from past biz mistakes. We all have them.

jgombita Aug 03, 1:37pm via TweetChat

@SoloPR @LoisMarketing we actually discussed that as a future chat topic: defining the differences between PR and marketing.... #solopr

SoloPR Aug 03, 1:36pm via TweetGrid.com

Before we move on, let me point out that may would be surprised by this discussion. Qualifying prospects is key to success. #solopr

dariasteigman Aug 03, 1:36pm via TweetDeck

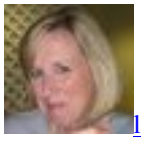
Love it! RT @jgombita: @KellyeCrane maybe change the hashtag to #smartysolpr #solopr

jgombita Aug 03, 1:36pm via TweetChat

@KellyeCrane maybe change the hashtag to #smartysolpr #solopr

LoisMarketing Aug 03, 1:36pm via TweetDeck

#solopr A3 Don't dismiss but go into certain interviews to educate and position PR in its proper role


lisavielee Aug 03, 1:35pm via TweetDeck

RT @elmayuga: A3 - Biggest clue: The response when you ask "What is your concept of public relations?" or "What can PR do for you?" #solopr

elmayuga Aug 03, 1:35pm via HootSuite

RT @kellyecrane: Some serious smartness getting thrown down on #solopr today... AGREED!

SoloPR Aug 03, 1:35pm via TweetGrid.com

Ugh, yes RT @LoisMarketing: A3 When PR becomes muddled with marketing and sales .. And who here hasnt seen that?? #solopr

fransteps Aug 03, 1:35pm via TweetChat

We should invite Bobby Flay! Smokin' RT @KellyeCrane: Some serious smartness getting thrown down on #solopr today... #solopr

LScribner Aug 03, 1:35pm via TweetDeck

@kristK So you've done background checks on your potential clients? lol...I say jail time is a sure No Go! #solopr

MarketingMel Aug 03, 1:35pm via TweetDeck

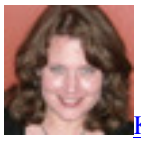
Agre!e and wit too! RT @KellyeCrane: Some serious smartness getting thrown down on #solopr today...

karenswim Aug 03, 1:35pm via TweetChat

Ha! RT @KristK: A3: Indictments, SEC investigations, BBB complaints are a strong sign to steer clear. Well, usually anyway. #solopr

karenswim Aug 03, 1:34pm via TweetChat

A3: Issues with brand, marketing, reputation that would hinder my engagement #solopr

 KellyeCrane Aug 03, 1:34pm via TweetDeck

Some serious smartness getting thrown down on #solopr today...

Ken_Rosen Aug 03, 1:34pm via TweetDeck

Must not.. RT @jgombita: Attn @ken_rosen RT @LoisMarketing: A3 When PR muddled w/marketingsales .. who here hasnt seen that? :) #solopr

makasha Aug 03, 1:34pm via TweetChat

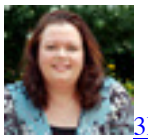
A3: potentials who do not value my time #solopr

jgombita Aug 03, 1:34pm via TweetChat

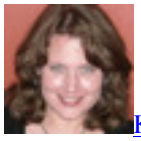
You think? ;) RT @KristK A3: Indictments, SEC investigations, BBB complaints are a strong sign to steer clear. Well, usually anyway. #solopr

PaulaJohns Aug 03, 1:34pm via TweetDeck

ha ha RT @KristK: A3: Indictments, SEC investigations, BBB complaints are a strong sign to steer clear. Well, usually anyway. #solopr

 3HatsComm Aug 03, 1:34pm via TweetChat

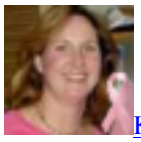
@KellyeCrane @fransteps "Flaky" IME is inconsistency; not knowing what they want, ignoring that for what they need - that's diffrnt #solopr

 KellyeCrane Aug 03, 1:34pm via TweetDeck

@EBKPR I always say tell some of the "what" and the "why" in a proposal, but not the "how." #solopr

jbisbee Aug 03, 1:33pm via TweetDeck

I agree, spammers be gone! You're building bad karma for yourselves. #solopr


KristK Aug 03, 1:33pm via TweetGrid.com

A3: Indictments, SEC investigations, BBB complaints are a strong sign to steer clear. Well, usually anyway. #solopr

makasha Aug 03, 1:33pm via TweetChat

RT @karenswim: A3: Wants everything "now" but takes a while to respond, bargain hunting, unrealistic goals/expectations #solopr

jgombita Aug 03, 1:33pm via TweetChat

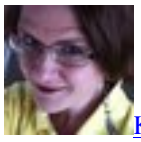
Attn @ken_rosen RT @LoisMarketing: #soloPR A3 When PR becomes muddled with marketing and sales .. And who here hasnt seen that?? :) #solopr

karenswim Aug 03, 1:33pm via TweetChat

RT @KatieMcManners: #A3: I would be wary of potential clients who repeatedly reschedule meetings and/or who are habitually late. #solopr

karenswim Aug 03, 1:32pm via TweetChat

A3: Wants everything "now" but takes a while to respond, bargain hunting, unrealistic goals/expectations #solopr


KatieMcManners Aug 03, 1:32pm via Twitter for iPhone

#A3: I would be wary of potential clients who repeatedly reschedule meetings and/or who are habitually late. #solopr

MarketingMel Aug 03, 1:32pm via TweetDeck

Shameless plug for @KellyeCrane my guest blogger this week. Must read for indie consultants saving sanity. #soloPR http://bit.ly/ovEYw4

fransteps Aug 03, 1:32pm via TweetChat

RT @jgombita: A3. Someone who wont look you in eyes when talking. Someone who looks over your shoulder in a crowded room. #solopr

SoloPR Aug 03, 1:32pm via TweetGrid.com

RT @s3barger: evaluate client needs & be honest about whether U R able 2 deliver- If not, pass...better for both client and PR pro! #solopr

makasha Aug 03, 1:32pm via TweetChat

RT @LoisMarketing: #soloPR A3 When PR becomes muddled with marketing and sales .. And who here hasnt seen that?? :) #solopr

jgombita Aug 03, 1:32pm via TweetChat

Yes. Don't know publicist/PR are different RT @jbisbee: A3 Unrealistic expectations, "looking for a publicist" & know-it-alls. Run! #solopr

makasha Aug 03, 1:32pm via TweetChat

No foot kissing. RT @KellyeCrane: A3: If they act like I should be kissing their feet, thats not a good sign. Mutual respect is key. #solopr

LoisMarketing Aug 03, 1:32pm via TweetDeck

#soloPR A3 When PR becomes muddled with marketing and sales .. And who here hasn't seen that?? :)

jbisbee Aug 03, 1:31pm via TweetDeck

A3 Unrealistic expectations, "looking for a publicist," and know-it-alls. Run! #solopr

jgombita Aug 03, 1:31pm via TweetChat

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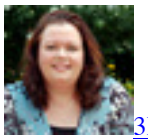
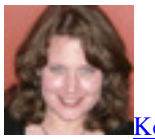

3HatsComm Aug 03, 1:31pm via TweetChat

@KellyeCrane ITA on final decision maker; we're only as good as our point of contact, have to be comfortable they are professional #solopr


KellyeCrane Aug 03, 1:31pm via TweetDeck

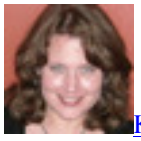
In this case, I mean when *they* don't seem to know what they want. RT @fransteps: @KellyeCrane Define "flaky" ;). #solopr

elmayuga Aug 03, 1:31pm via HootSuite

@lscribner Agreed! There are potential clients who only want to count clips or think they can do it better themselves. #solopr

LoisMarketing Aug 03, 1:31pm via TweetDeck

#soloPR A3 When PR becomes muddled with marketing and sales .. And who here hasn't see that?? :)


KellyeCrane Aug 03, 1:31pm via TweetDeck

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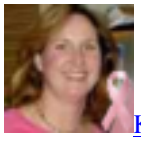
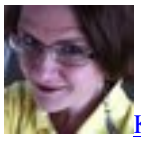
RT @KristK: Even if youre related. RT @KellyeCrane: A3: If theyre late, unresponsive, or otherwise flaky, just let em go. #solopr


KristK Aug 03, 1:31pm via TweetGrid.com

RT @SoloPR: Q3: What other cues do you look for re: prospects before you run for the hills? #solopr


KatieMcManners Aug 03, 1:31pm via TweetGrid.com

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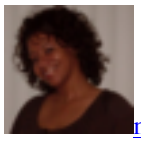
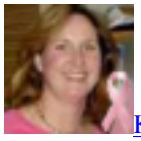

makasha Aug 03, 1:30pm via TweetChat

Q3: product/service stage, internal communications (fail to handle service issues), client knows everything about PR (won't listen) #solopr

VictoryFabric Aug 03, 1:30pm via TweetDeck

RT @dariasteigman: A1 My rule: I don't post anything on any acct that I don't want everyone (on every acct) to see. #solopr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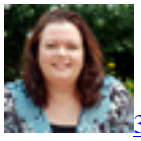
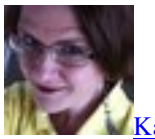

3HatsComm Aug 03, 1:30pm via TweetChat

@fransteps You tell 'em :) #solopr

s3barger Aug 03, 1:30pm via Twitter for iPhone

@SoloPR #solopr evaluate client needs & be honest about whether U R able 2 deliver- If not, pass...better for both client and PR pro!


KatieMcManners Aug 03, 1:30pm via TweetDeck

RT @dariasteigman: @PRjeff For me, mission/product passion is a bonus. Key is that I am fan of the client/their team. #solopr

karenswim Aug 03, 1:30pm via TweetChat

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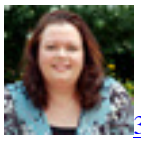
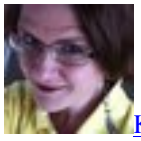

3HatsComm Aug 03, 1:30pm via TweetChat

Q3 When they try to quantify dollars w/ tactics, ie $$$ = certain # of releases, hits, tweets, etc. like ordering off menu. Big NO. #solopr

jgombita Aug 03, 1:30pm via Tweet Button

Or nose? RT @karenswim There's also something to be said for trusting yr gut, sometimes it looks/sounds good but doesn't feel right #solopr


KatieMcManners Aug 03, 1:29pm via TweetChat

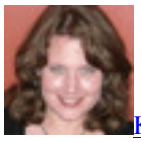
RT @PRjeff: A2: I like to make sure I believe in their product & can have genuine passion for it. #solopr

elmayuga Aug 03, 1:29pm via HootSuite

A3 - Biggest clue: Their response when you ask "What is your concept of public relations?" or "What can PR do for you?" #solopr

MarketingMel Aug 03, 1:29pm via TweetDeck

@RebeccaEdgar You and I were thinking along the same lines! I love socialnomics #soloPR


KellyeCrane Aug 03, 1:29pm via TweetDeck

A3: If they're late, unresponsive, or otherwise flaky, just let 'em go. #solopr

fransteps Aug 03, 1:29pm via TweetChat

Go away spammers! You can't SELL the #solopr crowd. #solopr

LoisMarketing Aug 03, 1:29pm via TweetDeck

Focus on strenghtening your referral base and network for PR opps where you are the best fit #solopr #A@

LScribner Aug 03, 1:29pm via TweetDeck

A3. They want to hire you on a pay-per-hit basis, this shows severe lack of understanding of how PR works. #solopr

karenswim Aug 03, 1:29pm via TweetChat

So many good answers that would benefit my followers, but too many to retweet, stay tuned on how you can get the transcript #solopr

jbisbee Aug 03, 1:29pm via TweetDeck

Ditto! RT @MarketingMel: @SoloPR A. 3 "I'll give you equity in the company." Yikes! That doesn't work at my grocery store #soloPR

C_Mazza Aug 03, 1:28pm via TweetDeck

RT @dariasteigman: A1 My rule: I don't post anything on any acct that I don't want everyone (on every acct) to see. #solopr

caroldeckert Aug 03, 1:28pm via TweetChat

RT @karenswim: Amen! RT @LoisMarketing: Great rule of thumb: Dont post anything anywhere you wouldnt post on a billboard. #solopr

SoloPR Aug 03, 1:28pm via TweetGrid.com

Good one! RT @KristK: A2: Ask how they've been handling their PR/mktg and why they're looking to change. #solopr

LoisMarketing Aug 03, 1:28pm via TweetDeck

RT @SoloDove_PR: RT @kellyecrane: A2: Fair to ask Qs like how many firms are you talking to? Whats your selection process look like? #solopr

caroldeckert Aug 03, 1:28pm via TweetChat

RT @karenswim: yes! RT @elmayuga: A2 - Pass up a client if you are uncomfortable with their brand or you are inexperienced in the sector. #solopr

makasha Aug 03, 1:28pm via TweetChat

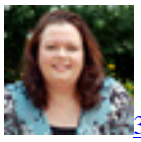
RT @SoloPR: Q3: What other cues do you look for re: prospects before you run for the hills? #solopr

SoloPR Aug 03, 1:28pm via TweetGrid.com

Huge RT @LScribner: A2. I agree, character of the company/brand is most important, if you aren't comfortable then pass #solopr

SocialStreet Aug 03, 1:28pm via HootSuite

RT @KellyeCrane: Nice low-cost tips: So You Think You Can’t Afford a Vacation? http://ow.ly/5TWGF #solopr


3HatsComm Aug 03, 1:27pm via TweetChat

Good one, on my list. RT @KristK: A2: Ask how theyve been handling their PR/mktg and why theyre looking to change. #solopr

karenswim Aug 03, 1:27pm via TweetChat

@KellyeCrane One of my tried & true sales questions: "Who else besides yourself will be making the final decision?" #solopr

dariasteigman Aug 03, 1:27pm via TweetDeck

W/ "who makes hiring decision," also make sure client team is in sync. Multiple directions = recipe for failure. #solopr

SoloDove_PR Aug 03, 1:27pm via HootSuite

RT @kellyecrane: A2: Fair to ask Qs like: how many firms are you talking to? What's your selection process look like? #solopr

SoloPR Aug 03, 1:27pm via TweetGrid.com

Q3: What other cues do you look for re: prospects before you run for the hills? #solopr

fransteps Aug 03, 1:27pm via TweetChat

RT @karenswim: A2: There is also something to be said for trusting your gut, sometimes it sounds good but not feel right #solopr

LScribner Aug 03, 1:27pm via TweetDeck

A2. I agree, character of the company/brand is most important, if you aren't comfortable then pass #solopr

jenzings Aug 03, 1:27pm via TweetDeck

Yes, agree. RT @karenswim: A2: Something to be said for trusting your gut, sometimes it looks/sounds good but doesn't feel right #solopr

jbisbee Aug 03, 1:27pm via TweetDeck

Ask questions to determine if budget vs. objectives is realistic. #solopr

SoloPR Aug 03, 1:27pm via TweetGrid.com

Q2 was about guaging the client interest. We're already answering Q3 somehwat... #solopr

karenswim Aug 03, 1:26pm via TweetChat

RT @KellyeCrane:Ask: "who will be making the final decision?" Too often you think youre speaking w/decision maker, when youre not. #solopr

stlpr Aug 03, 1:26pm via TweetDeck

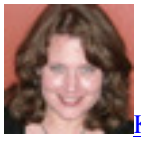
RT @KellyeCrane: A2: Also, ask: "who will be making the final decision?" Too often you think you're speaking w/decision maker, when you're not. #solopr

jgombita Aug 03, 1:26pm via TweetChat

Nicely put--hire this woman! RT @fransteps: A2: Were all doing the strategy and value dance today! w00t! #solopr

karenswim Aug 03, 1:26pm via TweetChat

A2: There is also something to be said for trusting your gut, sometimes it looks/sounds good but doesn't feel right #solopr


KellyeCrane Aug 03, 1:26pm via TweetDeck

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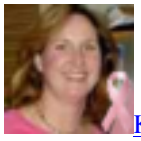
And a sense of humo(u)r? RT @PRjeff: A2: I like to make sure I believe in their product & can have genuine passion for it. #solopr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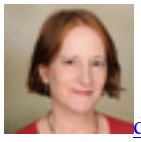
dariasteigman Aug 03, 1:25pm via TweetDeck

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RT @dariasteigman: @jgombita Touche. I think too many #solopr chase $$ (esp. early), don't stop enough to think about fit, viability, reputation.

elmayuga Aug 03, 1:25pm via TweetDeck

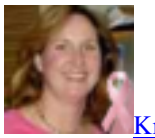
RT @PaulaJohns: A2. I look to see how they'd complement existing clients, and find out program goals and objectives, and of course, budget. #solopr

SoloPR Aug 03, 1:25pm via TweetGrid.com

RT @makasha: A2: stay away from potentials who has a bad history with everyone, ie, complain about past communications reps #solopr

LoisMarketing Aug 03, 1:25pm via TweetDeck

#soloPR A2 I'm open to learning about a sector or product I'm not familiar with. Then decide if my heart and efforts can back it.

 KristK Aug 03, 1:25pm via TweetGrid.com

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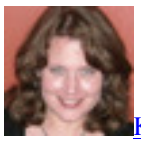 KellyeCrane Aug 03, 1:24pm via TweetDeck

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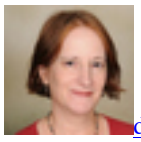
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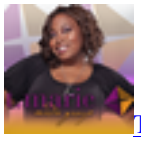

TMariePR Aug 03, 1:24pm via TweetDeck

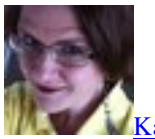
I totally agree RT @elmayuga: A2 - Pass up a client if you are uncomfortable with their brand or you are inexperienced in the sector #solopr

LoisMarketing Aug 03, 1:24pm via TweetDeck

Stretch a bit. Not a personality or sector fit? Who could assist you in the engagement? Don't dismiss so fast! #solopr A2

fransteps Aug 03, 1:24pm via TweetChat

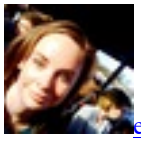
A2: We're all doing the strategy and value dance today! w00t! #solopr


KatieMcManners Aug 03, 1:24pm via TweetGrid.com

RT @SoloPR: Q2: How do you assess prospective client interest and decide to pursue or pass on the opp? #solopr

karenswim Aug 03, 1:24pm via TweetChat

yes! RT @elmayuga: A2 - Pass up a client if you are uncomfortable with their brand or you are inexperienced in the sector. #solopr


erica_holloway Aug 03, 1:23pm via TweetChat

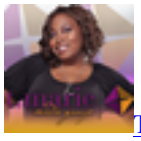
@KellyeCrane Just about to say that, Kellye. #solopr

PaulaJohns Aug 03, 1:23pm via TweetDeck

A2. I look to see how they'd complement existing clients, and find out program goals and objectives, and of course, budget. #solopr

PRjeff Aug 03, 1:23pm via TweetChat

A2: If a potential client wants to go do the work themselves, ha - go ahead. #solopr


TMariePR Aug 03, 1:23pm via TweetDeck

RT @KellyeCrane: if theyre too focused on price, this can be a red flag. Definitely if they nickle/dime before you even start. #solopr

SoloPR Aug 03, 1:23pm via TweetGrid.com

RT @dariasteigman: A2 I'm very big on personality fit. If I don't think I can work w/ someone, I pass. #solopr

karenswim Aug 03, 1:23pm via TweetChat

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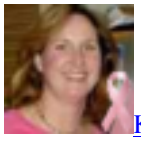
Why does this not surprise me! RT @dariasteigman: A2 Im very big on personality fit. If I dont think I can work w/ someone, I pass. #solopr


KristK Aug 03, 1:23pm via TweetGrid.com

A2: Be sure you can be an advocate for your clients. If you're not on board with their goals, refer them on. Best for everyone. #solopr

SoloPR Aug 03, 1:23pm via TweetGrid.com

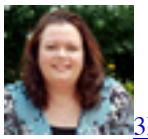
RT @elmayuga: A2 - Pass up a client if you are uncomfortable with their brand or you are inexperienced in the sector. #solopr

dariasteigman Aug 03, 1:23pm via TweetDeck

@elmayuga Great point. I'd also rather turn down work then end up in a no-win situation. #solopr

LoisMarketing Aug 03, 1:23pm via TweetDeck

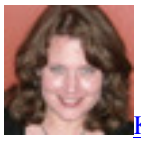
Control the "asking" when interviewing and evaluating potential client #solopr A2


3HatsComm Aug 03, 1:22pm via TweetChat

ITA has to be right fit for both sides. RT @karenswim: A2: If answers line up, and its a mutually good fit, Im in, if not I move on #solopr

fransteps Aug 03, 1:22pm via TweetChat

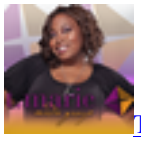
RT @KristK: A2: Ask how they found me and who else theyve talked to. Gr8 tip! #solopr


KellyeCrane Aug 03, 1:22pm via TweetDeck

A2: Also, if they're too focused on price., this can be a red flag. Definitely if they start nickle/diming before you even start. #solopr

makasha Aug 03, 1:22pm via TweetChat

No FREE work RT @erica_holloway A2 Asking for too much strategic/ tactical detail usually tells me theyre looking for free work Pass #solopr


TMariePR Aug 03, 1:22pm via TweetDeck

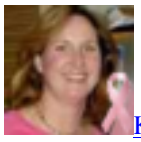
hey #SoloPR Fam just checking in ... a lil late!

karenswim Aug 03, 1:21pm via TweetChat

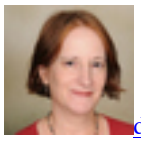
A2: If answers line up, and it's a mutually good fit, I'm in, if not I move on #solopr

jenzings Aug 03, 1:21pm via TweetGrid.com

RT @KristK: A2: Clients who manage by seat of their pants will handle their PR/mktg same way. Work with those who think strategically. #solopr


KristK Aug 03, 1:21pm via TweetGrid.com

A2: Ask how they found me and who else they've talked to. #solopr


dariasteigman Aug 03, 1:21pm via TweetChat

RT @karenswim: A2: My first step is a conversation with lots of questions - goals, timeline, tipping point for decision, defined budget #solopr

LoisMarketing Aug 03, 1:21pm via TweetDeck

#soloPR A2 Oh, and you can do this without "giving away anything". Guide them to see your value, what makes you unique and best fit

elmayuga Aug 03, 1:21pm via HootSuite

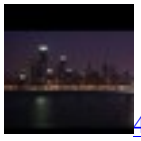
A2 - Pass up a client if you are uncomfortable with their brand or you are inexperienced in the sector. #solopr

RebeccaEdgar Aug 03, 1:21pm via HootSuite

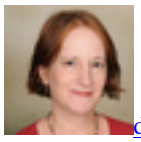
A1 qualman/socialnomics writes about "one essence"/can no longer be diff 4 diff auds. PR, parent, weekend warrior now 1 in same. #solopr

stlpr Aug 03, 1:21pm via TweetGrid.com

RT @SoloPR: RT @3HatsComm: A2: Ask Qs on what they want, need, timeline, budget, etc. If you don't get answers or don't like, move on. #solopr


4dpr Aug 03, 1:21pm via Twitter for iPhone

Checking in from Chicago. #solopr


dariasteigman Aug 03, 1:21pm via TweetDeck

A2 I'm very big on personality fit. If I don't think I can work w/ someone, I pass. #solopr

PaulaJohns Aug 03, 1:21pm via TweetDeck

A1 Wanted to add -- be careful when you RT a link -- read article carefully to make sure you're not tweeting about a competitor. #solopr

PeterFaur Aug 03, 1:20pm via TweetDeck

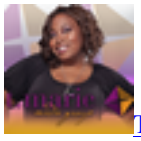
@fransteps I did a lot of Sea World work during my FH years. Great fun. It's one reason I'm on the @phoenixzoo board now. #solopr

karenswim Aug 03, 1:20pm via TweetChat

A2: My first step is a conversation with lots of questions - goals, timeline, tipping point for decision, defined budget #solopr

SoloPR Aug 03, 1:20pm via TweetGrid.com

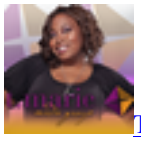
RT @3HatsComm: A2: Ask Qs on what they want, need, timeline, budget, etc. If you don't get answers or don't like, move on. #solopr


TMariePR Aug 03, 1:20pm via TweetDeck

RT @karenswim: RT @SoloPR: Q2: How do you assess prospective client interest and decide to pursue or pass on the opp? #solopr

LoisMarketing Aug 03, 1:20pm via TweetDeck

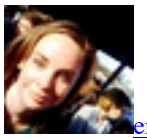
#soloPR A2 Don't dismiss when their initial expectations do not match yours. Question and probe, guide them to determine what they need


TMariePR Aug 03, 1:20pm via TweetDeck

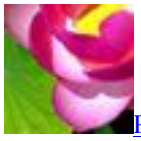
RT @erica_holloway: A2: Asking for too much strategic/ tactical detail usually tells me they're looking for free work. Pass. #solopr

dariasteigman Aug 03, 1:20pm via TweetDeck

RT @KellyeCrane: A2: First clue the prospect is on a fishing expedition: do they seem to be trying to get all ur ideas for free as part of proposal? #solopr


erica_holloway Aug 03, 1:20pm via TweetChat

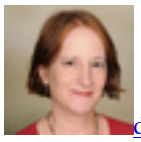
A2: Asking for too much strategic/ tactical detail usually tells me they're looking for free work. Pass. #solopr


Pamskid Aug 03, 1:20pm via TweetDeck

RT @PeterFaur: @makasha @karenswim When I did work for Anheuser-Busch, you'd find no other beer brand in my house. Support the hand that feeds you! #solopr

fransteps Aug 03, 1:20pm via TweetChat

@KellyeCrane I've fielded a few expeditions lately. Troublesome. #solopr


dariasteigman Aug 03, 1:20pm via TweetDeck

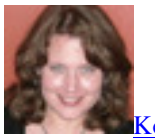
A2 A couple tells -- fit, timeframe for decision making (do they a realistic one?), budget (realistic?), & who's in the room. #solopr

makasha Aug 03, 1:20pm via TweetChat

Q2: Needs assessment, dollars, if I believe in the product, and if I can get along with the team/organizational culture #solopr

KristK Aug 03, 1:19pm via TweetGrid.com

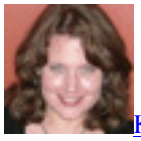
A2: Clients who manage by seat of their pants will handle their PR/mktg same way. Work with those who think strategically. #solopr


KellyeCrane Aug 03, 1:19pm via TweetDeck

@erica_holloway I thought so, too -- she was a young pro. Felt bad for her. #solopr

karenswim Aug 03, 1:19pm via TweetChat

RT @SoloPR: Q2: How do you assess prospective client interest and decide to pursue or pass on the opp? #solopr


KellyeCrane Aug 03, 1:19pm via TweetDeck

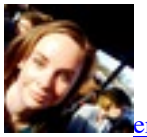
A2: First clue the prospect is on a fishing expedition: do they seem to be trying to get all ur ideas for free as part of proposal? #solopr

MarketingMel Aug 03, 1:19pm via TweetDeck

A. 1 As that wonderful @equalman video shows, what happens in Vegas stays on FB/Flickr/twitter etc. #soloPR

3HatsComm Aug 03, 1:19pm via TweetChat

A2: Ask questions, get answers on what they want, need, timeline, budget, etc. If you don't get answers or don't like them, move on. #solopr

 erica_holloway Aug 03, 1:19pm via TweetChat

@KellyeCrane @akenn On a Saturday? Harsh. #solopr

LScribner Aug 03, 1:19pm via TweetDeck

Just in time for Q2! Hi, Lori here, from the San Diego suburbs! #solopr

KristK Aug 03, 1:18pm via TweetGrid.com

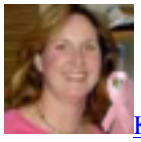
RT @SoloPR: Q2: How do you assess prospective client interest and decide to pursue or pass on the opp? #solopr

fransteps Aug 03, 1:18pm via TweetChat

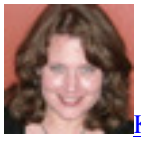
@karenswim @PeterFaur I worked for AB, too. Talk about brand loyal! #solopr

makasha Aug 03, 1:18pm via TweetChat

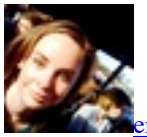
RT @SoloPR: Q2: How do you assess prospective client interest and decide to pursue or pass on the opp? #solopr


KristK Aug 03, 1:18pm via TweetGrid.com

Amen! RT @LoisMarketing: Great rule of thumb: Dont post anything anywhere you wouldnt post on a billboard. #solopr


KellyeCrane Aug 03, 1:18pm via TweetDeck

@akenn Oh yes! I know a PR person who got canned for tweeting she felt "hungover"... on a Saturday. #solopr


erica_holloway Aug 03, 1:18pm via TweetChat

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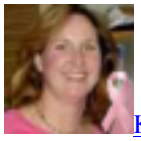

KristK Aug 03, 1:18pm via TweetGrid.com

So true! RT @stlpr: A1: It's hard to separate personal and business profile today. What is posted is 4ever #solopr

PaulaJohns Aug 03, 1:17pm via TweetDeck

Agree RT @stlpr: #solopr A1: It's hard to separate personal and business profile today. Stay w/ expertise and know what is posted is 4ever.

jgombita Aug 03, 1:17pm via TweetChat

+! RT @jenzings: RE: A1, add that if you have a confidentiality agreement in place, might be good to avoid product disc. altogether #solopr

PRjeff Aug 03, 1:17pm via TweetChat

yep! RT @LoisMarketing: Great rule of thumb: Dont post anything anywhere you wouldnt post on a billboard. #solopr

3HatsComm Aug 03, 1:17pm via TweetChat

RT @stlpr: #solopr A1: Its hard to separate personal and business profile today. Stay w/ expertise and know what is posted is 4ever. #solopr

karenswim Aug 03, 1:17pm via TweetChat

RT @PeterFaur When I did work for Anheuser-Busch, youd find no other beer brand in my house. Support the hand that feeds you! #solopr

SoloPR Aug 03, 1:17pm via TweetGrid.com

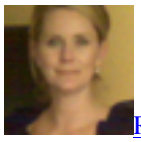
Q2: How do you assess prospective client interest and decide to pursue or pass on the opp? #solopr

MarketingMel Aug 03, 1:17pm via TweetDeck

@elmayuga @KatieMcManners @jgombita TY for the RT love and welcome newbies (not you Judy) to #soloPR

stlpr Aug 03, 1:17pm via web

#solopr A1: It's hard to separate personal and business profile today. Stay w/ expertise and know what is posted is 4ever.


RebeccaEdgar Aug 03, 1:17pm via HootSuite

@jgombita :-) Heels are off, feet are up. Thank goodness we don't use vid for #solopr

karenswim Aug 03, 1:16pm via TweetChat

@makasha Lol, good for her! I champion my clients too, if I didn't believe in them would not rep them! #solopr

jenzings Aug 03, 1:16pm via TweetDeck

RE: A1, I'd add that if you have a confidentiality agreement in place, might be good to avoid product disc. altogether #SoloPR

SoloPR Aug 03, 1:16pm via TweetGrid.com

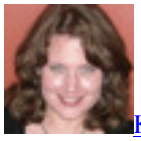
Q2 is up next... #solopr

PeterFaur Aug 03, 1:16pm via TweetDeck

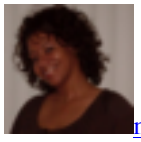
@makasha @karenswim When I did work for Anheuser-Busch, you'd find no other beer brand in my house. Support the hand that feeds you! #solopr

KristK Aug 03, 1:16pm via TweetGrid.com

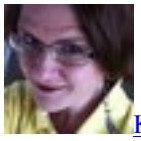
RT @SoloPR: Q1: Can you have a personal profile, as in private FB/Twitter accts? Can u post about a competitor's product if on personal acct? #solopr


KellyeCrane Aug 03, 1:16pm via TweetDeck

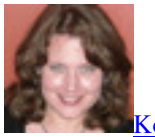
@LoisMarketing Yes, but we have some lurkers for whom the mores of social media are still being learned. #solopr


makasha Aug 03, 1:16pm via TweetChat

RT @fransteps: A1: I discuss boundaries with students all the time. They dont yet understand them! #solopr


KatieMcManners Aug 03, 1:16pm via Twitter for iPhone

"@MarketingMel: Once you have an online presence you are your personal brand and that is your work/personal blend! #soloPR" // amen.


KellyeCrane Aug 03, 1:15pm via TweetDeck

A1: This also applies to positive comments about your clients' competitors. They will probably no likey. :-) #solopr

fransteps Aug 03, 1:15pm via TweetChat

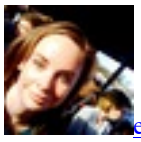
A1: I discuss boundaries with students all the time. They don't yet understand them! #solopr

LoisMarketing Aug 03, 1:15pm via TweetDeck

@KellyeCrane I agree -- very elementary Q1. Next? ?? ;) #solopr

SoloDove_PR Aug 03, 1:15pm via HootSuite

RT @tiffanypr: #solopr Twitter chat going on until 2:00pm ET. #PR pros, just into the conversation and enjoy!

 erica_holloway Aug 03, 1:15pm via TweetChat

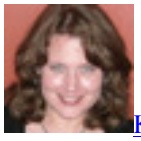
Little late to the party. Erica, gov/politics, San Diego #solopr

jgombita Aug 03, 1:14pm via TweetChat

RT @akenn: And its not just jibes at the competition. I blogged about tweets & posts that can cost you a job: http://bit.ly/lobDxI #solopr

elmayuga Aug 03, 1:14pm via TweetDeck

RT @MarketingMel: Once you have an online presence you are your personal brand and that is your work/personal blend! #soloPR

 KellyeCrane Aug 03, 1:14pm via TweetDeck

@kirstenwright @karenswim Totally agree. I think the person who submitted this #solopr Q was doing so on behalf of a student.

jgombita Aug 03, 1:14pm via TweetChat

@RebeccaEdgar hello my darling lurker friend. Are you tending your poor feverish 3-year-old in high heels? #solopr

3HatsComm Aug 03, 1:14pm via TweetDeck

Catching up on #soloPR chat

akenn Aug 03, 1:14pm via TweetChat

And it's not just jibes at the competition. I blogged about tweets & posts that can cost you your job: http://bit.ly/lobDxI #solopr

LoisMarketing Aug 03, 1:14pm via TweetDeck

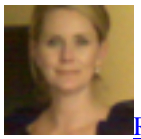
NEVER publicly comment on your competition. Good or bad. As SM 'voice' for your company/client that isn't your place. #solopr

MarketingMel Aug 03, 1:13pm via TweetDeck

@RebeccaEdgar Sorry toddler has a fever but welcome to #soloPR!

makasha Aug 03, 1:13pm via TweetChat

@makasha @karenswim my friend works for Coca-Cola, she chastises me if I us competitor products #solopr


RebeccaEdgar Aug 03, 1:13pm via HootSuite

Hello #solopr folks! Toronto area pr. Checking in alongside my feverish 3yo so prolly more lurking 2day.

SoloPR Aug 03, 1:13pm via TweetGrid.com

Good pt! RT @fransteps: A1. Think you ethically should restrain from commenting on competition. #solopr

LoisMarketing Aug 03, 1:13pm via TweetDeck

#soloPR We've moved away from company posts, profiles .. let's go back. Remember that as their 'voice' followers associate you. #solopr

lisasamples Aug 03, 1:13pm via TweetDeck

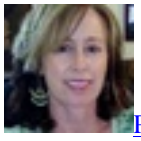
RT @KellyeCrane: A1: PR people (regularly employed, as well as #solopr) have been fired for posting things they thought were unrelated to their work.

jgombita Aug 03, 1:12pm via TweetChat

@KellyeCrane and the law is on the side of companies doing the firing, in most cases. #solopr

MarketingMel Aug 03, 1:12pm via TweetDeck

Once you have an online presence you are your personal brand and that is your work/personal blend! #soloPR


PaulaJohns Aug 03, 1:12pm via TweetDeck

A1 No reason to jeopardize a client relationship with a post. Not worth it. #solopr

makasha Aug 03, 1:12pm via TweetDeck

RT @karenswim A1 if my client were Coca-Cola, all other brands would be dead to me publicly & privately, I would be all in #solopr

jgombita Aug 03, 1:12pm via TweetChat

Touche! RT @MarketingMel: I completely agree about not posting anything you wouldnt want the world to see! Ask former Cong. Weiner #solopr

ImpactMktPR Aug 03, 1:12pm via web

Q1: Can you have a personal profile, as in priv FB/Twitter accts? #solopr

karenswim Aug 03, 1:12pm via TweetChat

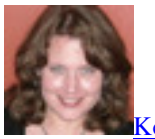
Amen! RT @LoisMarketing: Great rule of thumb: Dont post anything anywhere you wouldnt post on a billboard. #solopr

lizbrenner Aug 03, 1:12pm via TweetDeck

Very true! RT @makasha: RT @LoisMarketing: Great rule of thumb: Dont post anything anywhere you wouldnt post on a billboard. #solopr

fransteps Aug 03, 1:12pm via TweetChat

RT @KellyeCrane: A1 Safe rule of thumb: everything you say/post/do online is public (whether you want it to be, or not). #solopr #solopr


KellyeCrane Aug 03, 1:11pm via TweetDeck

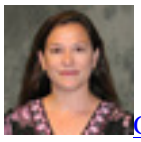
A1: PR people (regularly employed, as well as #solopr) have been fired for posting things they thought were unrelated to their work.

karenswim Aug 03, 1:11pm via TweetChat

RT @KellyeCrane: Safe rule of thumb: everything you say/post/do online is public (whether you want it to be, or not). #solopr #solopr

MarketingMel Aug 03, 1:11pm via TweetDeck

I completely agree about not posting anything you wouldn't want the world to see! Ask former Cong. Weiner #soloPR

 GeriRosmanPR Aug 03, 1:11pm via TweetChat

A1: Maybe a little too touchy feely, but why would you? Why focus on negative. Think it and then move on to more positive activities #solopr

akenn Aug 03, 1:11pm via TweetChat

A golden rule for soc media! RT @dariasteigman Don't post anything on any acct that I don't want everyone (on every acct) to see. #solopr

ImpactMktPR Aug 03, 1:11pm via TweetChat

RT @makasha: RT @LoisMarketing: Great rule of thumb: Dont post anything anywhere you wouldnt post on a billboard. #solopr

karenswim Aug 03, 1:11pm via TweetChat

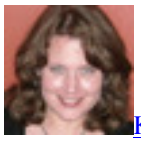
A1: As for Part 2 if my client were Coca-Cola, all other brands would be dead to me publicly & privately, I would be all in #solopr

elmayuga Aug 03, 1:11pm via HootSuite

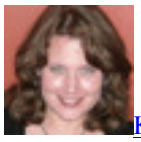
I agree with @dariasteigman and @makasha. Don't post anything you would be embarrassed for everyone to see. #solopr

jgombita Aug 03, 1:11pm via TweetChat

All-seeing.... RT @dariasteigman: A1 My rule: I don't post anything on any acct that I don't want everyone (on every acct) to see. #solopr


KellyeCrane Aug 03, 1:11pm via TweetDeck

@LoisMarketing We sorta had a jinx on that one! :-) #soloPR


KellyeCrane Aug 03, 1:10pm via TweetDeck

RT: A1: Safe rule of thumb: everything you say/post/do online is public (whether you want it to be, or not). #solopr (RT w/hashtag)

makasha Aug 03, 1:10pm via TweetChat

RT @LoisMarketing: Great rule of thumb: Dont post anything anywhere you wouldnt post on a billboard. #solopr

LoisMarketing Aug 03, 1:10pm via TweetDeck

Great rule of thumb: Don't post anything anywhere you wouldn't post on a billboard. #soloPR

makasha Aug 03, 1:10pm via TweetChat

RT @dariasteigman: A1 My rule: I dont post anything on any acct that I dont want everyone (on every acct) to see. [Right!] #solopr

karenswim Aug 03, 1:10pm via TweetChat

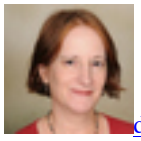
A1: Re Pt 1 of course you can have a personal social media profile and should but personal does not mean private #solopr

SoloPR Aug 03, 1:10pm via TweetGrid.com

RT @akenn: A1: You CAN, but I wouldn't! (if you're thinking of posting something negative) #solopr

MarketingMel Aug 03, 1:10pm via TweetDeck

Greetings to all of my #soloPR friends! Happy Wed. from Mel in the beautiful hills of Tennessee. Career communicator.


dariasteigman Aug 03, 1:09pm via TweetDeck

A1 My rule: I don't post anything on any acct that I don't want everyone (on every acct) to see. #solopr

jgombita Aug 03, 1:09pm via Tweet Button

@KatieMcManners newbies quickly become seasoned oldbies on #solopr. Welcome.

makasha Aug 03, 1:09pm via TweetChat

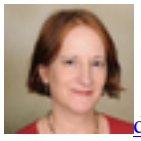
Q1: You could but it might be disastrous. #solopr

fransteps Aug 03, 1:09pm via TweetChat

A1. Think you ethically should restrain from commenting on competition. #solopr

LoisMarketing Aug 03, 1:09pm via TweetDeck

#soloPR Keep personal accounts personal. Friend interraction and non-business .. but still proper. Watch what you post


dariasteigman Aug 03, 1:09pm via TweetDeck

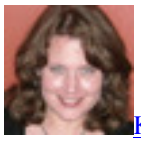
Not sure what Q1 is asking. Many #solopr folks have primary profiles that are personal/professional.

penningink Aug 03, 1:09pm via TweetGrid.com

RT @KristK: RT @SoloPR: It's time for this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more) #solopr

akenn Aug 03, 1:09pm via TweetChat

A1: You CAN, but I wouldn't! (if you're thinking of posting something negative) #solopr


KellyeCrane Aug 03, 1:09pm via TweetDeck

@KatieMcManners Hi! Glad you could join us. We're all always learning, so welcome to the community. #solopr

karenswim Aug 03, 1:09pm via TweetChat

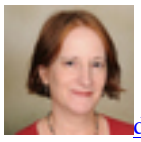
RT @SoloPR: Q1: Can you have a personal profile, as in priv FB/Twitter accts? Can u post abt a competitors product if on pers. acct? #solopr

fransteps Aug 03, 1:08pm via TweetChat

RT @SoloPR: Q1: Can u have personal profile, as in prvt FB/Twitter accts? Can u post about competitors product if on personal acct? #solopr

jgombita Aug 03, 1:08pm via TweetChat

A1. Recipe for disaster, I say. You will get caught out. Just a matter of time.... #solopr


dariasteigman Aug 03, 1:08pm via TweetGrid.com

RT @SoloPR: Q1: Can you have a personal profile, as in private FB/Twitter accts? Can u post about a competitor's product if on personal acct? #solopr

SoloPR Aug 03, 1:08pm via TweetGrid.com

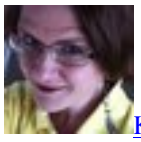
Ha! I would hope not... RT @jgombita: @SoloPR do you ever have bad questions lined up? ;-) #solopr

karenswim Aug 03, 1:07pm via TweetChat

So nice to see familiar and new faces, welcome all! #solopr

makasha Aug 03, 1:07pm via TweetChat

Hi. I've missed you. Working from somewhere in Cleveland, OH but home-base is in AL. #solopr


KatieMcManners Aug 03, 1:07pm via Twitter for iPhone

Newbie here. Considering #solopr Little Rock, AR.

SoloPR Aug 03, 1:07pm via TweetGrid.com

Q1: Can you have a personal profile, as in private FB/Twitter accts? Can u post about a competitor's product if on personal acct? #solopr

jgombita Aug 03, 1:07pm via TweetChat

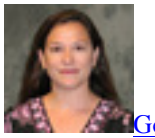
@SoloPR do you ever have bad questions lined up? ;-) Judy from the T-dot checking in. (Welcome newbie @MarianneWorley.) #solopr

elmayuga Aug 03, 1:07pm via HootSuite

I should also add that my wife @ammayuga and I both work in the biz, she handles PR and media. I handle SEO and biz dev in St. Louis #solopr

PRjeff Aug 03, 1:06pm via TweetChat

Welcome Marianne! RT @MarianneWorley: Hi everyone! My first time joining. Im a solo marketer. #solopr


GeriRosmanPR Aug 03, 1:06pm via TweetChat

Hi! This is Geri Rosman from NJ, otherwise known as GR*PR. #solopr

fransteps Aug 03, 1:06pm via TweetChat

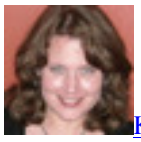
RT @SoloPR: Time for this weeks #soloPR chat for indy pros in PR and related fields (and those who want to learn more about it). #solopr

MarianneWorley Aug 03, 1:06pm via TweetChat

Hi everyone! My first time joining. I'm a solo marketer. #solopr

SoloPR Aug 03, 1:05pm via TweetGrid.com

Welcome to our new folks, and veterans alike! Q1 is coming up... #solopr


KellyeCrane Aug 03, 1:05pm via TweetDeck

Use Tweetgrid or Tweetchat & join us RT @SoloPR: we have another amazing crew of wise & experienced PR folks joining this week! #solopr

elmayuga Aug 03, 1:05pm via HootSuite

Hello, this is @elmayuga http://ammcommunications.com #solopr

PaulaJohns Aug 03, 1:05pm via TweetDeck

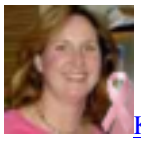
Hello, fellow #soloPR pros. Joining chat from San Diego area. Long-time PR pro including 12 years indy.

fransteps Aug 03, 1:05pm via TweetChat

Fran from SA, TX. 20 yrs in PR, 1+ as a solo. Staying out of the 103 heat today. #solopr

karenswim Aug 03, 1:05pm via TweetChat

Hello, Karen Swim, head in clouds, body in MI, 7 years solo #solopr


KristK Aug 03, 1:04pm via TweetGrid.com

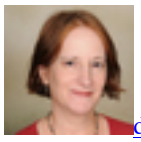
Hello to my #solopr pals. Kristie here from south MS (20 years exp, 7 as indy, APR, PR prof).

SoloPR Aug 03, 1:04pm via TweetGrid.com

I see we have another amazing crew of wise and experienced indie PR folks joining this week! #solopr

karenswim Aug 03, 1:04pm via TweetChat

Joining #solopr chat for next hr so will be noisy, pls mute, filter or join! #solopr


dariasteigman Aug 03, 1:03pm via TweetDeck

Hi from D.C. #solopr, baseball game, & lunch -- who said multitasking doesn't work?

SoloPR Aug 03, 1:03pm via TweetGrid.com

We've got some good Qs lined up today -- later we'll be talking about new biz (when to pursue, when not to). #solopr

PRjeff Aug 03, 1:03pm via TweetChat

Hey there. 20+ yr PR pro w/one foot in AZ and one in S. CA. (Yes, one foot is MUCH warmer.) #solopr

karenswim Aug 03, 1:03pm via TweetChat

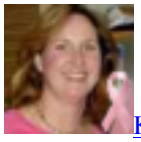
RT @SoloPR: Its time for #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it). #solopr

SoloPR Aug 03, 1:02pm via TweetGrid.com

@makasha Well, I would scold you for working while on vacation, but as long as it's for us... :-) #solopr

AbbieF Aug 03, 1:02pm via TweetDeck

RT @SoloPR: 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)


KristK Aug 03, 1:02pm via TweetGrid.com

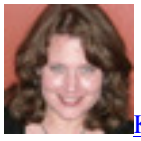
RT @SoloPR: It's time for this week's #soloPR chat for independent pros in PR and related fields (and those who want to learn more) #solopr

LoisMarketing Aug 03, 1:02pm via TweetDeck

RT @SoloPR: If you're joining, introduce yourself. This is @KellyeCrane moderating, Atlanta-based blogger http://soloprpro.com #solopr

PRjeff Aug 03, 1:02pm via TweetChat

RT @SoloPR: Its time for this weeks #soloPR chat for indie pros in PR & related fields (and those who want to learn more about it). #solopr


KellyeCrane Aug 03, 1:02pm via TweetDeck

RT @SoloPR: 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 Aug 03, 1:02pm via TweetGrid.com

If you're joining, please introduce yourself. This is @KellyeCrane moderating, Atlanta-based blogger at http://soloprpro.com/ #solopr

SoloPR Aug 03, 1:01pm via TweetGrid.com

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