

#SoloPR Transcript – 10/5/2011



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

As always, the transcript will be up on the blog tomorrow. Great insights today- thanks again! [#solopr](#)



[farida_h 1:56pm via TweetChat](#)

Sounds promising! RT @[SoloPR](#): we've got some exciting things for [#solopr](#) between now and end of the year. Stay tuned! [#solopr](#)



[lanarushing 1:56pm via TweetDeck](#)

RT @[dariasteigman](#): Thanks, [#solopr](#) folks, for another awesome hour of chat. And (of course) @[KellyeCrane](#) rocks.



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

Almost out of time - but feel free to keep chatting on the hashtag all week! Thanks everyone for joining. [#solopr](#)



[dariasteigman 1:55pm via TweetDeck](#)

Thanks, [#solopr](#) folks, for another awesome hour of chat. And (of course) @[KellyeCrane](#) rocks.



[jgombita 1:55pm via TweetChat](#)

RT @[MuslimNewMedia](#): but it needs a list: "10 ways a to De-list your blog content" :) RT @[jgombita](#): @[RobinMarie](#) [#solopr](#)



[3HatsComm](#) 1:55pm via [TweetChat](#)

Heh. RT @[MuslimNewMedia](#): but it needs a list: "10 ways a to De-list your blog content" :) RT @[jgombita](#): @[RobinMarie](#) #SoloPR



[SoloPR](#) 1:55pm via [TweetGrid.com](#)

Also wanted to let you all know: we've got some exciting things for [#solopr](#) between now and end of the year. Stay tuned!



[mlhujber](#) 1:55pm via [web](#)

A 5 Not this year--shooting for next year, though! [#solopr](#)



[MuslimNewMedia](#) 1:55pm via [TweetChat](#)

but it needs a list: "10 ways a to De-list your blog content" :) RT @[jgombita](#): @[RobinMarie](#) [#solopr](#)



[dconconi](#) 1:54pm via [TweetChat](#)

@[TMariePR](#) shucks thanks! [#solopr](#)



[sacevero](#) 1:54pm via [TweetDeck](#)

A5 @[solopr](#) bummed I can't make PRSA Orlando but I'll be at @[WomenInPR1](#) this month! Anyone else? [#solopr](#)



[MarketingMel](#) 1:54pm via [TweetDeck](#)

Not going to PRSA Orlando either. Chose IMS11 instead this year. Please let us know how it goes!
[#soloPR](#)



[TomiLinda](#) 1:54pm via [TweetDeck](#)

Great Chat once again! RT @[TMariePR](#): Enjoyed myself chatting with the [#SoloPR](#) Fam @[SoloDovePR](#) @[JanetLFalk](#) @[dco](#)... (cont) <http://t.co/rEBDiR6Z>



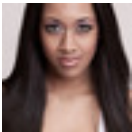
[dconconi](#) 1:54pm via [TweetChat](#)

cool. RT @[KellyeCrane](#): A5: Ill be covering the event as a blogger, so will definitely be sharing any good tips with my [#solopr](#) gang! [#solopr](#)



[dconconi](#) 1:54pm via [TweetChat](#)

A5: Orlando in October. sigh. Unfortunately, will have to miss the meet up. have fun. [#solopr](#)



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[dconconi](#) 1:54pm via TweetChat

cool. RT @[KellyeCrane](#): A5: Ill be covering the event as a blogger, so will definitely be sharing any good tips with my [#solopr](#) gang! [#solopr](#)



[KellyeCrane](#) 1:54pm via TweetDeck

A5: I'll be covering the event as a blogger, so will definitely be sharing any good tips with my [#solopr](#) gang!



[dconconi](#) 1:54pm via TweetChat

A5: Orlando in October. sigh. Unfortunately, will have to miss the meet up. have fun. [#solopr](#)



[MuslimNewMedia](#) 1:53pm via TweetChat

A5 Not going, but one of these years ... [#solopr](#)



[TMariePR](#) 1:53pm via TweetDeck

can't forget @[KellyeCrane](#) Thank you so much for the great chat [#SoloPR](#)



[farida_h](#) 1:53pm via TweetChat

@[SoloPR](#) Not attending. Let the rest of us know all the interesting things that were discussed. [#solopr](#)



[jgombita](#) 1:53pm via web

@[RobinMarie](#) let's lead a movement to list-less, more solid content; maybe general population will follow (esp. if we offer quality) [#solopr](#)



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

@[PRjeff](#) I sensed you needed a break. :-) [#solopr](#)



[dariasteigman](#) 1:53pm via [TweetDeck](#)

I'm an IABCer, but a few days in sunny Tampa could lure me away. :) [#solopr](#)



[TMariePR](#) 1:53pm via [TweetDeck](#)

Enjoyed myself chatting with the [#SoloPR](#) Fam @[SoloDovePR](#) @[JanetLFalk](#) @[dconconi](#) @[MarketingMel](#) @[PRjeff](#) @[farida_h](#) @[prweb](#) @[makasha](#) @[TomiLinda](#)



[3HatsComm](#) 1:52pm via [TweetChat](#)

A5 no, conflicts with vacation. And yes, I'm bragging as I am way ready for a break. :-) [#SoloPR](#)



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

A5: I'll be there for a couple days, I know @[mdbarber](#) and others will be, too. May have a meetup! [#solopr](#)



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

Ditto RT @[JanetLFalk](#): A5 Make it fun and productive. Not attending PRSA Orlando. [#solopr](#)



[dconconi](#) 1:51pm via [TweetChat](#)

uh, like Yahoo news. RT @RobinMarie: @jgombita re: lists. gen pop seems to love them! #solopr



JanetLFalk 1:51pm via TweetDeck

A5 Make it fun and productive. Not attending PRSA Orlando. #soloPR



MarketingMel 1:51pm via TweetDeck

Always good advice! RT @jgombita: @dariasteigman @3HatsComm @dconconi @berkson0 more simply put: don't knowingly get screwed. #solopr



dconconi 1:50pm via TweetChat

ha! RT @PRjeff: Oh good. Tired of sweating thru 1st 4 RT @SoloPR: Thanks everyone 4 sharing great advice. Q5 is a lightweight one. #solopr



RobinMarie 1:50pm via web

@jgombita re: lists. Agreed they are overused and most pr/comm pros are tired of seeing them, but gen pop seems to love them! #solopr



tressalynne 1:50pm via Power Twitter

YES! RT @JGfromOC Big part of media relations is educating the client. Show them the value of smaller outlets. #solopr #MediaRelations #PR



TMariePR 1:50pm via TweetDeck

that is real light weight! LOL RT @SoloPR: Q5: Is anyone going to the PRSA Conference in Orlando? #solopr



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

typo fixed: agencies also need smart independent counsel. Network with ad and PR agencies - its called sharing not competing [#solopr](#)



[PRjeff](#) 1:50pm via TweetChat

Oh good. Tired of sweating thru 1st 4 RT @SoloPR: Thanks everyone 4 sharing great advice. Q5 is a lightweight one. [#solopr](#)



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

Q5: Is anyone going to the PRSA Conference in Orlando? [#solopr](#)



[jgombita](#) 1:50pm via web

@[dariasteigman](#) @[3HatsComm](#) @[dconconi](#) @[berkson0](#) more simply put: don't knowingly get screwed. [#solopr](#)



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

@[lanarushing](#) Cool, nice to meet you. [#SoloPR](#)



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

Thanks everyone for sharing great advice. Q5 is a lightweight one... [#solopr](#)



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

agencies also sometimes need smart independent counsel. Network with ad and PP agencies - it's called sharing not competing [#solopr](#)



[jgombita](#) 1:49pm via [TweetDeck](#)

RT [@MarketingMel](#): A. 4 As PR pro's who better to stir up our own PR? I launched a TV series when I started my biz called Social Media 101. [#soloPR](#)



[MarketingMel](#) 1:49pm via [TweetDeck](#)

[@lanarushing](#) You must know that [@jgombita](#) is the [#smart](#), A student in the room. I'm in the back throwing paper airplanes [@PRJeff](#) [#soloPR](#)



[dariasteigman](#) 1:49pm via [TweetDeck](#)

[@jgombita](#) Exactly. [@3HatsComm](#) [@dconconi](#) [@berkson0](#) [#solopr](#)



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

[@3HatsComm](#) [@dconconi](#) [@dariasteigman](#) [@berkson0](#) I thought that related to cows and milk or something. :-) [#solopr](#)



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

[@teewhyare](#) Thanks! Transcript goes up on [soloprpro.com](#) tomorrow. [#solopr](#)



[TMariePR](#) 1:48pm via [TweetDeck](#)

[@MikeJonesPR](#) its a twitter chat that meetings every Wed. at 1pm. Follow the hashtag next week [#SoloPR](#) and join the chat!



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

@[lanarushing](#) @[keithrpillow](#) #solopr was 1 of my "featured" chats in Part I of my Teasing out the potential of Twitter chats @[commprobiz](#) post!



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

Welcome to the family! :-) RT @[lanarushing](#): I love the #solopr chats! Today is my first one... but not the last!



[3HatsComm](#) 1:48pm via TweetChat

@[dconconi](#) @[dariasteigman](#) @[berkson0](#) Once they get free, they'll come back for more of the same. #SoloPR



[TMariePR](#) 1:48pm via TweetDeck

RT @[WomenInPR1](#): Don't ever be afraid to think outside the box! #WOMENINPR1 #SoloPR



[MuslimNewMedia](#) 1:47pm via TweetChat

@[MarketingMel](#) I am my own worst enemy, lol :) #solopr



[teewhyare](#) 1:47pm via web

#solopr, I'm so sad that I missed you. I learn so much when I read your TL. I look forward to next week when I'll join you. Have a great day



[SoloPR](#) 1:47pm via TweetGrid.com

Yes! They're usually the ones crying uncle RT @JanetLFalk: Junior folk can refer you up the chain when they get overwhelmed. [#solopr](#)



[jgombita](#) 1:47pm via web

@KellyeCrane reco to read @berkson0 & @fredmcclimans' guest post on @prconversations re: mentoring/networking esp w/ hyper-connected [#solopr](#)



[MuslimNewMedia](#) 1:46pm via TweetChat

perfect! RT @KellyeCrane: @RobinMarie Been a loooong time since weve discussed that one. Will add for next week! [#solopr](#)



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

@lanarushing Welcome! Glad we haven't scared you off. We definitely have fun in [#soloPR!](#)



[dariasteigman](#) 1:46pm via TweetDeck

@lanarushing We're happy to have you on board. [#solopr](#)



[BradleyRoss](#) 1:46pm via TweetDeck

RT @KellyeCrane: A3: Not only do "big" journos read "smaller" outlets, but you never know where that "small" journo will end up! [#solopr](#)



[makasha](#) 1:46pm via TweetChat

Time to pick up son from preschool. I had a great time today. [#solopr](#)



REDMEDIAPR 1:46pm via Echofon

Interesting RT @makasha: A4: Read The Power of Who ... it helped me to re-energize my company by using my circles [#solopr](#)



[lanarushing](#) 1:46pm via web

I love the [#solopr](#) chats! Today is my first one... but not the last! (cc @keithrpillow - check it out!)



[TomiLinda](#) 1:46pm via TweetDeck

A4: Networking is important, I also recommend putting on an event that introduces you to the community you hope to gain clients in. [#solopr](#)



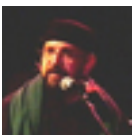
[dconconi](#) 1:45pm via TweetChat

RT @PRjeff: A4: Define your niche. Become an expert in it. Network like crazy. (for starters) [#solopr](#)



[KellyeCrane](#) 1:45pm via TweetDeck

@RobinMarie Been a loooong time since we've discussed that one. Will add for next week! [#solopr](#)



[MuslimNewMedia](#) 1:45pm via TweetChat

RT @Speakeasy_Media: A4: give before you ask [#solopr](#)



[MarketingMel](#) 1:45pm via TweetDeck

@[MuslimNewMedia](#) I know what you mean about cobbler's children. Just *today* printing my brochure :)
[#soloPR](#)



[farida_h](#) 1:45pm via TweetChat

RT @[prforsmallbiz](#) A4) Volunteer w/ @[PRSA](#), ask for referrals, work w/t non-profits, ntwk in person/online, make web presence visible [#solopr](#)



[RobinMarie](#) 1:45pm via web

[#solopr](#) Future topic idea? Generalist v. specialist.



[KellyeCrane](#) 1:45pm via TweetDeck

A4: Younger pros will certainly be hiring in the future, and always remember those who were kind in their early days. [#solopr](#)



[makasha](#) 1:45pm via TweetChat

RT @[dconconi](#) @[dariasteigman](#) @[berkson0](#) I never understand ppl who think free work will lead to paid gig. Youve set your value at zero [#solopr](#)



[SoloDovePR](#) 1:45pm via HootSuite

RT @[kellyecrane](#): A4: Go to/speak at events where your prospective clients will be. Also, get testimonials from happy clients. [#solopr](#)



[makasha](#) 1:44pm via TweetChat

RT @[KellyeCrane](#): A4: Big tip: Dont neglect networking w/those younger/less experienced. Theyre often the ones hiring. [#solopr](#)



[TMariePR](#) 1:44pm via [TweetDeck](#)

RT [@makasha](#): A4: Read The Power of Who ... it helped me to re-energize my company by using my circles [#solopr](#)



[MuslimNewMedia](#) 1:44pm via [TweetChat](#)

[@MarketingMel](#) we *should* be, but we're often our own worst client. Can't see the forest. Cobblers kids have no shoes syndrome... [#solopr](#)



[dconconi](#) 1:44pm via [TweetChat](#)

RT [@dariasteigman](#): [@berkson0](#) I never understand ppl who think free work will lead to paid gig. Youve set your value at zero. [#solopr](#)



[Speakeasy_Media](#) 1:44pm via [HootSuite](#)

A4: give before you ask [#solopr](#)



[JanetLFalk](#) 1:44pm via [TweetDeck](#)

[@KellyeCrane](#) Junior folk can refer you up the chin when they get overwhelmed. [#soloPR](#)



[makasha](#) 1:44pm via [TweetChat](#)

A4: Read The Power of Who ... it helped me to re-energize my company by using my circles [#solopr](#)



[prforsmallbiz](#) 1:44pm via [TweetDeck](#)

RT @KellyeCrane: A4: Big tip: Don't neglect networking w/those younger/less experienced. They're often the ones hiring. [#solopr](#)



[jgombita](#) 1:44pm via web

Esp. ones where other [#solopr](#) people are NOT attending RT @KellyeCrane: Go to/speak at events where your prospective clients will be.



[KellyeCrane](#) 1:43pm via TweetDeck

A4: Big tip: Don't neglect networking w/those younger/less experienced. They're often the ones hiring. [#solopr](#)



[JanetLFalk](#) 1:43pm via TweetDeck

@dariasteigman Agree. Everyone knows someone worth knowing. You don't know who is in their circle is until you ask. [#soloPR](#)



[TMariePR](#) 1:43pm via TweetDeck

@JanetLFalk I call that the "Dream List" [#SoloPR](#)



[jgombita](#) 1:43pm via TweetChat

RT @makasha: A4 Personal branding & meaningful networking--be clear about your value [no free work] and nurture mutually beneficial relationships [#solopr](#)



[MarketingMel](#) 1:43pm via TweetDeck

A. 4 As PR pro's who better to stir up our own PR? I launched a TV series when I started my biz called Social Media 101. [#soloPR](#)



[dariasteigman](#) 1:43pm via TweetDeck

@[jgombita](#) @[berkson0](#) Which is why I never distinguish paid/volunteer. Just focus on experience & results. [#solopr](#)



[lanarushing](#) 1:42pm via web

RT @[prforsmallbiz](#): A4) Volunteer w/ @[PRSA](#), ask for referrals, work with non-profits, ntwk in person & online, make sure your web presence is visible [#solopr](#)



[ignitionPR](#) 1:42pm via TweetDeck

RT @[TMariePR](#): Yep. RT @[PRjeff](#): A4: Define your niche. Become an expert in it. Network like crazy. (for starters) [#solopr](#)



[TMariePR](#) 1:42pm via TweetDeck

RT @[MikeLesczinski](#): A.4 Don't be afraid to move outside ur comfort zone for networking - never know where next client will come from [#solopr](#)



[SoloPR](#) 1:42pm via TweetGrid.com

RT @[JanetLFalk](#): A4 Make a list of everyone you know and who you want to work for. Then ask for referrals [#solopr](#)



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

@[dariasteigman](#) @[berkson0](#) not only that, but for some reason when you work for free (volunteer), you don't get the same appreciation. [#solopr](#)



[MikeLesczinski](#) 1:42pm via TweetChat

A.4 Don't be afraid to move outside your comfort zone for networking - never know where next client will come from [#solopr](#)



[dariasteigman](#) 1:42pm via TweetDeck

"Asking for referrals" (@[MarketingMel](#)'s pt) is imp. You have to let ppl know you're out there, what you do, & how they can help. [#soloPR](#)



[PRjeff](#) 1:42pm via TweetChat

A4: Establish great track record of results. Build on it... [#solopr](#)



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

Indeed -- that 's working for me RT @[PRjeff](#): A4: Define your niche. Become an expert in it. Network like crazy. (for starters) [#solopr](#)



[prforsmallbiz](#) 1:42pm via web

A4) Volunteer w/ @[PRSA](#), ask for referrals, work with non-profits, ntwk in person & online, make sure your web presence is visible [#solopr](#)



[makasha](#) 1:41pm via TweetChat

RT @[MarketingMel](#): A. 4 Look first to all of your networks and connections. Ask for referrals. Be "out there." [#solopr](#)



[makasha](#) 1:41pm via TweetChat

RT @[KellyeCrane](#): A4: Go to/speak at events where your prospective clients will be. Also, get testimonials from happy clients. [#solopr](#)



[JanetLFalk](#) 1:41pm via TweetDeck

A4 Make a list of everyone you know and who you want to work for. Then ask for referrals [#soloPR](#)



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

@[JGfromOC](#) Glad you could join us- hope you become a [#solopr](#) regular!



[SHGrefrigerator](#) 1:41pm via web

[#solopr](#) Are broken appliances allowed to join this chat? I'm trying to learn how to avoid a PR disaster. I'm all alone here.



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

@[makasha](#) Aw thanks, I try to make the social bios fun, keeps things interesting.. as does a nice bottle or three of wine ;-)
[#SoloPR](#)



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

A. 4 Look first to all of your networks and connections. Ask for referrals. Be "out there." [#soloPR](#)



[farida_h](#) 1:41pm via TweetChat

A4: Networking, looking up ideal clients & connecting with them w/t brief pitch on how you could help them. [#solopr](#)



[makasha](#) 1:41pm via [TweetChat](#)

A4 Personal branding & meaningful networking--be clear about your value [no free work] and nurture mutually beneficial relationships [#solopr](#)



[dariasteigman](#) 1:41pm via [TweetDeck](#)

@[berkson0](#) I never understand ppl who think free work will lead to paid gig. You've set your value at zero. [#solopr](#)



[TMariePR](#) 1:40pm via [TweetDeck](#)

Yep. RT @[PRjeff](#): A4: Define your niche. Become an expert in it. Network like crazy. (for starters) [#solopr](#)



[dconconi](#) 1:40pm via [TweetChat](#)

RT @[SoloPR](#): Its been a while since weve addressed Q4: How would you recommend increasing clientele for ppl who are just starting? [#solopr](#)



[MikeLesczinski](#) 1:40pm via [TweetChat](#)

Yep. RT @[PRjeff](#): A4: Define your niche. Become an expert in it. Network like crazy. (for starters) [#solopr](#)



[KellyeCrane](#) 1:40pm via [TweetDeck](#)

A4: Go to/speak at events where your prospective clients will be. Also, get testimonials from happy clients. [#solopr](#)



[TMariePR](#) 1:40pm via TweetDeck

@[MikeJonesPR](#) I am saying aww that is nice.. not sure what you meant! All is well. participating in [#SoloPR](#) chat right now.



[dariasteigman](#) 1:40pm via TweetDeck

What he said. Have to know Your USP. RT @[PRjeff](#): A4: Define your niche. Become an expert in it. Network like crazy. (for starters) [#solopr](#)



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

@[MarketingMel](#) @[dariasteigman](#) Hi! Tweetchat not scrolling back enough to see the questions, but I'll just move forward :) [#solopr](#)



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

Before you leave Q3. Anyone else incredibly tired of seeing (mainly blog posts) involving "lists?" DON'T do holiday lists. PLEASE. [#solopr](#)



[JanetLFalk](#) 1:39pm via TweetDeck

Jumping in late. NYC PR Pro for sml biz + nonprofit. Also subcontract [#soloPR](#)



[berkson0](#) 1:39pm via ÜberSocial for BlackBerry

Rinse. Repeat. RT @[dariasteigman](#): A4. Don't work for free. [#solopr](#)



[PRjeff](#) 1:39pm via TweetChat

A4: Define your niche. Become an expert in it. Network like crazy. (for starters) [#solopr](#)



[dariasteigman](#) 1:39pm via [TweetDeck](#)

@[JGfromOC](#) [waves goodbye.] See you later! [#solopr](#)



[TMariePR](#) 1:39pm via [TweetDeck](#)

PREACH!!! RT @[dariasteigman](#): A4. Don't work for free. [#solopr](#)



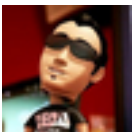
[SoloPR](#) 1:39pm via [TweetGrid.com](#)

RT @[MikeLesczinski](#): A.3. Now with social media you can generate buzz to show big names that smaller outlet story has legs too. [#solopr](#)



[3HatsComm](#) 1:39pm via [TweetChat](#)

RT @[dconconi](#): @[PRjeff](#) yes! those smaller outlet interviews will help prepare the client better for the larger ones. [#SoloPR](#)



[JGfromOC](#) 1:39pm via [TweetDeck](#)

Thanks for the great chat today. Have to jump out for a meeting. Hope everyone has a great rest of the week. [#solopr](#)



[dariasteigman](#) 1:39pm via [TweetDeck](#)

A4. Don't work for free. [#solopr](#)



[MarketingMel](#) 1:39pm via [TweetDeck](#)

ROTFL RT @[PRjeff](#) Hate having to up my Throwing-PR-Guy-Under-The-Bus Insurance Policy. [#solopr](#)



[TMariePR](#) 1:38pm via [TweetDeck](#)

RT @[SoloPR](#): It's been a while since we've addressed Q4: How would you recommend increasing clientele for ppl who are just starting? [#solopr](#)



[makasha](#) 1:38pm via [TweetChat](#)

@[3HatsComm](#) love your twitter bio especially the part about the wine LOL [#solopr](#)



[PRjeff](#) 1:38pm via [TweetChat](#)

@[MarketingMel](#) Hate having to up my Throwing-PR-Guy-Under-The-Bus Insurance Policy. [#solopr](#)



[mlhujber](#) 1:38pm via [web](#)

Tuning in for some [#solopr](#) wisdom!



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

@[PRjeff](#) Well said that the blogger needs some PR counsel. [#soloPR](#)



[SoloPR](#) 1:38pm via [TweetGrid.com](#)

It's been a while since we've addressed Q4: How would you recommend increasing clientele for ppl who are just starting? [#solopr](#)



[prforsmallbiz](#) 1:38pm via web

RT @[kellyecrane](#): A3: Not only do "big" journos read "smaller" outlets, but you never know where that "small" journo will end up! [#solopr](#)



[MikeLesczinski](#) 1:38pm via TweetChat

A.3. Now with social media you can generate buzz to show big names that smaller outlet story has legs too. You have power. [#solopr](#)



[SoloDovePR](#) 1:37pm via HootSuite

RT @[kellyecrane](#): A3: Not only do "big" journos read "smaller" outlets, but you never know where that "small" journo will end up! [#solopr](#)



[farida_h](#) 1:37pm via TweetChat

RT @[TMariePR](#): A3 Creatin buzz in ur local outlets makes it easier to be received in "larger" outlets. Maximize local, then think BIG [#solopr](#)



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

@[MuslimNewMedia](#) Waving! We are having a blast as usual. This is one rowdy crowd. Glad you're joining us. [#soloPR](#)



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

Great stuff! Q4 is coming up... [#solopr](#)



[PRjeff](#) 1:36pm via [TweetChat](#)

@[MarketingMel](#) That blogger needs some PR counsel. Bad apples in every industry... even PR unfortunately [#solopr](#)



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

@[TomiLinda](#) Bigger ITA and smaller audience may be bigger in terms of reach within key stakeholders, big daily vs weekly biz journal [#SoloPR](#)



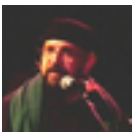
[dariasteigman](#) 1:36pm via [TweetDeck](#)

@[MuslimNewMedia](#) [Waves hello] [#solopr](#)



[KellyeCrane](#) 1:36pm via [TweetDeck](#)

A3: Whenever possible, have a deep bench of spokespeople so they can spread the workload. This helps. [#solopr](#)



[MuslimNewMedia](#) 1:36pm via [TweetChat](#)

joining at half time, sorry! how is everyone? (right tag this time) [#solopr](#)



[TMariePR](#) 1:36pm via [TweetDeck](#)

RT @[PRjeff](#): Q3: The smaller ones can lead to the bigger fish. Plus, helps client to fine-tune message b4 big time outlets [#solopr](#)



[SoloDovePR](#) 1:36pm via [HootSuite](#)

RT @prweb: Q2 Start early--like NOW early to garner holiday press. We actually just published this free guide <http://t.co/rYNVTIPX> #solopr



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

HT! @dconconi @makasha @dariasteigman @3HatsComm @tburrell63 #soloPR



[TMariePR](#) 1:35pm via TweetDeck

A3 Creating the buzz in your local outlets makes its easier to be received in "larger" outlets. Maximize your local, then think BIG #Solopr



[prforsmallbiz](#) 1:35pm via web

@PRjeff Q3: The smaller ones can lead to the bigger fish. Plus, helps client to fine-tune message b4 big time outlets #solopr



[lanarushing](#) 1:35pm via TweetChat

RT @dconconi: @PRjeff yes! those smaller outlet interviews will help prepare the client better for the larger ones. #solopr



[dconconi](#) 1:35pm via TweetChat

know ur audience! RT @Speakeasy_Media: A3: define "big" -- sometimes local and/or highly engaged is better than broad & disconnected #solopr



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

RT @prforsmallbiz: A3) Explain to client why that isn't reasonable & why "smaller" outlets make sense #solopr



[dariasteigman](#) 1:35pm via [TweetDeck](#)

@[JGfromOC](#) @[RobinMarie](#) I managed their expectations. Then I wrote the piece (& got paid). [#solopr](#)



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

@[PRjeff](#) Now that I've read the post that looks like an annual budget for PR. She does not present the value that [#soloPR](#) brings.



[farida_h](#) 1:35pm via [TweetChat](#)

A3: Is the 'big coverage' likely to reach client's target audience? If not, shift focus to targeted/local coverage to reach audience [#solopr](#)



[SoloPR](#) 1:34pm via [TweetGrid.com](#)

Yes! RT @[Speakeasy_Media](#): A3: define "big" -- sometimes local and/or highly engaged is better than broad & disconnected [#solopr](#)



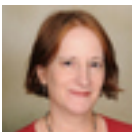
[dconconi](#) 1:34pm via [TweetChat](#)

@[PRjeff](#) yes! those smaller outlet interviews will help prepare the client better for the larger ones. [#solopr](#)



[3HatsComm](#) 1:34pm via [TweetChat](#)

Good one, press like new not the same old everyone covers too. RT @[MarketingMel](#): A3 @[guykawasaki](#) "Nobodies are the new somebodies." [#SoloPR](#)



[dariasteigman](#) 1:34pm via [TweetDeck](#)

@[RobinMarie](#) They asked me to write it anyway. (I had advised letters to editor, which would have gotten published, pt. made). [#solopr](#)



[JGfromOC](#) 1:34pm via [TweetDeck](#)

@[dariasteigman](#) haha, I think we've all had a client like that from time-to-time [#solopr](#)



[SoloPR](#) 1:34pm via [TweetGrid.com](#)

@[PRjeff](#) Oh, Penelope - we should have known. She makes a living saying outrageous things. [#solopr](#)



[makasha](#) 1:34pm via [TweetChat](#)

RT @[PRjeff](#): Q3: The smaller ones can lead to the bigger fish. Plus, helps client to fine-tune message b4 big time outlets [#solopr](#)



[MichaelWillett](#) 1:33pm via [TweetDeck](#)

RT @[KellyeCrane](#): A3: Not only do "big" journos read "smaller" outlets, but you never know where that "small" journo will end up! [#solopr](#)



[PRjeff](#) 1:33pm via [TweetChat](#)

Q3: The smaller ones can lead to the bigger fish. Plus, helps client to fine-tune message b4 big time outlets [#solopr](#)



[lanarushing](#) 1:33pm via [web](#)

"The Talk!" RT @[dconconi](#) A3: woohoo. definitely need to have "the talk" in advance to manage expectations. Ever heard of grassroots? [#solopr](#)



[makasha](#) 1:33pm via TweetChat

Q3: I always make sure my clients (especially the green ones) watch the news and pay attention to where it comes from [#solopr](#)



[JGfromOC](#) 1:33pm via TweetDeck

A3 Big part of media relations is educating the client. Show them the value of smaller outlets. [#solopr](#)



[dconconi](#) 1:33pm via TweetChat

good point about relationshipsRT [@lanarushing](#): A.3 -- plus, you never know where that smaller outlet reporter will end up one day... [#solopr](#)



[RobinMarie](#) 1:33pm via web

[@dariasteigman](#) And how did the client respond? [#solopr](#)



[dariasteigman](#) 1:33pm via TweetDeck

+1 RT [@MarketingMel](#): To quote [@guykawasaki](#) Enchantment to the client who only wants big press. "Nobodies are the new somebodies." [#soloPR](#)



[TomiLinda](#) 1:33pm via TweetDeck

A3: [@3HatsComm](#) I agree. It is our job to help them understand the importance of why smaller outlets lead to bigger hits. [#solopr](#)



[KellyeCrane](#) 1:33pm via TweetDeck

A3: Not only do "big" journo read "smaller" outlets, but you never know where that "small" journo will end up! [#solopr](#)



[prforsmallbiz](#) 1:32pm via web

RT [@dariasteigman](#) a3: 1st step is to ID where client's audience is. Educate client on value of local coverage. [#solopr](#)



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

A. 3 I would quote [@guykawasaki](#) Enchantment to the client who only wants big press. "Nobodies are the new somebodies." [#soloPR](#)



[prforsmallbiz](#) 1:32pm via web

A3) Explain to client why that isn't reasonable & why "smaller" outlets make sense [#solopr](#)



[lanarushing](#) 1:32pm via web

A.3 -- plus, you never know where that smaller outlet reporter will end up one day... [#solopr](#)



[TMariePR](#) 1:32pm via TweetDeck

RT [@3HatsComm](#): A3 educate client on reach, impact of smaller outlet. Show how small hit can lead to bigger one down the line. [#SoloPR](#)



[jgombita](#) 1:32pm via web

Re A2. involving blogger outreach: be sure it's targeted. Earlier today shared [@queryfreewriter](#) post w. person <http://t.co/7Rg8eEAL> [#solopr](#)



[TMariePR](#) 1:32pm via [TweetDeck](#)

A 3. See [@3HatsComm](#) took my suggestions LOL [#SoloPR](#)



[dariasteigman](#) 1:32pm via [TweetDeck](#)

a3: 1st step is to ID where client's audience is. Educate client on value of local coverage. [#solopr](#)



[PRjeff](#) 1:32pm via [TweetChat](#)

Here's that blog posting I referred to earlier slamming PR agencies: <http://t.co/is2KJecl> [#solopr](#)



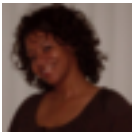
[dconconi](#) 1:32pm via [TweetChat](#)

RT [@MikeLesczinski](#): [@SoloPR](#) A.3 Often, big coverage is result of smaller cov e.g.rolling a snowball down a hill. [#solopr](#)



[Speakeasy_Media](#) 1:32pm via [HootSuite](#)

A3: define "big" -- sometimes local and/or highly engaged is better than broad & disconnected [#solopr](#)



[makasha](#) 1:32pm via [TweetChat](#)

Q3: explain: the media works trickle up effect; have them watch the news. Many national stories are first covered by small outlets [#solopr](#)



[lanarushing](#) 1:32pm via [TweetDeck](#)

RT @dariasteigman: A3. Had client once who wanted Op-Ed in NYTimes (and not a topic worthy of one). Told them only Henry Kissinger can demand that. :) [#solopr](#)



[TMariePR](#) 1:31pm via [TweetDeck](#)

RT @SoloPR: Q3: What if client only wants "big" coverage, and isn't willing to speak with smaller outlets? [#solopr](#)



[SoloPR](#) 1:31pm via [TweetGrid.com](#)

RT @3HatsComm: A3 educate client on reach, impact of smaller outlet. Show how small hit can lead to bigger one down the line. [#solopr](#)



[dconconi](#) 1:31pm via [TweetChat](#)

A3: woohoo. definitely need to have "the talk" in advance to manage expectations. Ever heard of grassroots? [#solopr](#)



[prweb](#) 1:31pm via [TweetDeck](#)

Q3 @SoloPR It's great to have high aspirations, but sometimes its necessary to start small first, build some klout. [#solopr](#)



[SoloPR](#) 1:31pm via [TweetGrid.com](#)

Well said! RT @MikeLesczinski: @SoloPR A.3 Often, big coverage is result of smaller cov e.g.rolling a snowball down a hill. [#solopr](#)



[dariasteigman](#) 1:31pm via TweetDeck

A3. Had client once who wanted Op-Ed in NYTimes (and not a topic worthy of one). Told them only Henry Kissinger can demand that. :) [#solopr](#)



[lanarushing](#) 1:31pm via web

Seems short-sighted to me. RT Q3: What if client only wants "big" coverage, and isn't willing to speak with smaller outlets? [#solopr](#)



[jgombita](#) 1:31pm via TweetChat

RT [@farida_h](#): [@jgombita](#) So the only difference btwn blathering & blithering is the presence of spit? Now, I'm discombobulated. :) [#solopr](#)



[farida_h](#) 1:31pm via TweetChat

Good advice. RT [@dconconi](#): A2: also a good time to reinforce and ramp up any social corp responsibility initiatives the client has [#solopr](#)



[MikeLesczinski](#) 1:31pm via TweetChat

[@SoloPR](#) A.3 Often, big coverage is result of smaller cov e.g.rolling a snowball down a hill. [#solopr](#)



[SoloPR](#) 1:31pm via TweetGrid.com

RT [@lanarushing](#): Research client's space on an ongoing basis (all year long!), carve out angles related to emerging/existing trends [#solopr](#)



[3HatsComm](#) 1:30pm via TweetChat

A3 educate client on reach, impact of smaller outlet. Show how small hit can lead to bigger one down the line. [#SoloPR](#)



[dconconi](#) 1:30pm via TweetChat

RT [@SoloPR](#): Q3: What if client only wants "big" coverage, and isnt willing to speak with smaller outlets? [#solopr](#)



[Speakeasy_Media](#) 1:30pm via HootSuite

[@tytuck](#) [@PRjeff](#) not having read, i assume a negative ROI on that retainer, otherwise it's a wise investment [#solopr](#)



[SoloPR](#) 1:30pm via TweetGrid.com

Q3: What if client only wants "big" coverage, and isn't willing to speak with smaller outlets? [#solopr](#)



[lanarushing](#) 1:29pm via web

Research your client's space on an ongoing basis (all year long!)... carve out angles related to emerging / existing trends. [#solopr](#)



[farida_h](#) 1:29pm via TweetChat

[@jgombita](#) So the only difference btwn blathering & blithering is the presence of spit? Now, I'm discombobulated. :) [#solopr](#)



dconconi 1:29pm via TweetChat

A2: also a good time to reinforce and ramp up any social corp responsibility initiatives the client has
[#solopr](#)



TMariePR 1:29pm via TweetDeck

RT @KellyeCrane: A2: Also, don't forget blogger outreach as part of year-end efforts. They need fresh angles, too. [#solopr](#)



makasha 1:29pm via TweetChat

Especially for niche products/services RT @KellyeCrane Also, dont forget blogger outreach as part of year-end efforts [#solopr](#)



SoloPR 1:29pm via TweetGrid.com

Thanks for all the great tips on Q2! Q3 is up next... [#solopr](#)



SoloPR 1:28pm via TweetChat

RT @makasha: Q2: I learned this while working in ATL ---> Do good in the hood while the press is watching. LOL [#solopr](#)



makasha 1:28pm via TweetChat

RT @MarketingMel: Loving the convo today. From blithering to boneheads to being good in the hood. Only on [#soloPR!](#) [#solopr](#)



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

@[garrettkuk](#) Ha! :-)) Such a quotable movie. @[jgombita](#) @[kellyecrane](#) @[dariasteigman](#) #SoloPR



[lanarushing](#) 1:28pm via web

Indeed! RT @[KellyeCrane](#) Also, don't forget blogger outreach as part of year-end efforts. They need fresh angles, too. #solopr



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

so clever RT @[MarketingMel](#): Loving the convo today. From blithering to boneheads to being good in the hood. Only on #soloPR! #solopr



[JGfromOC](#) 1:27pm via TweetDeck

Product samples really are best for gift guides. Most reporters won't consider a product they can't test. #solopr



[TMariePR](#) 1:27pm via TweetDeck

RT @[farida_h](#): Look up editorial calendars. Look out for trends/local stories and try to fit client in. #solopr



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

Loving the convo today. From blithering to boneheads to being good in the hood. Only on #soloPR!



[tytuck](#) 1:27pm via TweetChat

RT @PRjeff: A1: Some blogger just ripped PR pros for not being accountable and just taking big retainers. Pshhhhhhhh. [#solopr](#)



[jgombita](#) 1:26pm via web

@[dconconi](#) @[garrettkuk](#) @[3hatscomm](#) @[kellyecrane](#) @[dariasteigman](#) nope! Feel free to move us on to D words (altho I did use dumbfounded). [#solopr](#)



[KellyeCrane](#) 1:26pm via TweetDeck

A2: BTW, some clients don't have a good holiday angle (esp B2B). This is OK! [#solopr](#)



[MikeLesczinski](#) 1:26pm via TweetChat

The ethical aren't newsworthy. Sex and scandal sell. @[PRJeff](#) @[solopr](#) [#solopr](#) [#solopr](#)



[dconconi](#) 1:25pm via TweetChat

have we covered off dithering yet? RT @[garrettkuk](#): @[3hatscomm](#) @[jgombita](#) @[kellyecrane](#) @[dariasteigman](#) [#solopr](#)



[PRjeff](#) 1:25pm via TweetChat

No kidding. RT @[SoloPR](#): Some PR pros do that, its true. But that blogger should check out the highly ethical [#solopr](#) pros! [#solopr](#)



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

@[farida_h](#) you made me LOL! I'm "seeing" blathering is being a bit more forceful. Flecks of spit, etc. :-)
<http://t.co/wLkRZYyO> [#solopr](#)



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

A2 Be different, don't think under the tree. pitch your share as out of the box gift for person who has everything. [#SoloPR](#)



[dariasteigman](#) 1:25pm via [TweetDeck](#)

@[garrettkuk](#) :) And one of my favorite movies too. [#solopr](#)



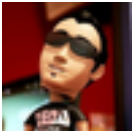
[SoloPR](#) 1:25pm via [TweetGrid.com](#)

RT @[dconconi](#): if you are pitching a product for a gift guide and can supply samples - do. And do it early [#solopr](#)



[dconconi](#) 1:25pm via [TweetChat](#)

RT @[TMariePR](#): RT @[prweb](#): Q2 Think about each holiday and their trends. Are there new products? New demands? Shifting demographics? [#solopr](#)



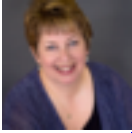
[JGfromOC](#) 1:25pm via [TweetDeck](#)

Good stuff! RT @[KellyeCrane](#): A2: Also, don't forget blogger outreach as part of year-end efforts. They need fresh angles, too. [#solopr](#)



[farida_h](#) 1:24pm via [TweetChat](#)

RT @[KellyeCrane](#): A2: Also, dont forget blogger outreach as part of year-end efforts. They need fresh angles, too. [#solopr](#)



[RobinMarie](#) 1:24pm via [TweetDeck](#)

RT @[KellyeCrane](#): A2: Also, don't forget blogger outreach as part of year-end efforts. They need fresh angles, too. [#solopr](#)



[prweb](#) 1:24pm via [TweetDeck](#)

@[JGfromOC](#) Exactly. Plan early, be on the ball. [#solopr](#)



[dconconi](#) 1:24pm via [TweetChat](#)

RT @[KellyeCrane](#): A2: Also, dont forget blogger outreach as part of year-end efforts. They need fresh angles, too. [#solopr](#)



[garrettkuk](#) 1:24pm via [HootSuite](#)

@[3hatscomm](#) @[jgombita](#) @[kellyecrane](#) @[dariasteigman](#) "blithering" sounds like "to blathe" which we know means "to bluff" [#princessbride](#) [#solopr](#)



[MarketingMel](#) 1:24pm via [TweetDeck](#)

@[lanarushing](#) Good point about starting in the summer. Back when I was a mag. editor Christmas was in August! [#soloPR](#)



[TMariePR](#) 1:24pm via [TweetDeck](#)

RT @[prweb](#): Q2 Think about each holiday and their trends. Are there new products? New demands? Shifting demographics? [#solopr](#)



dconconi 1:24pm via TweetChat

if you are pitching a product for a gift guide and can supply samples - do. And do it early [#solopr](#)



TMariePR 1:24pm via TweetDeck

RT @prweb: Q2 Start early--like NOW early to garner holiday press. We actually just published this free guide <http://t.co/4pdgqHIy> [#solopr](#)



makasha 1:24pm via TweetChat

RT @prweb Q2 and @helpareporter is your BEST friend when it comes to this --theyre already listing holiday queries from big outlets [#solopr](#)



REDMEDIAPR 1:24pm via Echofon

RT @prweb: Q2 @SoloPR Start early--like NOW early to garner holiday ink actually just published this free guide <http://t.co/1hMyIB8S> [#solopr](#)



KellyeCrane 1:24pm via TweetDeck

A2: Also, don't forget blogger outreach as part of year-end efforts. They need fresh angles, too. [#solopr](#)



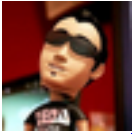
lanarushing 1:23pm via web

For long-leads, start in JULY for gift guides. Trust me! [#solopr](#)



TomiLinda 1:23pm via TweetChat

RT @farida_h: Look up editorial calendars. Look out for trends/local stories and try to fit client in. [#solopr](#)



JGfromOC 1:23pm via TweetDeck

@MikeLesczinski thanks Mike! [#solopr](#)



makasha 1:23pm via TweetChat

RT @MarketingMel: @PRjeff Where oh, where can I sign up for *that* monthly retainer? Sounds like the guy had an ax to grind. [#solopr](#)



REDMEDIAPR 1:23pm via Echofon

A2: reach out for gift guides, if u have resources do a desk side journos love when u cone to them [#solopr](#)



JGfromOC 1:23pm via TweetDeck

@prweb good tips. Always better to be proactive rather than reactive. [#solopr](#)



farida_h 1:23pm via TweetChat

Look up editorial calendars. Look out for trends/local stories and try to fit client in. [#solopr](#)



prweb 1:23pm via TweetDeck

Q2...and @helpareporter is your BEST friend when it comes to this. Sign up--they're already listing holiday queries from big outlets [#solopr](#)



[MarketingMel](#) 1:23pm via TweetDeck

@[PRjeff](#) Where oh, where can I sign up for *that* monthly retainer? Sounds like the guy had an ax to grind. [#soloPR](#)



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

@[SoloPR](#) yes - thanks for clarifying. [#solopr](#)



[lanarushing](#) 1:22pm via web

Agreed! RT @[dconconi](#) A2 don't be disappointed by the "round-up" story. It can be your friend. [#solopr](#)



[prforsmallbiz](#) 1:22pm via web

A2) Follow trends. Also offer dramatic looking, DIY or 'helpful to general public' products [#solopr](#)



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

A2: Holiday/year-end issues are notorious for having long lead times. As others have said, time is of the essence. [#solopr](#)



[jgombita](#) 1:22pm via web

"PR is valuable but not valued" @[terryflynn](#) MT @[RobinMarie](#): Which can lead to a "teachable moment" on importance of behavioral PR [#solopr](#)



[prweb 1:22pm via TweetDeck](#)

Q2 Think about each holiday and their trends. Are there new products? New demands? Shifting demographics? [#solopr](#)



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

RT [@SoloPR](#): Gift guides and the like RT [@dconconi](#): A2 dont be disappointed by the "round-up" story. It can be your friend. [#SoloPR](#)



[MikeLesczinski 1:21pm via TweetChat](#)

Great advice yr round MT [@JGfromOC](#): A2 Start building media relationships now. Dont pitch cold and tell the bigger story. [#solopr](#)



[PRjeff 1:21pm via TweetChat](#)

[@dconconi](#) Yeah, just read it and promptly deleted it. Said PR agencies take \$10,000/mo & then don't act accountable. [#solopr](#)



[SoloPR 1:21pm via TweetGrid.com](#)

RT [@prweb](#): Q2 Start early--like NOW early to garner holiday press. We actually just published this free guide <http://t.co/BnUBFras> [#solopr](#)



[TMariePR 1:21pm via TweetDeck](#)

I LOVE THIS! RT @makasha: Q2: I learned this while working in ATL ---> Do good in the hood while the press is watching. LOL #solopr



[SoloPR 1:20pm via TweetGrid.com](#)

Gift guides and the like RT @dconconi: A2 don't be disappointed by the "round-up" story. It can be your friend. #solopr



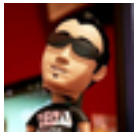
[3HatsComm 1:20pm via Twitter for iPad](#)

@jgombita @kellyecrane @dariasteigman :-) #solopr



[farida_h 1:20pm via TweetChat](#)

@jgombita Now i'm wondering how blithering is diff from blathering. #solopr always adds to my vocab. (looking up discombobulating..) #solopr



[JGfromOC 1:20pm via TweetDeck](#)

A2 Start building media relationships now. Don't pitch cold and when you do, tell the bigger story. Make the reporters life easier #solopr



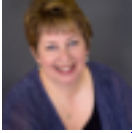
[dconconi 1:20pm via TweetChat](#)

big retainers? RT @PRjeff: A1: Some blogger just ripped PR pros for not being accountable and just taking big retainers. Pshhhhhhhh. #solopr



[TMariePR 1:20pm via TweetDeck](#)

RT @solopr: Q2: What are your best tips for garnering holiday press? #solopr



[RobinMarie](#) 1:20pm via web

@[jgombita](#) Which can lead to a "teachable moment" on the importance of behavioral public relations.
[#solopr](#)



[prweb](#) 1:20pm via TweetDeck

Q2 @[SoloPR](#) Start early--like NOW early to garner holiday press. We actually just published this free guide <http://t.co/SANW6ZkO> [#solopr](#)



[SoloPR](#) 1:20pm via TweetGrid.com

@[PRjeff](#) Some PR pros do that, it's true. But that blogger should check out the highly ethical [#solopr](#) pros!



[jgombita](#) 1:20pm via web

@[dariasteigman](#) @[3HatsComm](#) @[KellyeCrane](#) probably. Oh. Except when they are dumbfounded idiots. :-)
[#solopr](#) [#solopr silliness](#)



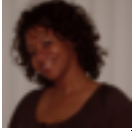
[dconconi](#) 1:19pm via TweetChat

A2 don't be disappointed by the "round-up" story. It can be your friend. [#solopr](#)



[SoloDovePR](#) 1:19pm via HootSuite

RT @[solopr](#): Q2: What are your best tips for garnering holiday press? [#solopr](#)



makasha 1:19pm via TweetChat

Q2: I learned this while working in ATL ---> Do good in the hood while the press is watching. LOL
[#solopr](#)



jgombita 1:19pm via web

@3HatsComm @KellyeCrane I'm betting "blithering" is a UK fiction phrase. Esp. with "idiot" attached.
Me heart discombobulating.... [#solopr](#)



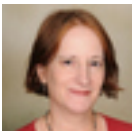
SoloPR 1:19pm via TweetGrid.com

RT @akuaisis: maybe there's a medium that can be found between the two. Client is happy but they
understand where the focus should be [#solopr](#)



PRjeff 1:19pm via TweetChat

A1: Some blogger just ripped PR pros for not being accountable and just taking big retainers. Pshhhhhhhh.
[#solopr](#)



dariasteigman 1:18pm via TweetDeck

@3HatsComm Plus, aren't idiots by definition "blithering"? @jgombita @KellyeCrane [#SoloPR](#)



dconconi 1:18pm via TweetChat

RT @SoloPR: Q2: What are your best tips for garnering holiday press? [#solopr](#)



SoloPR 1:18pm via TweetGrid.com

Q2: What are your best tips for garnering holiday press? [#solopr](#)



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

or just sigh and move on. RT [@dariasteigman](#): [@3HatsComm](#) Good point. Also known as the "sigh, apply bandaid, & move on" approach. [#solopr](#)



[jgombita](#) 1:18pm via web

.[@RobinMarie](#) that's a wise thing to do. Especially when the outcomes translate to influence (i.e., change in behaviour or thinking). [#solopr](#)



[3HatsComm](#) 1:17pm via TweetChat

[@jgombita](#) [@KellyeCrane](#) IDK why, I also love "blithering idiot" not even sure what it is to 'blither' [#SoloPR](#)



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

Great insights everyone! Q2 is coming up... [#solopr](#)



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

The [#solopr](#) pros are serving up the smarts right now during today's chat (as always!).



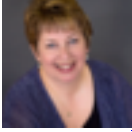
[dariasteigman](#) 1:17pm via TweetDeck

[@3HatsComm](#) Good point. Also known as the "sigh, apply bandaid, & move on" approach. [#SoloPR](#)



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

RT @3HatsComm: ...if you know why, I.E. vanity or pet project, maybe you can find ways to get boss name in print and hit goals. [#solopr](#)



[RobinMarie](#) 1:16pm via [web](#)

A1: I often use this type of situation to talk about outputs vs. outtakes vs outcomes. Sometimes it helps [#solopr](#)



[lanarushing](#) 1:15pm via [TweetDeck](#)

RT @ProfNet: Solo PR folks: Did you know ProfNet offers monthly pricing and it's cheaper than most cable bills? DM/email for more info. [#solopr](#)



[makasha](#) 1:15pm via [TweetChat](#)

RT @jgombita: @KelyeCrane I love the phrase bone-headed. Shades of The Flintstones.... :-) [#solopr](#)



[3HatsComm](#) 1:15pm via [TweetChat](#)

@dariasteigman ITA if you know why, I.E. vanity or pet project, maybe you can find ways to get boss name in print and hit goals. [#SoloPR](#)



[SoloPR](#) 1:15pm via [TweetGrid.com](#)

RT @Speakeasy_Media: A1: why fixated on deliverables? cant keep up with the Joneses & have unique goals/solutions [#solopr](#)



REDMEDIAPR 1:15pm via Echofon

TRUE Must start at root RT @dariasteigman: A1 why is client so focused on THIS goal? Understanding why will help guide refocus. [#solopr](#)



TMariePR 1:14pm via TweetDeck

@prweb I agree with you totally. I haven't had the opportunity to tune in, so I too am excited to be back [#SoloPR](#)



jgombita 1:14pm via web

@KellyeCrane I love the phrase bone-headed. Shades of The Flintstones.... :-) [#solopr](#)



dconconi 1:14pm via TweetChat

RT @KellyeCrane: A1: But lets face it: sometimes a client is going to do something bone-headed. Re-evaluate the relationship, if nec [#solopr](#)



farida_h 1:14pm via TweetChat

RT @dariasteigman: A1 why is client so focused on THIS goal? Understanding the "why" will help guide how you refocus. [#solopr](#)



SoloPR 1:14pm via TweetGrid.com

RT @dariasteigman: A1 why is client so focused on THIS goal? Understanding the "why" will help guide how you refocus. [#solopr](#)



[jgombita](#) 1:14pm via web

So sensible. RT @[dariasteigman](#): A1 why is client so focused on THIS goal? Understanding the "why" will help guide how you refocus. [#solopr](#)



[TMariePR](#) 1:14pm via TweetDeck

RT @[KellyeCrane](#): A1: let's face it: sometimes a client is going to do something bone-headed. Re-evaluate the relationship, if nec. [#solopr](#)



[SoloPR](#) 1:14pm via TweetGrid.com

Hello everyone just joining! Glad to have you - we're on Q1 right now. [#solopr](#)



[prweb](#) 1:13pm via TweetDeck

@[TMariePR](#) not bad, thanks for asking! Glad to finally join in again, it's been awhile! Busy as a bee :) [#solopr](#)



[makasha](#) 1:13pm via TweetChat

RT @[TMariePR](#) @[prforsmallbiz](#) A1 I also focus on deliverable but create plan 2 generate othr outcomes -- so client remains satisfied. [#solopr](#)



[akuaisis](#) 1:13pm via web

@[SoloPR](#) @[KellyeCrane](#) I'm Akua, digital PR in NY joining in [#solopr](#)



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

A1: But let's face it: sometimes a client is just going to do something bone-headed. Re-evaluate the relationship, if nec. [#solopr](#)



[TMariePR](#) 1:13pm via TweetDeck

RT @TomiLinda: Help client focus on a strategy. ppl luv tactics but w/out a clear strategy that targets clients work, just wnt work. [#solopr](#)



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

A1 why is client so focused on THIS goal? Understanding the "why" will help guide how you refocus. [#solopr](#)



[TMariePR](#) 1:12pm via TweetDeck

RT @prforsmallbiz: A1) I also focus on deliverable but create plan 2 generate othr outcomes as well, so client remains satisfied. [#solopr](#)



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

RT @farida_h: A1: Point out clearly what that deliverable is likely to achieve and how. give a clearer idea of why its off-base. [#SoloPR](#)



[dconconi](#) 1:12pm via TweetChat

@jgombita looking forward to it! [#solopr](#)



SoloPR [1:12pm via TweetGrid.com](#)

Yes- tough love! RT @sacevero: Q1 @KellyeCrane maybe it's time for tough love? lol. [#solopr](#)



MarketingMel [1:11pm via TweetDeck](#)

RT @jgombita: A1. Comment. Hope you were at the front-end in helping your client determine his goals. [#solopr](#)



farida_h [1:11pm via TweetChat](#)

RT @TomiLinda: Help client focus on a strategy. ppl luv tactics but w/out a clear strategy that targets clients work, just wnt work. [#solopr](#)



TMariePR [1:11pm via TweetDeck](#)

A1. I agree with @Kel@KellyeCrane @TomiLinda Recognize a strategy and how you can reach it. KEEP THE VISION in front of your client [#SoloPR](#)



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

RT @jgombita: A1. Hope you were at the front-end in helping your client determine his goals. (Shades of last weeks hot question!) [#solopr](#)



dariasteigman [1:11pm via TweetDeck](#)

Joining [#solopr](#). Now to catch up...



SoloPR [1:11pm via TweetGrid.com](#)

RT @prforsmallbiz: A1) I also focus on deliverable but create plan 2 generate othr outcomes as well, so client remains satisfied. [#solopr](#)



[jgombita](#) 1:11pm via [TweetDeck](#)

RT @KellyeCrane: A1: Point out costliness of client's suggested deliverable (if true). Dollar signs often work where reason will not. :-) [#solopr](#)



[TomiLinda](#) 1:11pm via [TweetDeck](#)

@[TMariePR](#) Thank you and Welcome back to you too! [#solopr](#)



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

A1: agree with @[KellyeCrane](#) about case studies. Also learn to speak the language of benefit of broader strategic outreach [#solopr](#)



[jgombita](#) 1:10pm via [web](#)

A1. Comment. Hope you were at the front-end in helping your client determine his goals. (Shades of last week's hot question!) [#solopr](#)



[SoloPR](#) 1:10pm via [TweetGrid.com](#)

BTW, all Qs are submitted. The "I" in the Q is from the questioner. [#solopr](#)



[makasha](#) 1:10pm via [TweetChat](#)

Q1: Encourage to revisit original goals so client focuses on product & outcomes vs ego. [#solopr](#)



[farida_h](#) 1:10pm via TweetChat

A1: Point out clearly what that deliverable is likely to achieve and how. That would give a clearer idea of why it's off-base. [#solopr](#)



[TomiLinda](#) 1:10pm via TweetDeck

Help yr client focus on a strategy. ppl luv tactics but w/out a clear strategy that targets yr client's work, it just wnt work. [#solopr](#)



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

A1: Point out costliness of client's suggested deliverable (if true). Dollar signs often work where reason will not. :-) [#solopr](#)



[sacevero](#) 1:09pm via TweetDeck

Q1 @[KellyeCrane](#) maybe it's time for tough love? lol. Find an alternative and demonstrate the value of that vs. what they're set on [#solopr](#)



[TMariePR](#) 1:09pm via TweetDeck

waving hey!! How are ya?! RT @[prweb](#): Sweet! Finally able to catch the start of [#solopr](#) :) Hi guys!



[prforsmallbiz](#) 1:09pm via web

A1) I also focus on deliverable but create plan 2 generate othr outcomes as well, so client remains satisfied. (web visits,sm likes) [#solopr](#)



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

@[dconconi](#) hoping to (finally) meet this particular Toronto-based [#solopr](#) very, very soon.



[TMariePR](#) 1:09pm via TweetDeck

@[TomiLinda](#) Me too Welcome! [#Solopr](#)



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

@[3HatsComm](#) I'm in excellent company then [#solopr](#)



[KellyeCrane](#) 1:08pm via TweetDeck

A1: Case studies can be your friend. Point to successes w/the tactics you recommend (and failures w/what he wants, if relevant) [#solopr](#)



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

@[SoloPR](#): Q1: Clients focused on deliverable that may not meet his goal. How to help him find value in other objectives/outcomes? [#solopr](#)



[prweb](#) 1:08pm via TweetDeck

Sweet! Finally able to catch the start of [#solopr](#) :) Hi guys!



[makasha](#) 1:07pm via TweetChat

RT @SoloPR Q1 Clients focused on deliverable that may not meet his goal. How do I help him find value in other objectives/outcomes? [#solopr](#)



[MarketingMel](#) 1:07pm via TweetDeck

RT @SoloPR: Q1: Client focused on deliverable that may not meet his goal. How do I help him find value in other objectives/outcomes? [#solopr](#)



[TMariePR](#) 1:07pm via TweetDeck

Alright Gearing up for [#SOLOPR](#)! Hello Fam! PR Pro chatting from [#Detroit](#), MI How are you guys! Missed ya!



[3HatsComm](#) 1:07pm via TweetChat

Damn old w/ ya. [@dconconi](#) Multitasking from ATL .. [#SoloPR](#)



[ProfJonathan](#) 1:07pm via TweetChat

RT [@farida_h](#): Hi, everyone! Farida from NY, solo pr/comms pro. Been hibernating for a while but happy to be back. :) [#solopr](#)



[dconconi](#) 1:07pm via TweetChat

[@SoloPR](#) true. Soloprs are not old - we're wise! [#solopr](#)



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

RT @SoloPR: Q1: Client's focused on deliverable that may not meet his goal. How to help him find value in other objectives/outcomes? [#solopr](#)



[farida_h](#) 1:07pm via TweetChat

Hi, everyone! Farida from NY, solo pr/comms pro. Been hibernating for a while but happy to be back. :) [#solopr](#)



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

@[makasha](#) Aw thanks. you should see the portrait in my attic. ;-) [#solopr](#)



[MarketingMel](#) 1:06pm via TweetDeck

Hello to all of my [#soloPR](#) friends (and those who just wish they were). Signing in.



[SoloPR](#) 1:06pm via TweetGrid.com

@[dconconi](#) No one who [#solopr](#) 's is old! :-)



[TomiLinda](#) 1:05pm via TweetDeck

Hi all it has been awhile since I have had time to join. Glad I could make it today [#solopr](#)



[Speakeasy_Media](#) 1:05pm via HootSuite

Hola, [#solopr](#) folks! Chatting this week from my <<nom de plume>> instead of my usual @[garrettkuk](#)



[makasha](#) 1:05pm via TweetChat

@[dconconi](#) at least you don't look old [#solopr](#)



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

Q1: Client's focused on deliverable that may not meet his goal. How do I help him find value in other objectives/outcomes? [#solopr](#)



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

is a Toronto-based solopr. 2 years in Canada. 11 years back in the US in the 90s, 10 years btw at big agencies. (dam I'm old.) [#solopr](#)



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

Welcome everyone! We've got some great Qs lined up for today. Q1 is coming up... [#solopr](#)



[prforsmallbiz](#) 1:03pm via [web](#)

Karina from NJ, PR practitioner specializing in lifestyle, hospitality & tourism industries [#solopr](#)



[TMariePR](#) 1:03pm via [TweetDeck](#)

RT @[SoloPR](#): It's time for this wk's [#soloPR](#) chat 4 independent pros in PR & related fields (those who want to learn more about it). [#solopr](#)



[Speakeasy_Media](#) 1:02pm via [HootSuite](#)

heading into [#solopr](#) for the next hour -- mute, join, or follow the hashtag discussion



[prforsmallbiz](#) 1:02pm via web

Hi [@KellyeCrane](#) and everyone! [#solopr](#)



[SoloPR](#) 1:01pm via TweetGrid.com

If you're joining, please introduce yourself. This is [@KellyeCrane](#) moderating, Atlanta-based blogger at <http://t.co/CFYwuwCF> [#solopr](#)



[dconconi](#) 1:01pm via TweetChat

[@makasha](#) welcome back! [#solopr](#)



[KellyeCrane](#) 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](#) 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](#)