

#SoloPR Transcript 9/28/2011



[SoloPR Sep 28, 2:01pm via TweetGrid.com](#)

I'm afraid we're at the end of our official hour. As always, thanks for joining, and the transcript will be up tomorrow! [#solopr](#)



[KateRobins Sep 28, 2:00pm via TweetChat](#)

[@SoloPR](#) [@KateRobins](#) [@KarenSwim](#) Yeah, hear ya. Had that and iPad for months. Just switched to Kindle. IPaditis: like app elbow. [#solopr](#)



[PRjeff Sep 28, 2:00pm via TweetChat](#)

A4: For those into internal PR, I loved "What Happy Companies" Know by Dan Baker [#solopr](#)



[KellyeCrane Sep 28, 2:00pm via TweetDeck](#)

[@RebeccaEdgar](#) I've been trying to come up w/a book title that ends in "-nomics." Fame & fortune is sure to follow! :-)) [#solopr](#)



[3HatsComm Sep 28, 2:00pm via TweetChat](#)

[@MaxwellStevens](#) Word. Even blogged about it once, only so much time and too much to read. [#SoloPR](#)



[akuaisis Sep 28, 2:00pm via TweetGrid.com](#)

RT [@deegospel](#): [@akuaisis](#) I keep that book in my car. IT is a great book. [#solopr](#)



[akuaisis](#) Sep 28, 2:00pm via web

@[KellyeCrane](#) Yes! It's a great book especially for PR people [#solopr](#)



[karenswim](#) Sep 28, 1:59pm via TweetChat

@[KateRobins](#) @[SoloPR](#) I am completely enamored with the hot off the presses Kindle Fire, even live tweeted the press conf today [#solopr](#)



[SoloPR](#) Sep 28, 1:59pm via TweetGrid.com

As always, I'm blown away by the smartness of this group. Love the widely varied answers to Q4! [#solopr](#)



[RebeccaEdgar](#) Sep 28, 1:59pm via HootSuite

Q4: Socialnomics is a decent read too. Maybe not "ah-ha" kind of way, but entertaining [#solopr](#)



[SoloPR](#) Sep 28, 1:58pm via TweetGrid.com

@[KateRobins](#) @[KarenSwim](#) 'Cuz she's so excited about the Kindle, maybe they'll give her one (kidding) [#solopr](#)



[karenswim](#) Sep 28, 1:58pm via TweetChat

Lol! :-)) RT @[SoloPR](#): Maybe @[KarenSwim](#) can score one for us :-)) RT @[KateRobins](#): ...so, do we get a [#solopr](#) kindle promo code? [#solopr](#)



[SoloPR](#) Sep 28, 1:58pm via TweetGrid.com

RT @MuslimNewMedia: a4 re-reading Plato's Republic, Roland Barthes.. illuminating to read in a PR/ sociological/messaging context [#solopr](#)



[jgombita](#) Sep 28, 1:58pm via web

@RebeccaEdgar speaking of which, I also attribute @terryflynn for my tweetable [#PR](#) definition in new column. [#solopr](#)



[KateRobins](#) Sep 28, 1:57pm via TweetChat

@SoloPR @KarenSwim @KateRobins Howz Karen do that? [#solopr](#)



[MuslimNewMedia](#) Sep 28, 1:57pm via TweetChat

+1, ameen! RT @KateRobins: @MarketingMel @KateRobins Better Zuckerberg than Murdoch... [#solopr](#)



[MaxwellStevens](#) Sep 28, 1:57pm via TweetDeck

LOL RT @PRjeff: <http://t.co/a0qwj6sh> RT @MarketingMel: @KateRobins Of course it was a lab! Even had @PRjeff glasses on! [#solopr](#)



[KateRobins](#) Sep 28, 1:56pm via TweetChat

@PRjeff @MarketingMel @KateRobins awww [#solopr](#)



[MuslimNewMedia](#) Sep 28, 1:56pm via TweetChat

a4 re-reading Plato's Republic, some Roland Barthes ... very illuminating to read these in a PR/ sociological/messaging context [#solopr](#)



[deegospel](#) Sep 28, 1:56pm via [TweetGrid.com](#)

@[karens swim](#) thanks, but no i didn't want any of my clients kicked off Facebook for violation. lol [#solopr](#)



[dconconi](#) Sep 28, 1:56pm via [TweetChat](#)

Ha ha. RT @[KateRobins](#): @[MarketingMel](#) @[KateRobins](#) Better Zuckerberg than Murdoch... [#solopr](#)



[SoloPR](#) Sep 28, 1:56pm via [TweetGrid.com](#)

Maybe @[KarenSwim](#) can score one for us :-) RT @[KateRobins](#): ...so, do we get a [#solopr](#) kindle promo code?



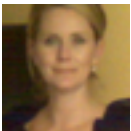
[KateRobins](#) Sep 28, 1:56pm via [TweetChat](#)

@[MarketingMel](#) @[KateRobins](#) Better Zuckerberg than Murdoch... [#solopr](#)



[PRjeff](#) Sep 28, 1:56pm via [TweetChat](#)

<http://t.co/Lp62Suq7> RT @[MarketingMel](#): @[KateRobins](#) Of course it was a lab! Even had @[PRjeff](#) glasses on! [#solopr](#)



[RebeccaEdgar](#) Sep 28, 1:55pm via [HootSuite](#)

Was so excited to see names I know/respect referenced RT @[jgombita](#): re: the Business of Influence [#solopr](#)



[MaxwellStevens](#) Sep 28, 1:55pm via [TweetDeck](#)

If only there were more time. RT @3HatsComm: Great idea as I need to read more. RT @KateRobins #SoloPR



jgombita Sep 28, 1:55pm via web

@MarketingMel noticed your restraint in not mentioning you not only met @guykawasaki but had photo taken with him. Big smiles! :-) #solopr



deegospel Sep 28, 1:55pm via TweetGrid.com

@akuaisis I keep that book in my car. IT is a great book. #solopr



3HatsComm Sep 28, 1:54pm via TweetChat

Great idea as I need to read more. RT @KateRobins: ...so, do we get a #solopr kindle promo code? #SoloPR



KellyeCrane Sep 28, 1:54pm via TweetDeck

@jgombita That sounds like a really good one! #PR #solopr



jgombita Sep 28, 1:54pm via web

@RebeccaEdgar remembered I have YOU to thank for bringing @sheldrake's book to my attn. FYI, quote him in new/inaugural #PR column. #solopr



PaulaJohns Sep 28, 1:53pm via TweetDeck

Have this but haven't read it yet..can't wait RT @KellyeCrane: A4: I really enjoyed Content Rules by @MarketingProfs and @cc_chapman #solopr



[KateRobins](#) Sep 28, 1:53pm via TweetChat

...so, do we get a [#solopr](#) kindle promo code? [#solopr](#)



[SoloPR](#) Sep 28, 1:53pm via TweetGrid.com

Saw [@garyvee](#) give a keynote around that book - good stuff. RT [@MaxwellStevens](#): Thank You Economy. [#solopr](#)



[MarketingMel](#) Sep 28, 1:53pm via TweetDeck

[@KateRobins](#) Of course it was a lab! Even had [@PRjeff](#) glasses on! [#soloPR](#)



[karenswim](#) Sep 28, 1:53pm via TweetChat

[@PRjeff](#) [@KateRobins](#) [@MarketingMel](#) I remember that chat! [#solopr](#)



[SoloPR](#) Sep 28, 1:52pm via TweetGrid.com

Interesting shares! RT [@PRjeff](#): Q4: Really liked Good to Great. Currently reading Servant Leadership by Robert Greenleaf. [#solopr](#)



[MarketingMel](#) Sep 28, 1:52pm via TweetDeck

A. 4 Well, I tend to think of the most recent one and that was [@guykawasaki](#) Enchantment [#soloPR](#)



[jgombita](#) Sep 28, 1:52pm via web

P.S. [@sheldrake](#) [#isnotaclient](#) [#solopr](#)



[KellyeCrane](#) Sep 28, 1:52pm via TweetDeck

A4: I really enjoyed Content Rules by [@MarketingProfs](#) and [@cc_chapman](#) - 2nd half had some good real-world tips. [#solopr](#)



[TShryerPR](#) Sep 28, 1:52pm via TweetGrid.com

[@PaulaJohns](#) thanks! have it bookmarked for a read. <http://t.co/cMMS2pmu> [#solopr](#)



[RebeccaEdgar](#) Sep 28, 1:52pm via HootSuite

That made me LOL RT [@prjeff](#): [@MarketingMel](#) Ah, the good ol' days... when I looked most like my dog... [#solopr](#)



[jgombita](#) Sep 28, 1:52pm via web

A4. [@sheldrake](#)'s The Business of Influence: Reframing Marketing & PR for the Digital Age (es. defining short- & long-term influence) [#solopr](#)



[PRjeff](#) Sep 28, 1:52pm via TweetChat

[@KateRobins](#) [@MarketingMel](#) Yes, a black lab. It's only b/c he wears the same kind of glasses that I do. [#solopr](#)



[karenswim](#) Sep 28, 1:51pm via TweetChat

You are such a rockstar! RT [@deegospel](#): My clients look to me. I created a FB Promo Best Practices Guide. <http://t.co/513xMoKe> [#solopr](#)



[akuaisis](#) Sep 28, 1:51pm via web

@[SoloPR](#) it'll take some testing to figure out why and ways around it [#solopr](#)



[RebeccaEdgar](#) Sep 28, 1:51pm via HootSuite

A3: If you're consumer focused, FB is still place to be IMO if for great listening capabilities [#solopr](#)



[MaxwellStevens](#) Sep 28, 1:51pm via TweetDeck

Thank You Economy. RT @[SoloPR](#): Q4: What is the best marketing-related book you've read lately? (will build a list for Solo PR Pro) [#solopr](#)



[MarketingMel](#) Sep 28, 1:51pm via TweetDeck

@[KateRobins](#) Zuckerberg is single-handedly shaping the future of communications. Did you listen to F8? Fascinating! [#soloPR](#)



[KateRobins](#) Sep 28, 1:51pm via TweetChat

@[karensxim](#) @[pprlisa](#) ...speak for yourself :) [#solopr](#)



[TylerHWilliams](#) Sep 28, 1:51pm via web

@[SoloPR](#) Evil Plans by @[gapingvoid](#) [#solopr](#)



[PRjeff](#) Sep 28, 1:51pm via TweetChat

Q4: Really liked Good to Great. Currently reading Servant Leadership by Robert Greenleaf. [#solopr](#)



[PaulaJohns](#) Sep 28, 1:50pm via [TweetDeck](#)

Nice! RT [@deegospel](#): a3. I created a FB Promo Best Practices Guide. New changes, sadly... too fast to keep up <http://t.co/NJc2LBeA> [#solopr](#)



[3HatsComm](#) Sep 28, 1:50pm via [TweetChat](#)

[@karenskim](#) [@KellyeCrane](#) If I knew where relatively zen clients were, do ya think it'd tell you?! I'd keep them all to myself. ;-) [#SoloPR](#)



[KellyeCrane](#) Sep 28, 1:50pm via [TweetDeck](#)

RT [@SoloPR](#): Q4: What is the best marketing-related book you've read lately? (will build a list for Solo PR Pro) [#solopr](#)



[SoloPR](#) Sep 28, 1:50pm via [TweetGrid.com](#)

Cool! RT [@deegospel](#): a3. I created a FB Promo Best Practices Guide. New changes, sadly... too fast to keep up <http://t.co/w4y4vrt9> [#solopr](#)



[MaxwellStevens](#) Sep 28, 1:50pm via [TweetDeck](#)

True RT [@dconconi](#): not in a strict sense but good biz is about relationships too. RT [@MaxwellStevens](#) Was not orig designed for biz. [#solopr](#)



[dahnacreports](#) Sep 28, 1:50pm via [bitly](#)

RT [@deegospel](#): a3. My clients look to me. I created a FB Promo Best Practices Guide. New changes, sadly... too fast to keep up <http://t.co/QxA7eH2b> [#solopr](#)



[karenswim](#) Sep 28, 1:50pm via TweetChat

@[prlisa](#) You can still catch the last part and oh my it has been juicy, and a little dirty :-) [#solopr](#)



[dconconi](#) Sep 28, 1:50pm via TweetChat

RT @[SoloPR](#): Q4: What is the best marketing-related book youve read lately? (will build a list for Solo PR Pro) [#solopr](#)



[KateRobins](#) Sep 28, 1:50pm via TweetChat

@[PRjeff](#) @[MarketingMel](#) missed that one. let me guess... a lab? [#solopr](#)



[MuslimNewMedia](#) Sep 28, 1:49pm via TweetChat

RT @[karenswim](#): @[MaxwellStevens](#) @[dconconi](#) Open API graph has exciting possibilities for business, not orig plan but now moving toward [#solopr](#)



[dconconi](#) Sep 28, 1:49pm via TweetChat

sorry I missed that one! RT @[PRjeff](#): @[MarketingMel](#) Ah, the good ol days... when I looked most like my dog... [#solopr](#)



[SoloPR](#) Sep 28, 1:49pm via TweetGrid.com

Q4: What is the best marketing-related book you've read lately? (will build a list for Solo PR Pro) [#solopr](#)



[deegospel](#) Sep 28, 1:49pm via bitly

a3. My clients look to me. I created a FB Promo Best Practices Guide. New changes, sadly... too fast to keep up <http://t.co/QxA7eH2b> [#solopr](#)



[PRjeff](#) Sep 28, 1:49pm via TweetChat

@[MarketingMel](#) Ah, the good ol' days... when I looked most like my dog... [#solopr](#)



[KateRobins](#) Sep 28, 1:49pm via TweetChat

@[pprlisa](#) @[SoloPR](#) still going. always best in last five mins. [#solopr](#)



[SoloPR](#) Sep 28, 1:48pm via TweetGrid.com

@[pprlisa](#) Um, we're still here.... :-) [#solopr](#)



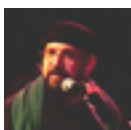
[dconconi](#) Sep 28, 1:48pm via TweetChat

not in a strict sense but good business is about relationships too. RT @[MaxwellStevens](#): Was not orig designed for biz. [#solopr](#)



[karenswim](#) Sep 28, 1:48pm via TweetChat

@[MaxwellStevens](#) @[dconconi](#) Open API graph has exciting possibilities for business, not orig plan but now actually moving toward [#solopr](#)



[MuslimNewMedia](#) Sep 28, 1:48pm via TweetChat

Yep, but there'll still be a way to leverage it @[dconconi](#): FB moving away from bus. apps to appeal to demo who use it like email [#solopr](#)



[jgombita](#) Sep 28, 1:48pm via web

Query to [@mariaduron](#) (#brandchat mod) when & where will today's chat transcript be available? [#solopr](#) peeps would love to see FB convos. TIA



[MarketingMel](#) Sep 28, 1:48pm via TweetDeck

We haven't had this much fun since we all shared pix of our dogs one day here on [#soloPR](#) and [@PRJeff](#) won the look-alike contest.



[KateRobins](#) Sep 28, 1:48pm via TweetChat

[@MarketingMel](#) [@dconconi](#) So I guess blowing off all us vintage types worked. [#solopr](#)



[pprlisa](#) Sep 28, 1:47pm via web

[@SoloPR](#) dammmmit I missed [#solopr](#) again - hope it was a good one



[TShryerPR](#) Sep 28, 1:47pm via TweetGrid.com

[@karensim](#) thanks! [#solopr](#)



[RebeccaEdgar](#) Sep 28, 1:47pm via HootSuite

Hilarious RT [@3hatscomm](#): [@jgombita](#) Bingo, give Hangout whole new meaning. [@MuslimNewMedia](#) [@TShryerPR](#) [#SoloPR](#)



[3HatsComm](#) Sep 28, 1:47pm via TweetChat

@[KellyeCrane](#) Well by 'zen' I mean not calling, emailing nonstop w/ questions, howling about every little thing. All relative. [#SoloPR](#)



[MaxwellStevens](#) Sep 28, 1:47pm via [TweetDeck](#)

Was not orig designed for biz. RT @[dconconi](#): feeling like FB is moving away from business applications to appeal to younger demo... [#solopr](#)



[karens swim](#) Sep 28, 1:47pm via [TweetChat](#)

@[TShryerPR](#) Paraphrasing - how do clients feel about all the Facebook changes - do they notice, do they care? [#solopr](#)



[MarketingMel](#) Sep 28, 1:46pm via [TweetDeck](#)

@[dconconi](#) @[KateRobins](#) Interesting observation since FB was *definitely* starting to lose the younger demo! [#soloPR](#)



[SoloPR](#) Sep 28, 1:46pm via [TweetGrid.com](#)

OK, we have time for one more question today, coming up... [#solopr](#)



[karens swim](#) Sep 28, 1:46pm via [TweetChat](#)

Oh my, ROFL! RT @[3HatsComm](#): @[jgombita](#) Bingo, give Hangout whole new meaning. @[MuslimNewMedia](#) @[TShryerPR](#) [#solopr](#)



[KellyeCrane](#) Sep 28, 1:46pm via [TweetDeck](#)

@[MaxwellStevens](#) @[jgombita](#) Does [#brandchat](#) post transcript to a particular link? [#solopr](#)



[KateRobins](#) Sep 28, 1:46pm via TweetChat

RT @[dconconi](#): feeling like Facebook is moving away from business applications to appeal to younger demo who use it like email [#solopr](#)



[TShryerPR](#) Sep 28, 1:45pm via TweetGrid.com

can someone repeat Q3. cant find it! [#solopr](#)



[karensxim](#) Sep 28, 1:45pm via TweetChat

Ha! Exactly, do tell! RT @[KellyeCrane](#): @[3HatsComm](#) What are these Zen clients you speak of? :-)
[#solopr](#)



[dconconi](#) Sep 28, 1:45pm via TweetChat

feeling like Facebook is moving away from business applications to appeal to younger demo who use it like email [#solopr](#)



[akenn](#) Sep 28, 1:45pm via TweetChat

Will do. RT @[jgombita](#) check out today's [#brandchat](#) transcript, as a lot of the convo revolved around marketing on the new Facebook. [#solopr](#)



[jgombita](#) Sep 28, 1:45pm via web

@[saulcolt](#) fyi, the fact that you (sometimes) tweet naked was a popular observation/RT in [#solopr](#) chat (on right now) cc @[karensxim](#)



[3HatsComm](#) Sep 28, 1:45pm via TweetChat

@[jgombita](#) Bingo, give Hangout whole new meaning. @[MuslimNewMedia](#) @[TShryerPR](#) #SoloPR



[karensuim](#) Sep 28, 1:45pm via TweetChat

@[jgombita](#) Oh cool, thanks for that Judy! I used to do that chat every week too [#solopr](#)



[MaxwellStevens](#) Sep 28, 1:45pm via TweetDeck

+1 RT @[jgombita](#): A3. Suggestion to check out today's [#brandchat](#) transcript, a lot of the convo revolved around mktg on new Facebook. [#solopr](#)



[KellyeCrane](#) Sep 28, 1:44pm via TweetDeck

@[3HatsComm](#) What are these Zen clients you speak of? :-) [#solopr](#)



[akenn](#) Sep 28, 1:44pm via TweetChat

I like @[KateRobins](#)' analogy Mine who don't fear it will take too much time. Like "you'll get mugged if you go to New York." [#solopr](#)



[SoloPR](#) Sep 28, 1:44pm via TweetGrid.com

RT @[3HatsComm](#): Clients seem to stay pretty zen about changes, only concern is what's in it for them, costs, will it help or hurt [#solopr](#)



[deegospel](#) Sep 28, 1:44pm via TweetGrid.com

@[MarketingMel](#) hee [#solopr](#)



[MuslimNewMedia](#) Sep 28, 1:43pm via [TweetChat](#)

LMAO! :) @[jgombita](#): @[3HatsComm](#) @[MuslimNewMedia](#) @[TShryerPR](#) [#solopr](#) [#solrpsillies](#) [#solopr](#)



[jgombita](#) Sep 28, 1:43pm via [web](#)

A3. Suggestion to check out today's [#brandchat](#) transcript, as a lot of the convo revolved around marketing on the new Facebook. [#solopr](#)



[SoloPR](#) Sep 28, 1:43pm via [TweetGrid.com](#)

I feel like what Monty Python used to say, "this chat has become silly!" [#solopr](#)



[3HatsComm](#) Sep 28, 1:43pm via [TweetChat](#)

@[SoloPR](#) @[karensxim](#) Clients seem to stay pretty zen about changes, only concern is what's in it for them, costs, will it help or hurt [#SoloPR](#)



[KateRobins](#) Sep 28, 1:42pm via [TweetChat](#)

@[KellyeCrane](#) Mine who don't fear it will take too much time. Overstated. Like "you'll get mugged if you go to New York." [#solopr](#)



[dconconi](#) Sep 28, 1:42pm via [TweetChat](#)

yep. RT @[KellyeCrane](#): Q3: I think some organizations limit Facebook involvement because they fear all the changes. Kinda sad. [#solopr](#)



[consumerati](#) Sep 28, 1:42pm via HootSuite

Ha! RT @karensxim: Warning the title is F*** You Pay Me, the message is right on target:
<http://ht.ly/6HzyH> #solopr



[MuslimNewMedia](#) Sep 28, 1:42pm via TweetChat

RT @karensxim: A3: For clients where I manage, they dont care because its my headache, others dont notice or take it in stride #solopr



[jgombita](#) Sep 28, 1:42pm via web

@3HatsComm @MuslimNewMedia @TShryerPR <hand up> does it involve Google+ Hangouts? (Is @muslimnewmedia blushing now?) #solopr #solrpsillies



[akenn](#) Sep 28, 1:42pm via TweetChat

Yes & lack of control RT @KellyeCrane I think some organizations limit Facebook involvement because they fear all the changes. #solopr



[dconconi](#) Sep 28, 1:42pm via TweetChat

A3. clients aren't panicking as with previous changes - getting used to ongoing Facebook changes and waiting for dust to settle #solopr



[SoloPR](#) Sep 28, 1:41pm via TweetGrid.com

RT @karensxim: A3: For the clients I manage, they don't care because it's my headache, others don't notice or take it all in stride #solopr



[3HatsComm](#) Sep 28, 1:41pm via TweetChat

@[MuslimNewMedia](#) @[TShryerPR](#) @[jgombita](#) re: nekid tweets and Skypeing, there's an easy Google+ joke in there, but I'm letting it go ;-) [#SoloPR](#)



[KellyeCrane](#) Sep 28, 1:41pm via TweetDeck

Q3: I think some organizations limit Facebook involvement because they fear all the changes. Kinda sad. [#solopr](#)



[MarketingMel](#) Sep 28, 1:41pm via TweetDeck

Howling! RT @[karenskim](#): ROFL! RT @[KateRobins](#): sorry about the absence. downloaded that [filthy] link and laptop crashed. [#solopr](#)



[karenskim](#) Sep 28, 1:40pm via TweetChat

@[jgombita](#) Hahaha! No covering one eye to prevent being scarred for life :-)) cc @[saulcolt](#) @[freshbooks](#) [#solopr](#)



[socialitestatus](#) Sep 28, 1:40pm via ÜberSocial for BlackBerry

RT @[SoloPR](#): Q3: Do your clients care about all the recent Facebook changes? Do they look to you for guidance (or not even noticed)? [#solopr](#)



[socialitestatus](#) Sep 28, 1:40pm via ÜberSocial for BlackBerry

I'm retweeting a lot today. Forgive me. There's just so much good advice. [#solopr](#)



[karens swim](#) Sep 28, 1:40pm via TweetChat

ROFL! RT @[KateRobins](#): sorry about the absence. downloaded that [filthy] link and laptop crashed. [#solopr](#)



[MarketingMel](#) Sep 28, 1:40pm via TweetDeck

@[FlackList](#) Sure. Keep in touch. It's frustrating to have an exact fit several times, respond fast and then nothing. [#soloPR](#)



[jgombita](#) Sep 28, 1:39pm via web

@[karens swim](#) are you adjusting your glasses, to see better? cc @[saulcolt](#) @[freshbooks](#) [#solopr](#)



[karens swim](#) Sep 28, 1:39pm via TweetChat

A3: For the clients where I manage, they don't care because it's my headache, others don't notice or take it all in stride [#solopr](#)



[KateRobins](#) Sep 28, 1:39pm via TweetChat

sorry about the absence. downloaded that [filthy] link and laptop crashed. [#solopr](#)



[socialitestatus](#) Sep 28, 1:39pm via ÜberSocial for BlackBerry

RT @[KellyeCrane](#): A2: Beyond HARO, it's important to consider the bottom-line value you're getting from various subscription svc. [#solopr](#)



[MuslimNewMedia](#) Sep 28, 1:39pm via TweetChat

so long as one isn't Skypeing with the webcam at the same time ;) RT @TShryerPR: @jgombita Love it! "Sometimes he tweets naked." #solopr



[KateRobins](#) Sep 28, 1:39pm via TweetChat

Amen2RT @MarketingMel: Amen! RT @akenn: When using HARO for very general opps it seems that youre up against millions of others #solopr



[MaxwellStevens](#) Sep 28, 1:39pm via TweetGrid.com

RT @SoloPR: Q3: Do your clients care about all the recent Facebook changes? Do they look to you for guidance (or not even noticed)? #solopr



[socialitestatus](#) Sep 28, 1:38pm via TweetGrid.com

RT @SoloPR: Q2: @TexAnne noted, HARO now has a Premium service (helpareporter.com/subscriptions). How do you decide what's worth paying for? #solopr



[dconconi](#) Sep 28, 1:38pm via TweetChat

RT @SoloPR: Q3: Do your clients care about all the recent Facebook changes? Do they look to you for guidance (or not even noticed)? #solopr



[MarketingMel](#) Sep 28, 1:38pm via TweetDeck

I went proactive in keeping my clients abreast of recent #FB changes. #soloPR



[FlackList](#) Sep 28, 1:38pm via TweetDeck

@MarketingMel Trying our best to create a solution! Thx for the kind response. #soloPR



[karens swim](#) Sep 28, 1:38pm via TweetChat

RT @SoloPR: Q3: Do your clients care about all the recent Facebook changes? Do they look to you for guidance (or not even noticed)? [#solopr](#)



[Ronjini](#) Sep 28, 1:38pm via web

I love the feeling of being busy, I hate feeling like there's not enough time in the day! [#solopr](#)



[jgombita](#) Sep 28, 1:38pm via web

@[dconconi](#) because @[saulcolt](#) told me (not shown me). :-) [#solopr](#)



[socialitestatus](#) Sep 28, 1:37pm via ÜberSocial for BlackBerry

RT @[dconconi](#): our job is tell the client no if there is no news value. They will respect that more than lack of results. [#solopr](#)



[MarketingMel](#) Sep 28, 1:37pm via TweetDeck

@[FlackList](#) Thanks for connecting (in a polite way) to our convo. Maybe you are what we need :) You are hearing our concerns. [#soloPR](#)



[karens swim](#) Sep 28, 1:37pm via TweetChat

@[MuslimNewMedia](#) It was the funniest thing ever but spot on in the advice, he cuts right to the core no holds barred [#solopr](#)



[SoloPR](#) Sep 28, 1:37pm via TweetGrid.com

Q3: Do your clients care about all the recent Facebook changes? Do they look to you for guidance (or not even noticed)? [#solopr](#)



[jgombita](#) Sep 28, 1:37pm via web

@[dconconi](#) because @@[saulcolt](#) told me (not shown me). :-) [#solopr](#)



[dconconi](#) Sep 28, 1:36pm via TweetChat

Frisky chat today RT @[SoloPR](#): I am enjoying the banter today - runs the gamut from curse words to naked-talk. :-) Q3 is coming up... [#solopr](#)



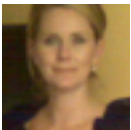
[Jnichs](#) Sep 28, 1:36pm via TweetGrid.com

RT @[SoloPR](#): RT @[akenn](#): When using HARO for very general opps it seems that you're up against millions of others who are also submitting response [#solopr](#)



[PaulaJohns](#) Sep 28, 1:36pm via TweetDeck

Hilarious...RT @[SoloPR](#): I am enjoying the banter today - runs the gamut from curse words to naked-talk. :-) Q3 is coming up... [#solopr](#)



[RebeccaEdgar](#) Sep 28, 1:36pm via HootSuite

@[jgombita](#) Haha. Must be twitterating. [#solopr](#)



[3HatsComm](#) Sep 28, 1:36pm via TweetChat

NSFW vid, saving for later :) RT @[karensxim](#): Warning the title is F*** You Pay Me .. message is right on target <http://ht.ly/6HzYH> [#SoloPR](#)



[SoloPR Sep 28, 1:35pm via TweetGrid.com](#)

RT @akenn: When using HARO for very general opps it seems that you're up against millions of others who are also submitting response [#solopr](#)



[karens swim Sep 28, 1:35pm via TweetChat](#)

@jgombita I'll watch out for @saucolt (with one eye open) but this one was @mike_FTW [#solopr](#)



[jgombita Sep 28, 1:35pm via web](#)

@karens swim let's see how long it takes Saul to respond.... [#solopr](#)



[FlackList Sep 28, 1:35pm via TweetDeck](#)

@MuslimNewMedia @MarketingMel @FlackList is new but we r broaching these issues w/ our media queries, working on updated feature now [#soloPR](#)



[SoloPR Sep 28, 1:35pm via TweetGrid.com](#)

I am enjoying the banter today - runs the gamut from curse words to naked-talk. :-) Q3 is coming up... [#solopr](#)



[Mayne Sep 28, 1:35pm via TweetChat](#)

RT @akenn: When using HARO for very general opps it seems that you're up against millions of others who are also submitting responses [#solopr](#)



[socialitestatus Sep 28, 1:35pm via ÜberSocial for BlackBerry](#)

RT @SoloPR: Q1: How do you handle not securing any media coverage for your client? (or more generally, failing to meet expectations) [#solopr](#)



[MarketingMel](#) Sep 28, 1:35pm via [TweetDeck](#)

Amen! RT @akenn: When using HARO for very general opps it seems that you're up against millions of others [#solopr](#)



[TShryerPR](#) Sep 28, 1:35pm via [TweetGrid.com](#)

@jgombita Love it! "Sometimes he tweets naked." [#solopr](#)



[MaxwellStevens](#) Sep 28, 1:35pm via [TweetDeck](#)

Hmm...seemed to have missed smthg during that call. RT @dconconi: you know this how? RT @jgombita: Sometimes he tweets naked! [#solopr](#)



[MuslimNewMedia](#) Sep 28, 1:34pm via [TweetChat](#)

sounds both hilarious and informative, lmao RT @karensxim: Warning the title is F*** You Pay Me...: <http://ht.ly/6HzyH> [#solopr](#)



[dconconi](#) Sep 28, 1:34pm via [TweetChat](#)

you know this how? RT @jgombita: Sometimes he tweets naked! [#solopr](#)



[akenn](#) Sep 28, 1:34pm via [TweetChat](#)

When using HARO for very general opps it seems that you're up against millions of others who are also submitting responses [#solopr](#)



[MarketingMel](#) Sep 28, 1:34pm via TweetDeck

@[jgombita](#) @[karensxim](#) You two are cracking me up today on [#soloPR](#)!



[karensxim](#) Sep 28, 1:34pm via TweetChat

@[jgombita](#) Really? Lol, oh my, blushing at the thought! cc @[saulcolt](#) @[freshbooks](#) [#solopr](#)



[akuaisis](#) Sep 28, 1:34pm via Twitter for iPhone

@[KellyeCrane](#) thank you [#solopr](#)



[KellyeCrane](#) Sep 28, 1:34pm via TweetDeck

A2: Beyond HARO, it's important to consider the bottom-line value you're getting from various subscription svc. [#solopr](#)



[MarketingMel](#) Sep 28, 1:33pm via TweetDeck

Really appreciating all of my [#soloPR](#) friends' insights on HARO.



[jgombita](#) Sep 28, 1:33pm via web

@[karensxim](#) I bet you gentlerperson's wager it's Twittermate @[saulcolt](#) with the @[freshbooks](#) potty mouth. Sometimes he tweets naked! [#solopr](#)



[karensxim](#) Sep 28, 1:33pm via TweetChat

A2: Agree with others, depends on your goals, good for some inds. not others [#solopr](#)



[PaulaJohns](#) Sep 28, 1:33pm via TweetDeck

@[MarketingMel](#) Re: HARO, I've had a few really good hits + many, many misses. I usually go after tech category--not too many opps. [#solopr](#)



[akenn](#) Sep 28, 1:32pm via TweetChat

I saw the headline but haven't seen the details - is there still going to be a regular, free HARO? [#solopr](#)



[dwannolsen](#) Sep 28, 1:32pm via web

RT @[jgombita](#): Always amazes me @[karens swim](#) when companies don't automatically put own news releases prominently on the website. Media relations 101 [#solopr](#)



[SoloPR](#) Sep 28, 1:32pm via TweetGrid.com

RT @[akuaisis](#): HARO (free version) is enough for me. But I'd also pay for mediabistro, depends on how much you get out of it [#solopr](#)



[MuslimNewMedia](#) Sep 28, 1:32pm via TweetChat

@[MarketingMel](#) Same here w/HARO. Also disappointed in their threshold for being "media." They dont get long tail or niche markets. [#solopr](#)



[MarketingMel](#) Sep 28, 1:32pm via TweetDeck

Thought I saw @[deegospel](#) in the room a minute ago. Must have stepped out to autograph her book! ;) [#soloPR](#)



[Jnichs](#) Sep 28, 1:32pm via [TweetDeck](#)

@[MarketingMel](#) Share everything you've got, but in short & concise manner, FAST [#soloPR](#)



[dwannolsen](#) Sep 28, 1:31pm via [TweetGrid.com](#)

RT @[SoloPR](#): Nice quotable! RT @[karensxim](#): ...you don't ask the doctor for your money back just because you don't like the diagnosis [#solopr](#)



[3HatsComm](#) Sep 28, 1:31pm via [TweetChat](#)

@[MarketingMel](#) Speed, short and simple. I respond ASAP w/ as much good but short detail as possible, all contact info upfront. [#SoloPR](#)



[KellyeCrane](#) Sep 28, 1:31pm via [TweetDeck](#)

A2: As others note, I think HARO is better for some industries than others. Not much in the gnarly [#tech](#) space I work in. :-) [#solopr](#)



[deegospel](#) Sep 28, 1:31pm via [TweetGrid.com](#)

a2. i decide based on past performance with HARO, i don't need the bio because i'm pitching clients not myself [#solopr](#)



[Jnichs](#) Sep 28, 1:30pm via [TweetDeck](#)

@[KateRobins](#) Thx! Hi to you as well! [#solopr](#)



[MarketingMel](#) Sep 28, 1:30pm via [TweetDeck](#)

@kkellerpr Thanks for your input! [#soloPR](#)



[karensim](#) Sep 28, 1:30pm via TweetChat

@jgombita Lol, well this particular @freshbooks pres was a speaker who def. has a potty mouth! [#solopr](#)



[KateRobins](#) Sep 28, 1:30pm via TweetChat

@karensim :) [#solopr](#)



[3HatsComm](#) Sep 28, 1:29pm via TweetChat

A2 it'll depend on your client base, experts, audiences. HARO skews national, web .. so goal is hyper local maybe not worth it. [#SoloPR](#)



[TShryerPR](#) Sep 28, 1:29pm via TweetGrid.com

@MaxwellStevens i don't get the value of the premium. why do you need archive of stories with deadlines passed? [#solopr](#)



[KellyeCrane](#) Sep 28, 1:29pm via TweetDeck

@akuaisis Great input - and welcome to [#solopr](#)!



[karensim](#) Sep 28, 1:29pm via HootSuite

Warning the title is F*** You Pay Me, which is why I never shared publicly but the message is right on target: <http://ht.ly/6HzyH> [#solopr](#)



[akuaisis](#) Sep 28, 1:28pm via Twitter for iPhone

@SoloPR figure out what went wrong and change the media plan and pitches accordingly #solopr



[MarketingMel](#) Sep 28, 1:28pm via TweetDeck

A., 2 I would like to hear my #soloPR friends' luck w/ HARO. I've had *exact* matches and not gotten a bite. Secrets? #soloPR



[jgombita](#) Sep 28, 1:28pm via web

@karensxim are you saying (Canadian-owned) @freshbooks is potty-mouthed?! #solopr



[MaxwellStevens](#) Sep 28, 1:28pm via TweetGrid.com

RT @SoloPR: Q2: @TexAnne noted, HARO now has a Premium service (helpareporter.com/subscriptions). How do you decide what's worth paying for? #solopr



[akuaisis](#) Sep 28, 1:27pm via Twitter for iPhone

@SoloPR you cant promise a placement, but if you genuinely messed up on a project you should eat at least some of the cost #solopr



[jgombita](#) Sep 28, 1:27pm via TweetChat

RT @dconconi: a good client relationship can also go a long way to mend the infrequent disappointment - but must keep them informed always #solopr



[KateRobins](#) Sep 28, 1:27pm via TweetChat

@[karensxim](#) yes...? the link? [#solopr](#)



[dconconi](#) Sep 28, 1:27pm via TweetChat

every failure is a learning experience. Hard to convince clients and self of that sometimes but doubt you'll make the same mistake [#solopr](#)



[SoloPR](#) Sep 28, 1:27pm via TweetGrid.com

Q2: @[TexAnne](#) noted, HARO now has a Premium service (helpareporter.com/subscriptions). How do you decide what's worth paying for? [#solopr](#)



[karensxim](#) Sep 28, 1:27pm via TweetChat

@[KateRobins](#) @[SoloPR](#) Exactly! [#solopr](#)



[3HatsComm](#) Sep 28, 1:27pm via TweetChat

@[jgombita](#) @[MarketingMel](#) And often the value comes in minimizing the downside, the losses and settlements; thinking of crisis PR [#SoloPR](#)



[MarketingMel](#) Sep 28, 1:27pm via TweetDeck

@[3HatsComm](#) Thanks. Trying to juggle a bit of work in while chatting w/ you all too! [#soloPR](#)
[#multitasking](#)



[MuslimNewMedia](#) Sep 28, 1:26pm via TweetChat

sounds like a good read regardless; link? RT @[karensxim](#): great preso on Freshbooks about this, but it has a lot of profanity [#solopr](#)



[TShryerPR](#) Sep 28, 1:26pm via [TweetGrid.com](#)

RT @[PaulaJohns](#): Agree RT @[KellyeCrane](#): A1a: One way to avoid having to write off time is to report/readjust/counsel client as you go [#solopr](#)



[KateRobins](#) Sep 28, 1:26pm via [TweetChat](#)

@[SoloPR](#) @[karensxim](#) ...or, say, the effort gave you all the side effects but didn't do much else. Still an intelligent attempt. [#solopr](#)



[dconconi](#) Sep 28, 1:26pm via [TweetChat](#)

a good client relationship can also go a long way to mend the infrequent disappointment - but must keep them informed always [#solopr](#)



[MarketingMel](#) Sep 28, 1:26pm via [TweetDeck](#)

@[jgombita](#) And yes I know that about lawyers billing time since I worked in law firm marketing for several years! [#soloPR](#)



[karensxim](#) Sep 28, 1:25pm via [TweetChat](#)

There's a great preso on Freshbooks about this subject, but it has a lot of profanity [#solopr](#)



[jgombita](#) Sep 28, 1:25pm via [web](#)

@[MarketingMel](#) so very true. Lawyers are meticulous for billing every amount of time spent with you, regardless of outcomes. [#solopr](#)



[SoloPR Sep 28, 1:25pm via TweetGrid.com](#)

Nice quotable! RT [@karensxim](#): ...you don't ask the doctor for your money back just because you don't like the diagnosis [#solopr](#)



[TShryerPR Sep 28, 1:25pm via TweetGrid.com](#)

so if you hit your budget, you just say no? [#solopr](#)



[3HatsComm Sep 28, 1:25pm via TweetChat](#)

[@KateRobins](#) [@karensxim](#) [@MarketingMel](#) You 3 are rocking it, I can't keep up. :) [#SoloPR](#)



[KateRobins Sep 28, 1:24pm via TweetChat](#)

[@Jnichs](#) [@FlackList](#) hi [#solopr](#)



[KateRobins Sep 28, 1:24pm via TweetChat](#)

RT [@MuslimNewMedia](#): AIFollow up - shoudnt eat time if you can doc effort and were realistic upfront. Not contingency attorneys. [#solopr](#)



[TShryerPR Sep 28, 1:24pm via TweetGrid.com](#)

RT [@3HatsComm](#): [@MarketingMel](#) good ex. Lawyers.still pay for disappointing hair cut, off dinner, ball game even if your team loses [#solopr](#)



[karensxim Sep 28, 1:24pm via TweetChat](#)

Discussed this earlier with biz owner saying, you don't ask the doctor for your money back just because you don't like the diagnosis [#solopr](#)



[SoloPR Sep 28, 1:24pm via TweetGrid.com](#)

Hi everyone who's joined since we started - glad you could participate! Q2 is coming up... [#solopr](#)



[PaulaJohns Sep 28, 1:24pm via TweetDeck](#)

Agree RT @[KellyeCrane](#): A1a: One way to avoid having to write off time is to report/readjust/counsel client as you go. [#solopr](#)



[jgombita Sep 28, 1:24pm via TweetChat](#)

RT @[3HatsComm](#): @[MarketingMel](#) good ex. Lawyers. You still pay for disappointing hair cut, off dinner, the ball game even if your team loses. [#SoloPR](#)



[dconconi Sep 28, 1:23pm via TweetChat](#)

RT @[3HatsComm](#): @[MarketingMel](#) good ex. Lawyers. You still pay 4 disappointing hair cut, off dinner, the game even if your team loses. [#solopr](#)



[KateRobins Sep 28, 1:23pm via TweetChat](#)

RT @[karensxim](#): @[MarketingMel](#) Exactly! Was in middle of typing that thought; you took words right out of my tweet, excellent point! [#solopr](#)



[Jnichs Sep 28, 1:23pm via TweetDeck](#)

Forgot to introduce myself, Jennifer Nichols, CEO of @[FlackList](#) and freelance lifestyle PR pro here. [#solopr](#)



[dconconi](#) Sep 28, 1:23pm via TweetChat

can be a lifesaver. RT @[KellyeCrane](#): A1a: Also, as @[jgombita](#) notes re: SEO, note the other benefits received. [#solopr](#)



[karens swim](#) Sep 28, 1:23pm via TweetChat

@[MarketingMel](#) Lol! I love it and love that we can even finish each other's sentences :-)
[#solopr](#)



[3HatsComm](#) Sep 28, 1:22pm via TweetChat

@[MarketingMel](#) good ex. Lawyers. You still pay for disappointing hair cut, off dinner, the ball game even if your team loses. [#SoloPR](#)



[SoloPR](#) Sep 28, 1:22pm via TweetGrid.com

RT @[MuslimNewMedia](#): A1 shouldnt eat the time if you can document effort and were realistic upfront. We're not contingency attorneys. [#solopr](#)



[KateRobins](#) Sep 28, 1:22pm via TweetChat

@[karens swim](#) @[MarketingMel](#) ...or doctors? [#solopr](#)



[KellyeCrane](#) Sep 28, 1:22pm via TweetDeck

A1a: Also, as @[jgombita](#) notes re: SEO, note the other benefits received. [#solopr](#)



[Jnichs](#) Sep 28, 1:21pm via TweetDeck

@[KateRobins](#) LOL. So true! [#solopr](#)



[MarketingMel](#) Sep 28, 1:21pm via TweetDeck

@[karensxim](#) Ha! The power of crowd sourcing here on [#soloPR](#)



[Chocl8FashnPR](#) Sep 28, 1:21pm via TweetChat

RT @[dconconi](#): RT @[KateRobins](#): @[Chocl8FashnPR](#) @[SoloPR](#) ...and why this is among the most stressful jobs in the universe. [#solopr](#)



[karensxim](#) Sep 28, 1:21pm via TweetChat

@[MarketingMel](#) Exactly! Was in the middle of typing that thought, and you took the words right out of my tweet, excellent point! [#solopr](#)



[MaxwellStevens](#) Sep 28, 1:21pm via TweetChat

RT @[MuslimNewMedia](#): A1Follow up - shoudnt eat the time if you can document effort and were realistic upfront. We're not contingency attorneys. [#solopr](#)



[PaulaJohns](#) Sep 28, 1:21pm via TweetDeck

Most co's highly value the SEO aspects >>RT @[karensxim](#): A1: As @[jgombita](#) noted, can still be a win for SEO/lead generation [#solopr](#)



[3HatsComm](#) Sep 28, 1:20pm via TweetChat

@[SoloPR](#) A1.b As you said there are no guarantees; variable x factors, depends how off target, strategy, expectations really were. [#SoloPR](#)



[MuslimNewMedia](#) Sep 28, 1:20pm via TweetChat

A1 Follow up - shouldn't eat the time if you can document effort and were realistic upfront. We're not contingency attorneys. [#solopr](#)



[karens swim](#) Sep 28, 1:20pm via TweetChat

RT @MarketingMel: Billing needs to be discussed up front along w/ your value. Know any corp. lawyers who don't bill time win or lose? [#solopr](#)



[Kellye Crane](#) Sep 28, 1:20pm via TweetDeck

A1a: One way to avoid having to write off time is to report/readjust/counsel client as you go. [#solopr](#)



[Kate Robins](#) Sep 28, 1:20pm via TweetChat

A1. Seriously. I'm getting ulcers just thinking about this. Are we almost done? [#solopr](#)



[Kate Robins](#) Sep 28, 1:19pm via TweetChat

RT @MaxwellStevens: +1 RT @PaulaJohns: A1. Set expects up front, & in many cases, I lean toward under promising w/hopes of over deliv. [#solopr](#)



[Solo PR](#) Sep 28, 1:19pm via TweetGrid.com

Great attitude! RT @akenn: A1. I like a challenge. If a story isn't resonating I try to figure out why and try new angles. [#solopr](#)



[MarketingMel](#) Sep 28, 1:19pm via TweetDeck

A. 2 Billing needs to be discussed up front along w/ your value. Know any corp. lawyers who don't bill their time win or lose? [#soloPR](#)



[jgombita](#) Sep 28, 1:19pm via web

Always amazes me @[karensxim](#) when companies don't automatically put own news releases prominently on the website. Media relations 101 [#solopr](#)



[RebeccaEdgar](#) Sep 28, 1:19pm via HootSuite

Hi [#solopr](#) friends! Solo from Toronto area jumping in late.



[dconconi](#) Sep 28, 1:19pm via TweetChat

RT @[KateRobins](#): @[Choc18FashnPR](#) @[SoloPR](#) ...and why this is among the most stressful jobs in the universe. [#solopr](#)



[dconconi](#) Sep 28, 1:18pm via TweetChat

so hard w events! RT @[SoloPR](#): A1: BTW, this doesnt just happen w/media. Sometimes its event attendance, No guarantees in this biz! [#solopr](#)



[karensxim](#) Sep 28, 1:18pm via TweetChat

Critical to do RT @[deegospel](#): a1. before i take on a client we have a chat about their media reach and expectations [#solopr](#)



[SoloPR](#) Sep 28, 1:18pm via TweetGrid.com

Yes! RT @[TylerHWilliams](#): I always try to counsel my clients that sometimes saying "no" is better than chasing the wrong opportunity. [#solopr](#)



[KateRobins](#) Sep 28, 1:18pm via TweetChat

@[Chocl8FashnPR](#) @[SoloPR](#) ...and why this is among the most stressful jobs in the universe. [#solopr](#)



[karenswim](#) Sep 28, 1:18pm via TweetChat

RT @[SoloPR](#): Q1 followup: How do you handle billing if youve come in below expectations? Do you "eat" the time? [#solopr](#)



[kcwriter](#) Sep 28, 1:18pm via TweetChat

RT @[karenswim](#): RT @[dconconi](#): If you can retool the pitch and strategy - do it! Dont give up on first pass - keep clients in the loop along the way [#solopr](#)



[deegospel](#) Sep 28, 1:18pm via TweetGrid.com

a1. before i take on a client we have a chat about their media reach and expectations [#solopr](#)



[MaxwellStevens](#) Sep 28, 1:18pm via TweetDeck

+1 RT @[PaulaJohns](#): A1. Set expectations up front, & in many cases, I lean toward under promising w/hopes of over deliv. Anyone else? [#solopr](#)



[SoloPR](#) Sep 28, 1:17pm via TweetGrid.com

Q1 followup: How do you handle billing if you've come in below expectations? Do you "eat" the time? [#solopr](#)



[KatieMcManners](#) Sep 28, 1:17pm via TweetDeck

RT @dariasteigman: +1 RT @dconconi: our job is tell the client no if there is no news value. They will respect that more than lack of results. #solopr



[KateRobins](#) Sep 28, 1:17pm via TweetChat

@deegospel hi #solopr



[Choc18FashnPR](#) Sep 28, 1:17pm via TweetGrid.com

RT @SoloPR: A1: BTW, this doesn't just happen w/media. Sometimes it's event attendance, socmed campaign, etc. No guarantees in this biz! #solopr



[karenskim](#) Sep 28, 1:17pm via TweetChat

A1: tried to insert "important" before that left the queue, important not to neglect other assets #solopr



[jgombita](#) Sep 28, 1:17pm via web

Agreed @akenn. Or pitch alternative/new/different (i.e., more niche) publishing platforms. Online or industry or community-oriented #solopr



[MuslimNewMedia](#) Sep 28, 1:17pm via TweetChat

+1 ! ALWAYS wear the newsroom hat! RT @jgombita: .@dariasteigman biz editor said: Why should I care? Why should our readers care? #solopr



[MarketingMel](#) Sep 28, 1:17pm via TweetDeck

RT @dconconi: our job is tell the client no if there is no news value. They will respect that more than lack of results. #solopr



[KateRobins](#) Sep 28, 1:17pm via TweetChat

RT @TShryerPR: @KateRobins usually set aside time for revamp if i dont feel its right [#solopr](#)



[KellyeCrane](#) Sep 28, 1:17pm via TweetDeck

@KateRobins That's a great follow-up question! [#solopr](#)



[KateRobins](#) Sep 28, 1:16pm via TweetChat

RT @Jnichs: A1 Best way to void situation is communicate risks involved before any project. Unfort, there no 100% guarantees in PR. [#solopr](#)



[PaulaJohns](#) Sep 28, 1:16pm via TweetDeck

A1. Set expectations up front, and in many cases, I do lean toward under promising with the hopes of over delivering. Anyone else? [#solopr](#)



[karensim](#) Sep 28, 1:16pm via TweetChat

A1: Drives home why it's also not to neglect other assets as @jgombita noted, can still be a win for SEO/lead generation [#solopr](#)



[deegospel](#) Sep 28, 1:16pm via TweetGrid.com

joining late. It's Dee Stewart. PR/Atlanta alias Miranda Parker (published author) [#solopr](#)



[dconconi](#) Sep 28, 1:16pm via TweetChat

If the relationship is good, they won't likely ask you to. But if they push, might have to. RT
@KateRobins:Do you eat the time then? [#solopr](#)



[TShryerPR](#) Sep 28, 1:16pm via [TweetGrid.com](#)

@[KateRobins](#) usually set aside time for revamp if i dont feel its right [#solopr](#)



[dariasteigman](#) Sep 28, 1:16pm via [TweetDeck](#)

@[KellyeCrane](#) For better or worse, I've never had trouble saying "NO." [#solopr](#)



[SoloPR](#) Sep 28, 1:16pm via [TweetGrid.com](#)

A1: BTW, this doesn't just happen w/media. Sometimes it's event attendance, socmed campaign, etc. No
guarantees in this biz! [#solopr](#)



[KateRobins](#) Sep 28, 1:15pm via [TweetChat](#)

@[KellyeCrane](#) @[KateRobins](#) @[dconconi](#) Do you eat the time then? [#solopr](#)



[TShryerPR](#) Sep 28, 1:14pm via [TweetGrid.com](#)

@[LuckieAndCo](#) my butcher got over 700 new customers - he's hoping the margin will be there. [#solopr](#)



[TylerHWilliams](#) Sep 28, 1:14pm via [web](#)

@[KellyeCrane](#) I always try to counsel my clients that sometimes saying "no" is better than chasing the
wrong opportunity. [#solopr](#)



[dconconi](#) Sep 28, 1:14pm via TweetChat

agreed - but if your strategy was off or your pitch was weak, it is on the shoulders of the consultant RT
@[KateRobins](#): [#solopr](#)



[Jnichs](#) Sep 28, 1:14pm via TweetDeck

Yes! Look at all sides. RT @[akenn](#): A1 I like a challenge. If a story isn't resonating I try to figure out why
and try new angles [#solopr](#)



[KateRobins](#) Sep 28, 1:14pm via TweetChat

@[KellyeCrane](#) Amen. [#solopr](#)



[KellyeCrane](#) Sep 28, 1:14pm via TweetDeck

@[KateRobins](#) @[dconconi](#) Sometimes we're wearing rose colored glasses/get carried away. If so, then that's
our fault, IMO. [#solopr](#)



[KateRobins](#) Sep 28, 1:14pm via TweetChat

Q1. Wish their was a likelihood figure. Important to stress early on that it may or may not happen. Always
pr newswire. [#solopr](#)



[akenn](#) Sep 28, 1:13pm via TweetChat

A1. I like a challenge. If a story isn't resonating I try to figure out why and try new angles. [#solopr](#)



[Jnichs](#) Sep 28, 1:13pm via TweetDeck

RT @[KellyeCrane](#): You can say, "I misjudged, here's how we'll do diff next time" RT @[dconconi](#): A1: if the fault is yours - own up... [#solopr](#)



[TShryerPR](#) Sep 28, 1:13pm via [TweetGrid.com](#)

@[jgombita](#) always say that to my clients! put on your own client's hat [#solopr](#)



[3HatsComm](#) Sep 28, 1:13pm via [TweetChat](#)

RT @[KellyeCrane](#): A1: If you got no media coverage, perhaps the client pushed for something that wasn't newsworthy? Imp we counsel [#SoloPR](#)



[LuckieAndCo](#) Sep 28, 1:13pm via [HootSuite](#)

RT @[KellyeCrane](#): Interesting stats - Are daily deals sweet or sour for business? @[griner](#) looks at the numbers <http://ow.ly/6FZ7N> [#solopr](#)



[KellyeCrane](#) Sep 28, 1:13pm via [TweetDeck](#)

A1: I think less experienced pros can feel intimidated to say no to a client, but you come out better in the end. [#solopr](#)



[KateRobins](#) Sep 28, 1:13pm via [TweetChat](#)

@[KellyeCrane](#) @[dconconi](#) Is it really fault though? Myriad elements that work for you or don't against always difficult odds. [#solopr](#)



[Jnichs](#) Sep 28, 1:13pm via [TweetDeck](#)

A1 Best way to void situation is to communicate risks involved before any project. Unfort, there are no 100% guarantees in PR. [#solopr](#)



[karensxim](#) Sep 28, 1:12pm via TweetChat

So true! RT @MaxwellStevens: A1. Sometimes there is just more important news out there than what your client is doing. [#solopr](#)



[jgombita](#) Sep 28, 1:12pm via web

.@dariasteigman as Canadian Press Ontario biz editor said: Why should I care? Why should our readers care? [#solopr](#)



[LauraScholz](#) Sep 28, 1:12pm via HootSuite

OMG, yes! RT @dconconi: our job is tell the client no if there is no news value. They will respect that more than lack of results. [#solopr](#)



[3HatsComm](#) Sep 28, 1:12pm via TweetChat

ITA Timing, news cycles play key. RT @dconconi: A circumstances out of your control (eg. breaking news), help them understand [#SoloPR](#)



[dariasteigman](#) Sep 28, 1:12pm via TweetDeck

+1 RT @dconconi: our job is tell the client no if there is no news value. They will respect that more than lack of results. [#solopr](#)



[KellyeCrane](#) Sep 28, 1:12pm via TweetDeck

You can say, "I misjudged, here's how we'll do diff next time" RT @dconconi: A1: if the fault is yours - own up... [#solopr](#)



[MaxwellStevens](#) Sep 28, 1:11pm via TweetDeck

A1. Sometimes there is just more important news out there than what your client is doing. [#solopr](#)



[TylerHWilliams](#) Sep 28, 1:11pm via web

@[KateRobins](#) love those days! :-) [#solopr](#)



[KateRobins](#) Sep 28, 1:11pm via TweetChat

RT @[MuslimNewMedia](#): Be upfront that u cant make news story happen; doc efforts, follow ups, so client knows you did due diligence. [#solopr](#)



[TShryerPR](#) Sep 28, 1:11pm via TweetGrid.com

recently had that situation. i told them the way they wanted to present was not for media but cld try it 2 prove me wrong (didn't) [#solopr](#)



[dconconi](#) Sep 28, 1:11pm via TweetChat

our job is tell the client no if there is no news value. They will respect that more than lack of results. [#solopr](#)



[PRjeff](#) Sep 28, 1:11pm via TweetChat

@[jgombita](#) Yep - if there's really not "news" to pitch, the spin-free PR purist in me stays clear. [#solopr](#)



[stlpr](#) Sep 28, 1:11pm via web

[#solopr](#) Q1: No or low results happen to even the best. Opportunity to define if u are keeping up w/ what is defined as "hits."



[MuslimNewMedia](#) Sep 28, 1:11pm via TweetChat

+1 RT @[KellyeCrane](#): A1: If you got no media coverage, perhaps the client pushed for something that wasn't newsworthy? Imp we counsel [#solopr](#)



[KateRobins](#) Sep 28, 1:10pm via TweetChat

Q1. There are so many elements involved; it's so hard to call in advance. A slow day can make you look like a genius. [#solopr](#)



[karenskim](#) Sep 28, 1:10pm via TweetChat

RT @[dconconi](#): If you can retool the pitch and strategy - do it! Dont give up on first pass - keep clients in the loop along the way [#solopr](#)



[MuslimNewMedia](#) Sep 28, 1:10pm via TweetChat

A1 Be upfront that u cant make a news story happen; document your efforts and follow ups, so client knows you did due diligence. [#solopr](#)



[KellyeCrane](#) Sep 28, 1:10pm via TweetDeck

A1: If you got no media coverage, perhaps the client pushed for something that wasn't newsworthy? Imp we counsel [#solopr](#)



[dariasteigman](#) Sep 28, 1:10pm via TweetDeck

@[jgombita](#) I can't tell you how many times I've had to explain that "news" is in eye of pub, not you. [#solopr](#)



[dconconi](#) Sep 28, 1:10pm via TweetChat

If you can retool the pitch and strategy - do it! Don't give up on the first pass - but keep clients in the loop all along the way [#solopr](#)



[MarketingMel](#) Sep 28, 1:09pm via TweetDeck

@[KateRobins](#) Good point. A. 1 You kind of get into and understanding of paid vs. earned here as well. [#soloPR](#)



[jgombita](#) Sep 28, 1:09pm via web

Or @[PRjeff](#) there simply wasn't ANY "news" in the media release. It's amazing how excited company leadership gets re: new widgets.... [#solopr](#)



[TShryerPR](#) Sep 28, 1:09pm via TweetGrid.com

RT @[SoloPR](#): RT @[jgombita](#): A1. Being realistic at front end re: likelihood of success is pragmatic... [#solopr](#)



[stlpr](#) Sep 28, 1:09pm via web

RT @[jgombita](#): A1. Being realistic at front end re: likelihood of success is pragmatic. Plus make sure it's all online on co's real estate for SEO [#solopr](#)



[karensim](#) Sep 28, 1:09pm via TweetChat

Exactly! RT @[TShryerPR](#): A1: were expectations correctly set in the first place? [#solopr](#)



[PRjeff Sep 28, 1:09pm via TweetChat](#)

A1: Keep communications open w/client. Be forthright and clear and next plan of action. [#solopr](#)



[SoloPR Sep 28, 1:09pm via TweetGrid.com](#)

RT [@jgombita](#): A1. Being realistic at front end re: likelihood of success is pragmatic... [#solopr](#)



[dconconi Sep 28, 1:09pm via TweetChat](#)

and as [@akenn](#) said: "do it quickly" [#solopr](#)



[TShryerPR Sep 28, 1:09pm via TweetGrid.com](#)

A1: were expectations correctly set in the first place? [#solopr](#)



[PRjeff Sep 28, 1:08pm via TweetChat](#)

A1: Need to re-evaluate overall pitch. Research targeted media deeper. Figure out why it's not resonating. [#solopr](#)



[KateRobins Sep 28, 1:08pm via TweetChat](#)

RT [@PRjeff](#): A1: Perhaps the expectations werent reasonable to start with? Or clients newshooks not strong enough? [#solopr](#)



[jgombita Sep 28, 1:08pm via web](#)

A1. Being realistic at front end re: likelihood of success is pragmatic. Plus make sure it's all online on co's real estate for SEO [#solopr](#)



[TShryerPR](#) Sep 28, 1:08pm via [TweetGrid.com](#)

@[akenn](#) any suggestions you can share? [#solopr](#)



[karenswim](#) Sep 28, 1:08pm via [TweetChat](#)

A1: Great opp for assessment and educating client after determining the why - message, timing, targeting [#solopr](#)



[stlpr](#) Sep 28, 1:08pm via [TweetChat](#)

RT @[KateRobins](#): Q1. Imp that ppl don't think there's a guarantee. The attempt is like medicine you prescribe. May or may not work. [#solopr](#)



[dconconi](#) Sep 28, 1:08pm via [TweetChat](#)

A1: if the fault is yours - own up. If it was due to circumstances out of your control (eg. breaking news), help them understand [#solopr](#)



[SoloPR](#) Sep 28, 1:08pm via [TweetGrid.com](#)

IMP! RT @[TylerHWilliams](#): I always try to make sure my clients understand WHY coverage didn't come through- asking the editors helps! [#solopr](#)



[akenn](#) Sep 28, 1:08pm via [TweetChat](#)

A1: there are lots of ways to handle this problem. No matter what you do, do it quickly! [#solopr](#)



[dariasteigman](#) Sep 28, 1:08pm via TweetDeck

A1. As [@TylerHWilliams](#) said, why not? If it was non-news, did you warn them/set expectations in advance? [#solopr](#)



[KateRobins](#) Sep 28, 1:08pm via TweetChat

Q1. Imp that ppl don't think there's a guarantee. The attempt is like medicine you prescribe. May or may not work. [#solopr](#)



[PRjeff](#) Sep 28, 1:07pm via TweetChat

A1: Perhaps the expectations weren't reasonable to start with? Or client's newshooks not strong enough? [#solopr](#)



[SoloPR](#) Sep 28, 1:07pm via TweetGrid.com

[@dconconi](#) I don't lie. :-) [#solopr](#)



[Choc18FashnPR](#) Sep 28, 1:07pm via web

RT [@TylerHWilliams](#): [@SoloPR](#) I always try to make sure my clients understand WHY coverage didn't come through - asking the editors helps! [#solopr](#)



[Choc18FashnPR](#) Sep 28, 1:07pm via TweetGrid.com

RT [@SoloPR](#): Q1: How do you handle not securing any media coverage for your client? (or more generally, failing to meet expectations) [#solopr](#)



[MuslimNewMedia](#) Sep 28, 1:07pm via TweetChat

getting here late, hello everyone :) [#solopr](#)



[KellyeCrane](#) Sep 28, 1:07pm via TweetDeck

A1: No matter how experienced, I think everyone has fallen below expectations on occasion (esp when unforeseen factors come up). [#solopr](#)



[stlpr](#) Sep 28, 1:07pm via web

[#solopr](#) Hello all, look forward to a gr8t discussion. Q1 is a gut check questions.



[MaxwellStevens](#) Sep 28, 1:07pm via TweetDeck

Jumping in late for [#solopr](#) chat. Looks like I came into a tough topic.



[stlpr](#) Sep 28, 1:06pm via TweetGrid.com

RT @SoloPR: Q1: How do you handle not securing any media coverage for your client? (or more generally, failing to meet expectations) [#solopr](#)



[dconconi](#) Sep 28, 1:06pm via TweetChat

You are right @solopr: Q1 is a doosy [#solopr](#)



[TylerHWilliams](#) Sep 28, 1:06pm via web

@SoloPR I always try to make sure my clients understand WHY coverage didn't come through - asking the editors helps! #solopr



[karenswim](#) Sep 28, 1:06pm via TweetChat

RT @SoloPR: Q1: How do you handle not securing any media coverage for your client? (or more generally, failing to meet expectations) #solopr



[PaulaJohns](#) Sep 28, 1:06pm via TweetDeck

Happy new year! >> RT @SoloPR: Shana tova to our #solopr peeps who celebrate Rosh Hashanah!



[dconconi](#) Sep 28, 1:06pm via TweetChat

RT @SoloPR: Q1: How do you handle not securing any media coverage for your client? (or more generally, failing to meet expectations) #solopr



[TShryerPR](#) Sep 28, 1:05pm via TweetGrid.com

Looking 4ward 2 it! RT @SoloPR: Welcome everyone. Great group gathering for todays chat! Q1 is a doosy... coming up! #solopr



[SoloPR](#) Sep 28, 1:05pm via TweetGrid.com

Q1: How do you handle not securing any media coverage for your client? (or more generally, failing to meet expectations) #solopr



[dconconi](#) Sep 28, 1:04pm via TweetChat

intriguing!! RT @SoloPR: Welcome everyone. Great group gathering for todays chat! Q1 is a doosy... coming up! #solopr



[PaulaJohns](#) Sep 28, 1:04pm via [TweetDeck](#)

Greetings -- joining [#solopr](#) chat from North Coastal San Diego County.



[SoloPR](#) Sep 28, 1:04pm via [TweetGrid.com](#)

Welcome everyone. Great group gathering for today's chat! Q1 is a doozy... coming up! [#solopr](#)



[KateRobins](#) Sep 28, 1:03pm via [TweetChat](#)

RT [@karensxim](#): Yes! RT [@SoloPR](#): Shana tova to our [#solopr](#) peeps who celebrate Rosh Hashanah! [#solopr](#)



[dariasteigman](#) Sep 28, 1:03pm via [TweetDeck](#)

Hi Everyone. [#solopr](#)



[MarketingMel](#) Sep 28, 1:03pm via [TweetDeck](#)

[@fransteps](#) Agree w/ [@karensxim](#) [@KellyeCrane](#) [@jgombita](#) Go get 'em in your preso. to new client! [#soloPR](#)



[karensxim](#) Sep 28, 1:03pm via [TweetChat](#)

Yes! RT [@SoloPR](#): Shana tova to our [#solopr](#) peeps who celebrate Rosh Hashanah! [#solopr](#)



[dconconi](#) Sep 28, 1:03pm via [TweetChat](#)

RT [@SoloPR](#): Shana tova to our [#solopr](#) peeps who celebrate Rosh Hashanah! [#solopr](#)



[karenswim](#) Sep 28, 1:03pm via TweetChat

Hello from Michigan! Steaming plate of veggies, hot cup of tea and ready to get my chat on! [#solopr](#)



[dconconi](#) Sep 28, 1:03pm via TweetChat

Go get 'em [@fransteps](#) - we're all rooting for you. [#solopr](#)



[SoloPR](#) Sep 28, 1:03pm via TweetGrid.com

Shana tova to our [#solopr](#) peeps who celebrate Rosh Hashanah!



[KateRobins](#) Sep 28, 1:03pm via TweetChat

RT [@MarketingMel](#): Come join us! RT [@SoloPR](#): Its time for this weeks [#soloPR](#) chat for indie [#PR](#) pros and related fields. [#solopr](#)



[dconconi](#) Sep 28, 1:02pm via TweetChat

Cheers from sunny, warm Toronto, Canada! [#solopr](#)



[MarketingMel](#) Sep 28, 1:02pm via TweetDeck

Come join us! RT [@SoloPR](#): It's time for this week's [#soloPR](#) chat for indie [#PR](#) pros and related fields.



[jgombita](#) Sep 28, 1:02pm via web

[@fransteps](#) knock 'em dead! (Or at least into signing a contract.) Good luck and hope to "see" you next week. [#solopr](#)



[dconconi](#) Sep 28, 1:02pm via TweetChat

RT @karensxim: [#solopr](#), chat beginning NOW, come join for great insight and wisdom about PR, and solo work! [#solopr](#)



[karensxim](#) Sep 28, 1:02pm 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](#)



[KellyeCrane](#) Sep 28, 1:01pm 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](#) Sep 28, 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](#)