

#SoloPR Transcript – 7/11/2012

1. Where do you find inspiration/new programming ideas for stale client account? [#solopr](#)
2. How do you make the switch to starting your own biz if you have a DNC (non-compete) w/your current employer? [#solopr](#)
3. On Solo PR today, suggestions on weathering a family emergency (I'm in the middle of one): <http://ow.ly/cabgx> Additions?[#solopr](#)



SoloPR Jul 11, 1:58pm via TweetGrid.com

Remember, we keep chatting on the hashtag all week -- transcript will be posted tomorrow. Have a great week everyone! [#solopr](#)



RebeccaEdgar Jul 11, 1:58pm via TweetChat

[@KellyeCrane](#) sending warm thoughts. [#solopr](#)



SoloPR Jul 11, 1:58pm via TweetGrid.com

Oh, we're out of time. Thanks everyone for sharing your wisdom on another great chat (especially personal for me this time)! [#solopr](#)



dariasteigman Jul 11, 1:58pm via TweetDeck

[@karensxim](#) [@AerialEllis](#) I didn't start running until abt 10 yrs ago, but now I don't know what I'd do w/out it. [#solopr](#)



karensxim Jul 11, 1:58pm via TweetChat

Ha! RT [@deegospel](#): a3. most importantly. i was brought up to live by a code. my dad was a marine. i live by that code. lol#[solopr](#)



SoloPR Jul 11, 1:57pm via TweetGrid.com

+!! RT [@karensxim](#): Blown away by this group, you people really are the best of the best with the biggest hearts and brains ever! [#solopr](#)



deegospel Jul 11, 1:57pm via TweetGrid.com

[@jgombita](#) no, because of my issues. i'm missing a lot of tv. lol [#solopr](#)



karensxim Jul 11, 1:57pm via TweetChat

[@jgombita](#) Hugging you Judy, you are a rare gem! [#solopr](#)



AerialEllis Jul 11, 1:57pm via TweetDeck

[@karensxim](#) [@dariasteigman](#) Running is so therapeutic for me. Great hearing [#solopr](#) pros who love it like I do!



deegospel Jul 11, 1:57pm via TweetGrid.com

a3. most importantly. i was brought up to live by a code. my dad was a marine. i live by that code. lol [#solopr](#)



karensxim Jul 11, 1:57pm via TweetChat

Blown away by this group, you people really are the best of the best with the biggest hearts and brains ever! [#solopr](#)



SoloPR Jul 11, 1:57pm via TweetGrid.com

Like the idea about having set hours MT [@makasha](#): A3: I send out emails to inform my clients of hour changes and backup... [#solopr](#)



dariasteigman Jul 11, 1:56pm via TweetDeck

Good pt. RT [@deegospel](#): a3. i treat my biz like a doctor's office. Docs reschedule with me when they have emergencies. I do same. [#solopr](#)



jgombita Jul 11, 1:56pm via web

Giving you permission to link to that write-up where I first found out about your great romance (& tragedy) [@karensxim](#). Inspiring. [#solopr](#)



KellyeCrane Jul 11, 1:56pm via TweetDeck

Appreciate feedback on Q3. If I'm a little slower to respond to emails or online for the next couple wks, thx for understanding! [#solopr](#)



karensxim Jul 11, 1:55pm via TweetChat

She really is an amazing woman! RT [@AerialEllis](#): [@KellyeCrane](#) An example of great strength! [#solopr](#)



makasha Jul 11, 1:55pm via TweetChat

A3: I send out emails to inform my clients of hour changes and backup; meeting deadlines prior to emergency also helps [#solopr](#)



deegospel Jul 11, 1:55pm via TweetGrid.com

a3. i also treat my biz like a doctor's office. my docs reschedule with me when they have emergencies. so i do the same. [#solopr](#)



KellyeCrane Jul 11, 1:55pm via TweetDeck

[@AerialEllis](#) [@karensxim](#) Thank you, and thanks everyone for your tips and support! [#solopr](#)



jgombita Jul 11, 1:55pm via web

[@deegospel](#) I had no idea, which is so commendable. Are you watching the current [#masterchef](#) show, with the blind contestant? [#solopr](#)



deegospel Jul 11, 1:54pm via TweetGrid.com

a3. i don't make myself 247 available although i have the tools to be. [#solopr](#)



karensxim Jul 11, 1:54pm via TweetChat

[@dariasteigman](#) I always say running is my service to the world, without it I would be a crazy person, lol! [#solopr](#)



AerialEllis Jul 11, 1:54pm via TweetDeck

[@KellyeCrane](#) An example of great strength! [#solopr](#)



KellyeCrane Jul 11, 1:54pm via TweetDeck

A3: As others have mentioned, having good relationships with clients really eases the burden. Another benefit of being [#solopr](#)



dariasteigman Jul 11, 1:54pm via TweetDeck

[@3HatsComm](#) That's okay, it took me several days to realize the wife was even there. :) [#solopr](#)



karensxim Jul 11, 1:54pm via TweetChat

@jgombita I was inclined but a major shift when my husband died, you really look at life differently [#solopr](#)



dariasteigman Jul 11, 1:53pm via TweetDeck

@karensxim Running still keeps me sane. But for those not so crazy, a walk around the block can do much the same thing. :) [#solopr](#)



karensxim Jul 11, 1:53pm via TweetChat

@deegospel Very smart and we should all live by that, health issues or not [#solopr](#)



SoloPR Jul 11, 1:53pm via TweetGrid.com

Thx for sharing! RT @dariasteigman: A3 I wrote a similar post, Workshifting from the ICU, last year: bit.ly/PQLEQi [#solopr](#)



3HatsComm Jul 11, 1:52pm via TweetChat

@dariasteigman Did that.. back before hospitals had WiFi. [#solopr](#)



deegospel Jul 11, 1:52pm via TweetGrid.com

@SoloPR i grew up in the biz. lol [#solopr](#)



jgombita Jul 11, 1:52pm via web

Pretty major ones at that, @karensxim. Were you already so inclined, or did it prove to be a life-altering experience? [#solopr](#)



deegospel Jul 11, 1:52pm via TweetGrid.com

a3. i do hire contractors when clients have competing events, so that there is another hand on it for insurance [#solopr](#)



karensxim Jul 11, 1:52pm via TweetChat

Inspired! RT @KellyeCrane: In my 16 yrs as [#solopr](#), Ive been thru the death of a parent, Hurricane Katrina, and more. Still kickin! [#solopr](#)



SoloPR Jul 11, 1:52pm via TweetGrid.com

Anything you don't do?! RT [@deegospel](#): a3. our family biz (my mom owns) is financial svc. I'm licensed in Ga to sell all insurances [#solopr](#)



deegospel Jul 11, 1:51pm via TweetGrid.com

a3. since i live with a disability, i have to be a good steward of my time. i don't work on fridays, to rest my clients know this [#solopr](#)



SoloPR Jul 11, 1:51pm via TweetGrid.com

RT [@dariasteigman](#): Carve out me time. I took a 2-hr run when my mom was in ICU; air, brain cleared, & made it easier to do must-do wk [#solopr](#)



PeaRIBellaPR Jul 11, 1:51pm via TweetGrid.com

RT [@SoloPR](#): RT [@KristK](#): A3: When emergencies arise, keep clients in loop. Deadlines can be pushed back, projects re-assigned, etc. [#solopr](#)



karenschwim Jul 11, 1:51pm via HootSuite

[@dariasteigman](#) yes, yes, I trained for another marathon during my hubby's illness, kept me sane & totally there for him until end [#solopr](#)



dariasteigman Jul 11, 1:51pm via TweetDeck

A3 I wrote a similar post, Workshifting from the ICU, last year: bit.ly/PQLEQi [#solopr](#)



KellyeCrane Jul 11, 1:50pm via TweetDeck

a3: You can definitely do it. In my 16 yrs as [#solopr](#), I've been thru the death of a parent, Hurricane Katrina, and more. Still kickin'!



deegospel Jul 11, 1:50pm via TweetGrid.com

a3. [@KellyeCrane](#) chatted with me about my low rates a while back (hint.) now i bill with my emergency in mind, because I'm disabled. [#solopr](#)



KristK Jul 11, 1:49pm via TweetGrid.com

A3: Step back, assess priorities, ask for help. Missing deadlines, being out of contact just add to problems; be proactive [#solopr](#)



SoloPR Jul 11, 1:49pm via TweetGrid.com

RT @KristK: A3: When emergencies arise, keep clients in loop. Deadlines can be pushed back, projects re-assigned, etc. [#solopr](#)



karenswym Jul 11, 1:48pm via TweetChat

@jgombita Have not had a chance to read, but will do for sure, thank you! [#solopr](#)



dariasteigman Jul 11, 1:48pm via TweetDeck

@KellyeCrane Carve out me time. I took a 2-hr run when my mom was in ICU; air, brain cleared, & made it easier to do must-do wk. [#solopr](#)



SoloPR Jul 11, 1:48pm via TweetGrid.com

RT @3HatsComm: A3 Have good rel w/ understanding client. Let them know, perhaps call on back-up for support to keep it moving [#solopr](#)



deegospel Jul 11, 1:48pm via TweetGrid.com

a3. FYI. our family biz (my mom owns) is a financial svc. I'm licensed in Ga to sell all insurances. 15 yrs [#solopr](#)



karenswym Jul 11, 1:48pm via TweetChat

@3HatsComm @KellyeCrane, very, very short! [#solopr](#)



karenswym Jul 11, 1:47pm via TweetChat

A3: I've never been ill but have had my fair share of family emergencies & know it's important to limit your commitments [#solopr](#)



KellyeCrane Jul 11, 1:47pm via TweetDeck

A3: Having a backup and/or support team can be key in handling things in the short term. [#solopr](#)



3HatsComm Jul 11, 1:47pm via TweetChat

@KellyeCrane @karenswym So true, in an emergency the 'MUST' do list gets a lot shorter - priorities. [#solopr](#)



SoloPR Jul 11, 1:46pm via TweetGrid.com

MT @dariasteigman: A3 My experience, "let clients know" is key. Most will accommodate... Eases 1 stress, keeps \$\$ flowing. #solopr



karensxim Jul 11, 1:46pm via TweetChat

A3: Agree with @KellyeCrane pare down to the essentials, and cut yourself a break, trust me you can't do it all #solopr



3HatsComm Jul 11, 1:46pm via TweetChat

A3 Have good relationship w/ understanding client. Let them know, perhaps call on back-up for support to keep it moving. #solopr



KristK Jul 11, 1:46pm via TweetGrid.com

A3: When emergencies arise, keep clients in loop. Deadlines can be pushed back, projects re-assigned, etc. #solopr



karensxim Jul 11, 1:46pm via TweetChat

RT @KellyeCrane: As noted in the post, first thing I did was eliminate commitments that aren't really necessary. People understand! #solopr



karensxim Jul 11, 1:46pm via TweetChat

@jgombita Have had a shift lately, or maybe a rebellion, will have to share my recent thoughts with you but love what you're saying #solopr



KellyeCrane Jul 11, 1:46pm via TweetDeck

@karensxim Thank you, my dear. I know you've been through many hardships yourself! #solopr



KellyeCrane Jul 11, 1:45pm via TweetDeck

A3: As noted in the post, first thing I did was eliminate commitments that aren't really necessary. People understand! #solopr



AerialEllis Jul 11, 1:45pm via TweetDeck

RT @KellyeCrane: A3: What are the steps you take when life circumstances take you away from work? #solopr



karensxim Jul 11, 1:45pm via TweetChat

@KellyeCrane Just read post, so sorry, let us know how we can support you! [#solopr](#)



dariasteigman Jul 11, 1:45pm via TweetDeck

A3 My experience, "let clients know" is key. Most will accommodate ("no comment" on outliers). Eases 1 stress, keeps \$\$ flowing. [#solopr](#)



jgombita Jul 11, 1:44pm via web

@karensxim inspired by @susancain's Quiet, starting to think we should focus on the introvert's few-but-quality relationships in [#SM](#) [#solopr](#)



KellyeCrane Jul 11, 1:44pm via TweetDeck

RT :A3: Remember how I said I was taking a vacation last week? Well it did not happen! It was the exact opposite...[#solopr](#)



KellyeCrane Jul 11, 1:43pm via TweetDeck

A3: What are the steps you take when life circumstances take you away from work? [#solopr](#)



karensxim Jul 11, 1:42pm via TweetChat

@jgombita Agree and too many do not take time to build & nurture a true relationship with off or online contact, but it's worth it [#solopr](#)



KristK Jul 11, 1:42pm via TweetGrid.com

RT @SoloPR: Q3: On Solo PR today, suggestions on weathering a family emergency (I'm in the middle of one):[ow.ly/cabgx](#) [#solopr](#)



KellyeCrane Jul 11, 1:42pm via TweetDeck

@deegospel Good thing! Love that you followed your bliss.[#solopr](#)



deegospel Jul 11, 1:41pm via TweetGrid.com

RT @SoloPR: Q3: On Solo PR today, suggestions on weathering a family emergency (I'm in the middle of one):[ow.ly/cabgx](#) [#solopr](#)



karenswym Jul 11, 1:41pm via TweetChat

@KristK Following your lead, you inspire me! [#solopr](#)



deegospel Jul 11, 1:41pm via TweetGrid.com

Exactly. RT @KellyeCrane: A2: Having open communication w/current employer is the best policy. Mine was my first client!~ [#solopr](#)



SoloPR Jul 11, 1:41pm via TweetGrid.com

Q3: On Solo PR today, suggestions on weathering a family emergency (I'm in the middle of one): ow.ly/cabgx Additions? [#solopr](#)



RebeccaEdgar Jul 11, 1:41pm via TweetChat

Smart MT @KristK: A2: I advise new professionals, students to build network before you need one. Keep doors open and bridges intact [#solopr](#)



jgombita Jul 11, 1:40pm via web

@karenswym very true. Contacts are digitalized. It's social media (weaker links) contacts that are more up for grabs & negotiation. [#solopr](#)



deegospel Jul 11, 1:40pm via TweetGrid.com

a2 @KellyeCrane personally, i wanted to promote what I wanted to promote and it wasn't sodas. lol [#solopr](#)



KristK Jul 11, 1:39pm via TweetGrid.com

Another starred tweet by Karen RT @karenswym: A2: Even if employer is a jerk, exit with grace & build YOUR business with integrity [#solopr](#)



dariasteigman Jul 11, 1:39pm via TweetDeck

@SoloPR Or wisely funny. [#solopr](#)



karenswym Jul 11, 1:39pm via TweetChat

RT @KristK: I advise new professionals, students to build a network before you need one. Keep doors open and bridges intact. [#T3650](#) [#solopr](#)



karenswim Jul 11, 1:38pm via TweetChat

@RebeccaEdgar Thanks Rebecca! [#solopr](#)



KristK Jul 11, 1:38pm via TweetGrid.com

A2: I advise new professionals, students to build a network before you need one. Keep doors open and bridges intact. [#T3650](#) [#solopr](#)



SoloPR Jul 11, 1:38pm via TweetGrid.com

You are all so funny and wise! Q3 is coming up... [#solopr](#)



makasha Jul 11, 1:38pm via TweetChat

RT @karenswim: A2: Even if your employer is a jerk, exit with grace & build YOUR business with integrity [#solopr](#)



RebeccaEdgar Jul 11, 1:38pm via TweetChat

@karenswim well said! [#solopr](#)



MuslimNewMedia Jul 11, 1:37pm via TweetChat

@dariasteigman yeah, youd be pretty safe with that one, lol:) [#solopr](#)



karenswim Jul 11, 1:37pm via TweetChat

@MuslimNewMedia Why thank you! :-)
[#solopr](#)



MuslimNewMedia Jul 11, 1:36pm via TweetChat

ameeen. love this RT @karenswim: A2: Even if your employer is a jerk, exit with grace & build YOUR business with integrity [#solopr](#)



dariasteigman Jul 11, 1:36pm via TweetDeck

@MuslimNewMedia It's the only non-compete I have ever signed. It was so blatantly dumb, I figured there was no harm. [#solopr](#)



SoloPR Jul 11, 1:36pm via TweetGrid.com

Imp pt: be careful as solo, too RT [@KristK](#): A2: Not every path is agency to indy, but I still had to address DNC w/agencies I sub to [#solopr](#)



karenswim Jul 11, 1:36pm via TweetChat

RT [@KristK](#): Clients may ask former employers, colleagues about you, even if you dont provide them as reference. Nurture your network. [#solopr](#)



SoloPR Jul 11, 1:35pm via TweetGrid.com

Well said! RT [@karenswim](#): A2: Even if your employer is a jerk, exit with grace & build YOUR business with integrity [#solopr](#)



karenswim Jul 11, 1:35pm via TweetChat

[@jgombita](#) Well today, many of those rolodex contacts are integrated in your socmed, i.e. scanning biz cards to LI [#solopr](#)



MuslimNewMedia Jul 11, 1:35pm via TweetChat

[@dariasteigman](#) lmao:) see, they know it -- they just hope that you dont. Its a thug power play to even have it. [#solopr](#)



DaniqueRobinson Jul 11, 1:35pm via TweetChat

RT [@karenswim](#): [@deegospel](#) So, so very true! You do not want to isolate those who may help you, no fun being on an island [#solopr](#)



KristK Jul 11, 1:35pm via TweetGrid.com

A2: Clients may ask former employers, colleagues about you, even if you don't provide them as reference. Nurture your network. [#solopr](#)



KellyeCrane Jul 11, 1:35pm via TweetDeck

A2: BTW, unlike in the movies, clients usually lose respect for a client stealer (even if they go along initially). [#solopr](#)



karenswim Jul 11, 1:34pm via TweetChat

[@TMariePR](#) Thanks! :-) God and my mama have taught me well :-) [#solopr](#)



jgombita Jul 11, 1:34pm via web

[@karensxim](#) it's interesting how first business cards/rolodex contacts were first considered, now it's social media Followers, etc. [#solopr](#)



karensxim Jul 11, 1:33pm via TweetChat

[@deegospel](#) So, so very true! You do not want to isolate those who may help you, no fun being on an island [#solopr](#)



SoloPR Jul 11, 1:33pm via TweetGrid.com

RT [@KristK](#): A2: Enforcing a DNC usually means employer has to prove you took existing clients, potential business opps. [#solopr](#)



TMariePR Jul 11, 1:33pm via TweetDeck

I love that [@karensxim](#) "Exit with Grace and Build your business with integrity" [#SoloPR](#)



SoloPR Jul 11, 1:32pm via TweetGrid.com

RT [@MuslimNewMedia](#): A2 if former employer gets nasty about it, get a good lawyer. Most NCC's dont hold if challenged. [#solopr](#)



karensxim Jul 11, 1:32pm via TweetChat

A2: Even if your employer is a jerk, exit with grace & build YOUR business with integrity [#solopr](#)



KristK Jul 11, 1:32pm via TweetGrid.com

A2: Not every path is agency to indy, but I still had to address DNC with agencies I sub to. [#solopr](#)



dariasteigman Jul 11, 1:32pm via TweetDeck

[@MuslimNewMedia](#) I even saw one where language was followed immed. by "if this isn't enforceable, the rest of the contract still is" [#solopr](#)



KellyeCrane Jul 11, 1:32pm via TweetDeck

A2: Your employer may surprise you w/their acceptance of the situation. If not, go to another industry (as [@deegospel](#) mentioned) [#solopr](#)



deegospel Jul 11, 1:31pm via TweetGrid.com

a2 [@karensxim](#) agreed. the longer you hang around in this biz you notice that this world is very small you may need your oldies again [#solopr](#)



3HatsComm Jul 11, 1:31pm via TweetChat

A2: Don't. Go after your business, not theirs. And keep bridges open, refer what you can back to them if it's not right for you. [#solopr](#)



MuslimNewMedia Jul 11, 1:31pm via TweetChat

A2 if former employer gets nasty about it, get a good lawyer. Most NCC's dont hold if challenged. [#solopr](#)



KristK Jul 11, 1:30pm via TweetGrid.com

A2: Enforcing a DNC usually means employer has to prove you took existing clients, potential business opps. [#solopr](#)



karenswim Jul 11, 1:30pm via TweetChat

Exactly! RT [@KellyeCrane](#): A2: Having open communication w/current employer is the best policy. Mine was my first client!~ [#solopr](#)



christelhall Jul 11, 1:30pm via TweetGrid.com

RT [@KristK](#): A2: Earn clients on your own merits, not your employers. [#solopr](#)



SoloPR Jul 11, 1:30pm via TweetGrid.com

RT [@karenswim](#): A2: As a side note, non-competes are rarely enforceable but not an excuse to go after employer's clients [#solopr](#)



karenswim Jul 11, 1:30pm via TweetChat

[@dariasteigman](#) It is one of the top 3 clauses you should always negotiate out, so agree [#solopr](#)



KellyeCrane Jul 11, 1:29pm via TweetDeck

A2: Having open communication w/current employer is the best policy. Mine was my first client!~ [#solopr](#)



dariasteigman Jul 11, 1:29pm via TweetDeck

+1 RT [@KristK](#): A2: Earn clients on your own merits, not your employers. [#solopr](#)



makasha Jul 11, 1:29pm via TweetChat

RT [@karensxim](#): A2: As a side note, non-competes are rarely enforceable but not an excuse to go after employers clients [#solopr](#)



dariasteigman Jul 11, 1:29pm via TweetDeck

[@karensxim](#) And I won't sign them as a consultant. Either trust me enough to work w/ me, or deal w/ someone else. [#solopr](#)



jgombita Jul 11, 1:29pm via web

Yes, [@RebeccaEdgar](#). Sometimes figuratively, but almost always metaphorically. A big reco for [@susancain](#)'s book. c [@dariasteigman](#) [#solopr](#)



MuslimNewMedia Jul 11, 1:29pm via TweetChat

a1 not only client's competitors but look at their industry/sector as a whole --what is NO ONE providing that your client could? [#solopr](#)



KristK Jul 11, 1:28pm via TweetGrid.com

A2: Earn clients on your own merits, not your employers. [#solopr](#)



SoloPR Jul 11, 1:28pm via TweetGrid.com

This! RT [@makasha](#): A2: Stay away from your employer's clients and use your skills/network to get your own client roster [#solopr](#)



KellyeCrane Jul 11, 1:28pm via TweetDeck

A2: Based on restrictions, decide the clients you'll seek. Then, if at all possible, talk to employer about it when you resign. [#solopr](#)



deegospel Jul 11, 1:27pm via TweetGrid.com

a2. switch industries. I retired early from my last corp PR job. 5 years had passed before DGP & didn't want to do old work. [#solopr](#)



TMariePR Jul 11, 1:27pm via TweetChat

RT [@makasha](#): A2: Stay away from your employer's clients and use your skills/network to get your own client roster [#solopr](#)



karensxim Jul 11, 1:27pm via TweetChat

A2: As a side note, non-competes are rarely enforceable but not an excuse to go after employer's clients [#solopr](#)



SoloPR Jul 11, 1:27pm via TweetGrid.com

RT [@dariasteigman](#): A2 Non-competes are usually about clients, industry--not skill set. So choose your focus, clients wisely. [#solopr](#)



dariasteigman Jul 11, 1:27pm via TweetDeck

A2 Non-compete or no, you don't want to poach clients. So build from your network, strengths, not theirs. [#solopr](#)



makasha Jul 11, 1:26pm via TweetChat

A2: Stay away from your employer's clients and use your skills/network to get your own client roster [#solopr](#)



3HatsComm Jul 11, 1:26pm via TweetChat

Well said. RT [@dariasteigman](#): [@RebeccaEdgar](#) Definitely. You have to step away sometimes before you step up. [#solopr](#)



karenswim Jul 11, 1:26pm via TweetChat

A2: Also address non-compete when you resign, bring it up & make clear that you will not be going after their clients [#solopr](#)



KellyeCrane Jul 11, 1:26pm via TweetDeck

A2: First, how restrictive is the non-compete you signed? Does it limit you re: the firm's clients, or the entire industry? [#solopr](#)



KristK Jul 11, 1:26pm via TweetGrid.com

A2: Non-compete doesn't mean employer has first dibs on all prospective clients. Reach beyond their base to build your own. [#solopr](#)



dariasteigman Jul 11, 1:26pm via TweetDeck

RT [@karenswim](#): A2: A good rule is not to build a biz off employer's clients, use your natural network [#solopr](#)



RebeccaEdgar Jul 11, 1:26pm via web

@jgombita @dariasteigman interesting. Intros more likely to close door/shut out distractions perhaps? #solopr



karensxim Jul 11, 1:25pm via TweetChat

A2: NEVER burn bridges w/former emp. they may be a source of future work #solopr



AerialEllis Jul 11, 1:25pm via TweetDeck

RT @dariasteigman: A2 Non-competes are usually about clients, industry--not skill set. So choose your focus, clients wisely. #solopr



AerialEllis Jul 11, 1:25pm via TweetDeck

RT @KellyeCrane: A1: For B2B, establishing a presence using Q&A and Groups on LinkedIn can also spur other ideas, as well as Quora. #solopr



3HatsComm Jul 11, 1:25pm via TweetChat

And what AREN'T they doing = Opportunity. RT @KellyeCrane: A1: what are your clients competitors doing? rivalry can inspire! #solopr



karensxim Jul 11, 1:25pm via TweetChat

A2: @MBOpartners has great info on this, but a good rule is not to build a biz off employer's clients, use your natural network #solopr



KellyeCrane Jul 11, 1:25pm via TweetDeck

A1: For B2B, establishing a presence using Q&A and Groups on LinkedIn can also spur other ideas, as well as Quora. #solopr



dariasteigman Jul 11, 1:24pm via TweetDeck

A2 Non-competes are usually about clients, industry--not skill set. So choose your focus, clients wisely. #solopr



karensxim Jul 11, 1:24pm via TweetChat

RT @SoloPR: Q2: How do you make the switch to starting your own biz if you have a DNC (non-compete) w/your current employer? #solopr



deegospel Jul 11, 1:23pm via TweetGrid.com

RT @SoloPR: Q2: How do you make the switch to starting your own biz if you have a DNC (non-compete) w/your current employer? [#solopr](#)



KristK Jul 11, 1:23pm via TweetGrid.com

RT @SoloPR: Q2: How do you make the switch to starting your own biz if you have a DNC (non-compete) w/your current employer? [#solopr](#)



SoloPR Jul 11, 1:22pm via TweetGrid.com

Q2: How do you make the switch to starting your own biz if you have a DNC (non-compete) w/your current employer? [#solopr](#)



dariasteigman Jul 11, 1:22pm via TweetDeck

@deegospel I don't read Fast Company enough, but you're right. I also like Wired for its edginess. [#solopr](#)



deegospel Jul 11, 1:22pm via TweetGrid.com

a1. for instance on Pinterest this month we created a board "the Summer of Writers" pics of fun things we're doing right now [#solopr](#)



jgombita Jul 11, 1:22pm via web

@dariasteigman I believe it speaks to the introvert's ability to focus on task at hand, even if sleep-deprived. c @RebeccaEdgar [#solopr](#)



akenn Jul 11, 1:21pm via TweetChat

RT @deegospel: i get many ideas from FAST COMPANY. ...they have the pulse on NEXT [#solopr](#)



dariasteigman Jul 11, 1:21pm via TweetDeck

Serious multitasking. Or giant case of ADD. :) RT @Thee_PR_PeaRI: Flipping "Twitter Channels" between [#PRCafe](#) [#SoloPR](#) & [#Journchat](#)



SoloPR Jul 11, 1:21pm via TweetGrid.com

@KristK Good point. I think most of these tips still apply when the audience isn't "customers." Do you agree? [#solopr](#)



makasha Jul 11, 1:21pm via TweetChat

So very true RT @deegospel "Although books and celebrity isnt discussed much there, they have the pulse on NEXT" [#solopr](#)



deegospel Jul 11, 1:21pm via TweetGrid.com

a1. I beta test new social media services to see how it would leverage DGP or a client. [#solopr](#)



dariasteigman Jul 11, 1:21pm via TweetDeck

[@jgombita](#) I suspect it really depends on how much sleep you need. i need gobs of it or I'm pretty cranky. [@RebeccaEdgar#solopr](#)



Thee_PR_PeaRI Jul 11, 1:20pm via HootSuite

Flipping "Twitter Channels" between [#PRCafe](#) [#SoloPR](#) & [#Journchat](#)



dariasteigman Jul 11, 1:20pm via TweetDeck

[@3HatsComm](#) Hello! I guess better late than missing us entirely. :) [#soloPR](#)



SoloPR Jul 11, 1:20pm via TweetGrid.com

Welcome to those of you new to the [#solopr](#) chat! Great insights and ideas on Q1, as always. Q2 is up next..



deegospel Jul 11, 1:20pm via TweetGrid.com

a1 [@dariasteigman](#) exactly [#solopr](#)



KristK Jul 11, 1:20pm via TweetGrid.com

A1: My clients are mostly non-profits, not corporate or sales-oriented. Audience = members, students, donors. Anyone else? [#solopr](#)



jgombita Jul 11, 1:20pm via web

[@RebeccaEdgar](#) [@dariasteigman](#) finished [@susancain](#)'s Quiet. Interestingly, introverts perform better with little sleep than extroverts [#solopr](#)



cloudspark Jul 11, 1:20pm via HootSuite

[@KellyeCrane](#) missing [#solopr](#) today for deadlines. pits.



deegospel Jul 11, 1:20pm via TweetGrid.com

a1. i get many ideas from FAST COMPANY. Although books and celebrity isn't discussed much there, they have the pulse on NEXT [#solopr](#)



3HatsComm Jul 11, 1:19pm via web

Yikes... just realized I'm late for [#soloPR](#) chat. Think I'm under caffeinated or something.



dariasteigman Jul 11, 1:19pm via TweetDeck

[@RebeccaEdgar](#) Definitely. You have to step away sometimes before you step up. [#solopr](#)



SoloPR Jul 11, 1:19pm via TweetGrid.com

RT [@deegospel](#): [@KellyeCrane](#) i study my client's competition and use as a barometer for our efforts-i strive for more links than them [#solopr](#)



RebeccaEdgar Jul 11, 1:19pm via TweetChat

[@DaniqueRobinson](#) welcome! [#solopr](#)



dariasteigman Jul 11, 1:18pm via TweetDeck

[@deegospel](#) More links, or more sales (e.g., the biz results from the boost in engagement)? [#solopr](#)



deegospel Jul 11, 1:18pm via TweetGrid.com

RT [@karensxim](#): A1: I always find new ideas by looking at other industries, it's a great way to get new perspective [#solopr](#)



DreamCatcherPR Jul 11, 1:18pm via Twitter for iPhone

[@deegospel](#) hi thank you! [#solopr](#)



deegospel Jul 11, 1:18pm via TweetGrid.com

[@DaniqueRobinson](#) welcome, danique [#solopr](#)



RebeccaEdgar Jul 11, 1:18pm via TweetChat

[@dariasteigman](#) so true! And a good night sleep helps too. [#solopr](#)



dariasteigman Jul 11, 1:18pm via TweetDeck

[@DaniqueRobinson](#) Welcome aboard. [#SoloPR](#)



deegospel Jul 11, 1:18pm via TweetGrid.com

[@KellyeCrane](#) i study my client's competition and use as a barometer for our efforts. i strive for more links than them. always. [#solopr](#)



DaniqueRobinson Jul 11, 1:17pm via web

Yes! I finally get to tune into my first [#SoloPR](#) chat! Hi people! :)



SoloPR Jul 11, 1:17pm via TweetGrid.com

RT [@RebeccaEdgar](#): A1: Consistently scanning enviro (formal & informal research) can i.d. shifts in stakeholder wants/needs/trends [#solopr](#)



makasha Jul 11, 1:17pm via TweetChat

[@karensim](#) hi Karen I have vhs tapes of tv commercials I recorded as a kid [#solopr](#)



RebeccaEdgar Jul 11, 1:17pm via TweetChat

Gotta keep an eye on the comp! MT [@KellyeCrane](#): A1: Dont tell anyone I said this :-), but what are your clients competitors doing? [#solopr](#)



akenn Jul 11, 1:17pm via TweetChat

RT [@KellyeCrane](#): Dont tell anyone I said this :-), but what are your clients competitors doing? Dont copy, but rivalry can inspire! [#solopr](#)



dariasteigman Jul 11, 1:17pm via TweetDeck

This helps too. RT [@AerialEllis](#): I like to see what client competitors are doing. Somewhat has to be watching them. [#solopr](#)



TMariePR Jul 11, 1:17pm via TweetDeck

[@mreliyas](#) [@IdealPublicity](#) It is taking place right now! [#PRCafe](#) and So is [#SoloPR](#) they both begin at 1pm est



AerialEllis Jul 11, 1:17pm via TweetDeck

I like to see what client competitors are doing. Somewhat has to be watching them. [#solopr](#)



deegospel Jul 11, 1:17pm via TweetGrid.com

a1 @KellyeCrane a new social network is a good tactic. in this age we sometimes create our own buzz for our clients. #solopr



SoloPR Jul 11, 1:17pm via TweetGrid.com

MT @dariasteigman: A1 Constant vigilance. For me, key is always looking for ideas, connections, content. #solopr



RebeccaEdgar Jul 11, 1:16pm via TweetChat

A1: Consistently scanning enviro (formal & informal research) can i.d. shifts in stakeholder wants/needs/trends. #solopr



dariasteigman Jul 11, 1:16pm via TweetDeck

A1 Going for a run always helps me clear my brain, sparks ideas. It's my "quiet time" for thinking. #solopr



tiponamission Jul 11, 1:16pm via Twitter for iPhone

@akenn Ha! Good Q. #solopr



makasha Jul 11, 1:16pm via TweetChat

@DreamCatcherPR hello and welcome #solopr



makasha Jul 11, 1:16pm via TweetChat

@akenn I sure hope so. :) #solopr



KellyeCrane Jul 11, 1:16pm via TweetDeck

A1: Don't tell anyone I said this :-), but what are your client's competitors doing? Don't copy, but rivalry can inspire! #solopr



KristK Jul 11, 1:16pm via TweetGrid.com

A1: If client thinks all's well with ongoing efforts, it may be difficult to convince them to invest in new campaign. #solopr



TMariePR Jul 11, 1:15pm via TweetDeck

@DreamCatcherPR Welcome!! [#SoloPR](#)



makasha Jul 11, 1:15pm via TweetChat

@tiponamission Children are honest and unfiltered. I always know if something sucks. LOL [#solopr](#)



dariasteigman Jul 11, 1:15pm via TweetDeck

@DreamCatcherPR Welcome Jasmene. Jump right in. :) [#solopr](#)



deegospel Jul 11, 1:15pm via TweetGrid.com

@DreamCatcherPR welcome, Jasmene [#solopr](#)



DreamCatcherPR Jul 11, 1:15pm via Twitter for iPhone

Participating in my first [#solopr](#) chat today! Excited about learning some new tips and information & of course networking!



RebeccaEdgar Jul 11, 1:15pm via TweetChat

+1 RT @KellyeCrane: A1: Doing a customer survey can uncover new angles and areas of interest (and perhaps something newsworthy, too) [#solopr](#)



AerialEllis Jul 11, 1:15pm via TweetDeck

RT @KellyeCrane: A1: Doing a customer survey can uncover new angles and areas of interest (and perhaps something newsworthy, too). [#solopr](#)



dariasteigman Jul 11, 1:15pm via TweetDeck

@akenn Aha. But isn't that fact that some things you can't force? (e.g., better no news than trying to pitch bad news.) [#solopr](#)



tiponamission Jul 11, 1:14pm via TweetDeck

RT @KellyeCrane: A1: Is it time to add a new tactic to the mix (for example, a new social network)? [#solopr](#)



akenn Jul 11, 1:14pm via TweetChat

Is that billable? :) RT [@makasha](#): A1: I watch TV (old shows/news/commercials), listen to children, and then log on to Pinterest [#solopr](#)



karenskim Jul 11, 1:14pm via TweetChat

Yes, great ideas! RT [@makasha](#): A1: I watch TV (old shows/news/commercials), listen to children, and then log on to Pinterest [#solopr](#)



DreamCatcherPR Jul 11, 1:14pm via Twitter for iPhone

[@SoloPR](#) hi this is Jasmine checking into my first [#solopr](#)chat! Looking forward to learning some great information!



KellyeCrane Jul 11, 1:13pm via TweetDeck

A1: Doing a customer survey can uncover new angles and areas of interest (and perhaps something newsworthy, too). [#solopr](#)



akenn Jul 11, 1:13pm via TweetChat

[@dariasteigman](#) I struggle with this...lack of media outlets (sm # of trades), lack of news for B2B firm [#solopr](#)



dariasteigman Jul 11, 1:13pm via TweetDeck

A1 Constant vigilance. For me, key is always looking for ideas, connections, content. When I stop, then I can't see it anymore. [#solopr](#)



tiponamission Jul 11, 1:13pm via Twitter for iPhone

[@makasha](#) listen to children...I like that [#solopr](#)



KellyeCrane Jul 11, 1:13pm via TweetDeck

A1: Is it time to add a new tactic to the mix (for example, a new social network)? [#solopr](#)



lisam15 Jul 11, 1:12pm via web

Get [#PR](#) [#Marketing](#) advice & forecast from social biz consultant & online pro [@SoMattKelly](#) in [#Cision](#) Q&A. [bit.ly/LHVZg1](#) [#solopr](#)



TMariePR Jul 11, 1:12pm via TweetGrid.com

RT [@deegospel](#): a1. studying the ideal client for YOUR client helps expand the possibilities of promotion [#solopr](#)



deegospel Jul 11, 1:12pm via TweetGrid.com

a1. studying the ideal client for YOUR client helps expand the possibilities of promotion [#solopr](#)



SoloPR Jul 11, 1:11pm via TweetGrid.com

@dariasteigman Sorry- don't know specifics. [#solopr](#)



SoloPR Jul 11, 1:11pm via TweetGrid.com

So true RT @karensxim: A1: It also helps if you can tap another solo to look at account with fresh eyes; utilize [#solopr](#) Pro forums



KristK Jul 11, 1:11pm via TweetGrid.com

RT @KellyeCrane: RT @SoloPR: Q1: Where do you find inspiration/new programming ideas for stale client account? [#solopr](#)



deegospel Jul 11, 1:11pm via TweetGrid.com

a1. I review the questionnaire that all clients complete. 1st ? : What do you vision for your work? i delete what doesn't fit [#solopr](#)



makasha Jul 11, 1:10pm via TweetChat

BTW: Hello from Cleveland [#solopr](#)



SoloPR Jul 11, 1:10pm via TweetGrid.com

RT @deegospel: a1. i create a brainstorm on a yellow note pad at the beg of a campaign. i exhaust every news angle i can think of [#solopr](#)



makasha Jul 11, 1:10pm via TweetChat

A1: I watch TV (old shows/news/commercials), listen to children, and then log on to Pinterest [#solopr](#)



KellyeCrane Jul 11, 1:10pm via TweetDeck

A1: Think about topics of interest to your client's customers. Looking at tangential topics can often spur new ideas. [#solopr](#)



SoloDovePR Jul 11, 1:10pm via HootSuite

RT @AerialEllis: Social media also helps inspire a refresh of client ideas. [#solopr](#)



karensxim Jul 11, 1:09pm via TweetChat

Very true! RT @TMariePR: RT @AerialEllis: Social media also helps inspire a refresh of client ideas. [#solopr](#)



MuslimNewMedia Jul 11, 1:09pm via TweetChat

in and out today, hi everyone at [#solopr](#)



TMariePR Jul 11, 1:08pm via TweetDeck

RT @AerialEllis: Social media also helps inspire a refresh of client ideas. [#solopr](#)



SoloPR Jul 11, 1:08pm via TweetGrid.com

Yes- I like it! RT @RebeccaEdgar: A1: here! [#solopr](#)



AerialEllis Jul 11, 1:08pm via TweetDeck

Social media also helps inspire a refresh of client ideas. [#solopr](#)



KellyeCrane Jul 11, 1:08pm via TweetDeck

A1: @cloudspark recently shared with me this post from @leeodden with content marketing ideas: [bit.ly/llrjEr#solopr](#)



TMariePR Jul 11, 1:08pm via TweetDeck

Hello All checking into [#PRCafe](#) and [#SoloPR](#) today! Joining in from [#Detroit](#), MI specializing in Entertainment, Non Profit & Faith Based PR



deegospel Jul 11, 1:08pm via TweetGrid.com

a1. i create a brainstorm on a yellow note pad at the beginning of a campaign. i exhaust every news angle i can think of then... [#solopr](#)



SoloDovePR Jul 11, 1:08pm via HootSuite

I'll be dropping in and out of [#solopr](#) chat today, hope you all are having a good hump day



karenswym Jul 11, 1:07pm via TweetChat

A1: It also helps if you can tap another solo to look at account with fresh eyes; utilize [#solopr](#) Pro forums [#solopr](#)



AerialEllis Jul 11, 1:07pm via TweetDeck

Lots of brainstorming & silent time. RT [@SoloPR](#): Q1: Where do you find inspiration/new programming ideas for stale client account? [#solopr](#)



RebeccaEdgar Jul 11, 1:07pm via TweetChat

A1: here! [#solopr](#)



dariasteigman Jul 11, 1:07pm via TweetDeck

A1 What's the context? It's a broad Q, & wondering if we can narrow down to be more useful. [#solopr](#)



RebeccaEdgar Jul 11, 1:07pm via TweetChat

Greetings from sunny Oakville, Ontario [#solopr](#) friends![#solopr](#)



tiponamission Jul 11, 1:06pm via Twitter for iPhone

Tiffany here. On a mission as usual, just observing the [#solopr](#) chat today. It's been awhile



AerialEllis Jul 11, 1:06pm via TweetDeck

PR consultancy owner for emerging brands & businesses. bit.ly/linkedAE [#solopr](#)



dariasteigman Jul 11, 1:06pm via TweetDeck

Hello, fellow [#solopr](#) smarties. Joining from Washington, DC (yeah, real people do live here).



deegospel Jul 11, 1:06pm via TweetGrid.com

RT [@SoloPR](#): Q1: Where do you find inspiration/new programming ideas for stale client account? [#solopr](#)



KellyeCrane Jul 11, 1:06pm via TweetDeck

RT [@SoloPR](#): Q1: Where do you find inspiration/new programming ideas for stale client account? [#solopr](#)



SoloPR Jul 11, 1:06pm via TweetGrid.com

Looks like Twitter is a little sluggish today (shocking, I know...). Bear with us as we persevere! [#solopr](#)



karensxim Jul 11, 1:06pm via TweetChat

A1: I always find new ideas by looking at other industries, it's a great way to get new perspective [#solopr](#)



deegospel Jul 11, 1:06pm via TweetGrid.com

Dee Stewart joining [#solopr](#) Author/Journ/PR specializing in Books & Entertainment. Hi! [deegospelpr.com](#)



karensxim Jul 11, 1:05pm via TweetChat

RT @SoloPR: Q1: Where do you find inspiration/new programming ideas for stale client account? [#solopr](#)



karensxim Jul 11, 1:05pm via TweetChat

Hi Everyone, Karen Swim from Michigan [#solopr](#)



TMariePR Jul 11, 1:05pm via TweetDeck

Oh and I can not forget about [#SoloPR!](#) The three chats I just mentioned are by far the best! Yup I said it :)



SoloPR Jul 11, 1:04pm via TweetGrid.com

Q1: Where do you find inspiration/new programming ideas for stale client account? [#solopr](#)



SoloPR Jul 11, 1:04pm via TweetGrid.com

Welcome everyone! Q1 is coming up... [#solopr](#)



tiponamission Jul 11, 1:03pm via TweetGrid.com

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



SoloPR Jul 11, 1:03pm via TweetGrid.com

We have room for more Qs today, so send yours to @KellyeCrane without the hashtag (or DM), and we'll add them to the list! [#solopr](#)



karenskim Jul 11, 1:03pm via TweetChat

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



KellyeCrane Jul 11, 1:02pm via TweetDeck

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



PRSCentralCA Jul 11, 1:01pm via TweetGrid.com

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



SoloPR Jul 11, 1:01pm via TweetGrid.com

If you're joining, please introduce yourself. This is [@KellyeCrane](#) moderating, Atlanta-based blogger [atsoloprpro.com](#) [#solopr](#)



SoloPR Jul 11, 1:00pm 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](#)