



#SoloPR Transcript –3/22/2017

Q1: Do you routinely assess/monitor your PR competition? #solopr

Q2: How do you make sure existing clients know that you are continuing to grow and learn? #solopr

Q3: Is longevity a bad thing in PR? Do clients perceive older practitioners as less innovative than younger peers? #solopr

Q4: How do you re-train clients on timing expectations? #solopr

Q5: is a submitted Q: How do you handle long payment terms with large companies - decline business, negotiate? #solopr

Q6: How do you manage a client who, in spite of agreed upon check-ins, is constantly bugging you for updates? #solopr

Transcript follows in reverse chronological order:



[SoloPR 1:59pm via tchat.io](#)

A re-cap post of this chat will be on the Solo PR Pro blog this week - keep a look out!
Have a great one! [#solopr](#)



[KellyeCrane 1:58pm via Twitter Web Client](#)

Appreciate everyone bearing with me while @[KarenSwim](#) was out today - I think I'm a little rusty at this chat thing. :-)
[#solopr](#)



[mlparker1015 1:58pm via Twitter for iPhone](#)

@[gregwbrooks](#) good to know! Thanks for the tip [#solopr](#)



[KristK 1:58pm via tchat.io](#)

@[rajean](#) I try to remember to keep changing mine so that it's current [#solopr](#)



[CEStephens 1:58pm via Twitter Web Client](#)

I always miss these chats. [#SadFace](#) [#WompWomp](#) [#SoloPR](#)
twitter.com/SoloPR/status/...



[mlparker1015 1:58pm via Twitter for iPhone](#)

Great discussion! [#solopr](#)



[gregwbrooks 1:58pm via Twitter Web Client](#)

@[mlparker1015](#) Indulging always-on clients means staying in tactical-response mode.
What you can charge for tactics is limited. /1 [#solopr](#)



[SoloPR 1:57pm via tchat.io](#)

Wow look - we're already out of time! Thanks everyone for joining us today. [#solopr](#)



[rajean 1:57pm via Twitter for iPhone](#)

Have you all made pinned tweets yet? I just did mine a few weeks ago. Can't believe [@Twitter](#) is 11. [#solopr](#)



[SoloPR 1:56pm via tchat.io](#)

Ha! RT [@PRProSanDiego](#): A6 I'd much rather have a client bugging me than crickets, by far my most common problem. [#solopr](#) [#pickyourpoison](#)



[PRProSanDiego 1:56pm via Twitter for iPhone](#)

A6 I'd much rather have a client bugging me than crickets, by far my most common problem. [#solopr](#) [#pickyourpoison](#)



[mlparker1015 1:56pm via Twitter for iPhone](#)

[@gregwbrooks](#) how so? [#solopr](#)



[PaulaJohns 1:55pm via tchat.io](#)

Signing off...thank you for another excellent discussion! [#SoloPR](#)



[KellyeCrane 1:55pm via Twitter Web Client](#)

A6: If excessive, during an agreed-upon check-in you can talk about maximizing their budget (politely note answering Qs take time) [#solopr](#)



[gregwbrooks](#) 1:54pm via Twitter Web Client

@[mlparker1015](#) Without disagreeing, I'd also point out that seriously limits your earning potential. [#solopr](#)



[rajean](#) 1:54pm via Twitter for iPhone

A terrific approach. Better than mine ☐ [#SoloPR](#) twitter.com/kristk/status/...



[KellyeCrane](#) 1:53pm via Twitter Web Client

A6: Often, it goes back to the answers to Q4- the client may just be nervous and not understand. Education/planning is key. [#solopr](#)



[mlparker1015](#) 1:53pm via Twitter for iPhone

In my field, if you don't pick up the phone, answer a text, or reply to an email, you lose a sale. I believe in constant contact [#solopr](#)



[KristK](#) 1:53pm via tchat.io

A4: 90 day terms depend on trust, contract. You're working while waiting. Typically work doesn't begin until first payment received [#solopr](#)



[rajean](#) 1:52pm via Twitter for iPhone

A6. Circle back to original, agreed upon contract & tell them they are important but not only client . [#SoloPR](#)



[KellyeCrane](#) 1:52pm via Twitter Web Client

Have done this! [#solopr](#) twitter.com/KristK/status/...



[mlparker1015 1:52pm via Twitter for iPhone](#)

A6: I feel that as their publicist it is your responsibility to be in contact with them whenever they feel it necessary [#solopr](#)



[KellyeCrane 1:51pm via Twitter Web Client](#)

A6: I think it depends. Are things truly busy and changing regularly? If so, frequent updates can be expected. [#solopr](#)



[KristK 1:51pm via tchat.io](#)

A6: "Let's add that to Monday's discussion" might work. [#solopr](#)



[KristK 1:51pm via tchat.io](#)

RT @SoloPR: Q6: How do you manage a client who, in spite of agreed upon check-ins, is constantly bugging you for updates? [#solopr](#)



[rajean 1:51pm via Twitter for iPhone](#)

RT @SoloPR: Q6: How do you manage a client who, in spite of agreed upon check-ins, is constantly bugging you for updates? [#solopr](#)



[KellyeCrane 1:50pm via Twitter Web Client](#)

RT @SoloPR: Q6: How do you manage a client who, in spite of agreed upon check-ins, is constantly bugging you for updates? [#solopr](#)



[SoloPR 1:50pm via tchat.io](#)

Q6: How do you manage a client who, in spite of agreed upon check-ins, is constantly bugging you for updates? [#solopr](#)



[SoloPR 1:49pm via tchat.io](#)

Thanks for the input on Q5 - final Q for today is coming up... [#solopr](#)



[PaulaJohns 1:48pm via tchat.io](#)

The waiting (for that 1st check) is the hardest part. MT @[KellyeCrane](#): A5: ... It's just waiting for that 1st check. [#solopr](#)



[SoloPR 1:48pm via tchat.io](#)

RT @[KristK](#): A5: Lesson learned early as [#solopr](#): don't pay this month's bills with this month's revenue. Reserves = sleep, sanity [#solopr](#)



[mlparker1015 1:48pm via Twitter for iPhone](#)

A5:... unless you are self employed, in which case you would need to construct these policies for yourself [#solopr](#) [#solopr](#)



[mlparker1015 1:48pm via Twitter for iPhone](#)

A5: I cannot say from experience, but I would assume that any particular firm would have policies in place for this sort of thing [#solopr](#)



[KellyeCrane 1:48pm via Twitter Web Client](#)

As an aside, I think it's lousy that big companies tend to be the ones that operate this way. They do it because they can - yuk. [#solopr](#)



[KristK 1:48pm via tchat.io](#)

RT @[KellyeCrane](#): Some of the biggest companies have 90 day payment terms. But once you've waited 90 days, the checks come ea mo. [#solopr](#)



[KristK 1:47pm via tchat.io](#)

A5: Lesson learned early as [#solopr](#): don't pay this month's bills with this month's revenue. Reserves = sleep, sanity [#solopr](#)



[SoloPR 1:47pm via tchat.io](#)

RT @[gregwbrooks](#): A5. Money and time are fungible. You want to pay net 100? That's fine but it will cost you more... [#solopr](#)



[SoloPR 1:46pm via tchat.io](#)

RT @[KristK](#): A5: If you really, really want the business, walking away is last resort. Negotiate or build up reserves. [#solopr](#)



[KellyeCrane 1:46pm via Twitter Web Client](#)

Some of the biggest companies in the world have 90 day payment terms. But once you've waited 90 days, then the checks come ea mo. [#solopr](#)



[KristK 1:45pm via tchat.io](#)

A5: If you really, really want the business, walking away is last resort. Negotiate or build up reserves. [#solopr](#)



[gregwbrooks 1:45pm via Twitter Web Client](#)

A5. Money and time are fungible. You want to pay net 100? That's fine but it will cost you more. Subs aren't paid until I am. [#solopr](#)



[KellyeCrane 1:45pm via Twitter Web Client](#)

A5: Having an emergency fund in the bank can help weather a long wait. It's just waiting for that 1st check... [#solopr](#)



[KristK 1:45pm via tchat.io](#)

RT @SoloPR: Q5 is a submitted Q: How do you handle long payment terms with large companies - decline business, negotiate? [#solopr](#)



[KellyeCrane 1:44pm via Twitter Web Client](#)

RT @SoloPR: Q5 is a submitted Q: How do you handle long payment terms with large companies - decline business, negotiate? [#solopr](#)



[KellyeCrane 1:43pm via Twitter Web Client](#)

A5: Sometimes there's no negotiating on the long payment terms - you have to decide if the fees are worth the wait. [#solopr](#)



[SoloPR 1:42pm via tchat.io](#)

Q5 is a submitted Q: How do you handle long payment terms with large companies - decline business, negotiate? [#solopr](#)



[SoloPR 1:42pm via tchat.io](#)

Thanks for the answers on Q4 - Q5 is coming up... [#solopr](#)



[SoloPR 1:41pm via tchat.io](#)

RT @PaulaJohns: A4 Set your own rules and follow them. The type of client you serve may impact the boundaries you set. [#soloPR](#)



[mlparker1015 1:41pm via Twitter for iPhone](#)

@[KellyeCrane](#) I agree. I think it's important for everyone to know up front what the facts are. Its saves confusion in the future [#solopr](#)



[SoloPR 1:40pm via tchat.io](#)

RT @[KellyeCrane](#): Often, a client's urgency is just nervousness about PR - educate re: the process and then they're fine. [#solopr](#)



[PaulaJohns 1:40pm via tchat.io](#)

A4 Set your own rules and follow them. The type of client you serve may impact the boundaries you set. [#soloPR](#)



[KellyeCrane 1:40pm via Twitter Web Client](#)

A4: Including timelines/schedules as part of your planning shows you've got things under control - helps tremendously! [#solopr](#)



[KellyeCrane 1:39pm via Twitter Web Client](#)

A4: Also, setting expectations up front during the planning phase is key. When will they see coverage? How long 'til results? Etc. [#solopr](#)



[KellyeCrane 1:38pm via Twitter Web Client](#)

Often, a client's urgency is just nervousness about PR - educate re: the process and then they're fine. [#solopr](#)



[rajejan 1:38pm via Twitter for iPhone](#)

An important practice. [#SoloPR](#) I have tried to stop email after biz hours, I save as draft, send next day. twitter.com/kellyecrane/st...



[SoloPR 1:37pm via tchat.io](#)

MT @[gregwbrooks](#): I don't train; I try to accommodate their timing even if it's crazy. Will they *pay* for that privilege? Oh, yes... [#solopr](#)



[gregwbrooks 1:37pm via Twitter Web Client](#)

I don't train; I try to accommodate their timing even if it's pants-on-head crazy. Will they *pay* for that privilege? Oh, yes... [#solopr](#)



[KellyeCrane 1:37pm via Twitter Web Client](#)

We jinxed! [#solopr twitter.com/KristK/status/...](#)



[KellyeCrane 1:36pm via Twitter Web Client](#)

@[rajean](#) Ha! Thanks :-)
[#solopr](#)



[rajeon 1:36pm via Twitter for iPhone](#)

Nice! Then they are smart beyond their years. [#SoloPR](#) I love working with most interns. To see the wheels turning. [twitter.com/paulajohns/sta...](#)



[KellyeCrane 1:36pm via Twitter Web Client](#)

A4: Also, I think most of us put way more pressure on ourselves than necessary. If tempted to promise a report on Friday, say Monday [#solopr](#)



[KristK 1:36pm via tchat.io](#)

A4: First step is to train yourself. Stop checking email and definitely stop sending messages outside of office hours. [#solopr](#)



[mlparker1015](#) 1:35pm via Twitter for iPhone

A4: It would be helpful if you had enough experience to show your client how fast the process had moved for you in the past [#solopr](#)



[KellyeCrane](#) 1:35pm via Twitter Web Client

A4: Unless it's a true crisis situation, I don't communicate with clients outside of biz hours, for one thing. [#solopr](#)



[rajean](#) 1:34pm via Twitter for iPhone

I need to use obfuscate more often. It's a grand word @[KellyeCrane](#) [#SoloPR](#)



[SoloPR](#) 1:34pm via tchat.io

Excellent! RT @[PaulaJohns](#): A3 I've been very fortunate to work with many younger pros who appreciate my experience. [#soloPR](#)



[KristK](#) 1:34pm via tchat.io

RT @[SoloPR](#): Q4: How do you re-train clients on timing expectations? [#solopr](#)



[KellyeCrane](#) 1:33pm via Twitter Web Client

RT @[SoloPR](#): Q4: How do you re-train clients on timing expectations? [#solopr](#)



[KellyeCrane](#) 1:33pm via Twitter Web Client

A4: I didn't submit this Q, but I'm a *huge* believer in training clients on expectations/boundaries. [#solopr](#)



[Paula Johns 1:33pm via tchat.io](#)

A3 I've been very fortunate to work with many younger pros who appreciate my experience. [#soloPR](#)



[rajean 1:33pm via Twitter for iPhone](#)

Ha to to 5" floppies - made me giggle but I get you @[KristK](#) [#SoloPR](#). The phone! Youngins don't like to talk on it 😊



[SoloPR 1:32pm via tchat.io](#)

Q4: How do you re-train clients on timing expectations? [#solopr](#)



[SoloPR 1:32pm via tchat.io](#)

Interesting discussion - thanks everyone! Q4 is coming up... [#solopr](#)



[SoloPR 1:31pm via tchat.io](#)

RT @[LEicher](#): [#solopr](#) I'm in a B2B space that's not rocket science, but experience is a definite advantage.



[KellyeCrane 1:31pm via Twitter Web Client](#)

Also, (dare I say it?): it's easier to obfuscate how old you are if you're a remote [#solopr](#) pro. :-)



[rajean 1:30pm via Twitter for iPhone](#)

RT @[KristK](#): A3: Experienced pros often have to be MORE innovative, aware of trends to overcome stereotypes of old-school thinking [#solopr](#)



[c hami chi 1:30pm via Twitter for iPhone](#)

@SoloPR A3. Agree with that perception. Depends on industry too. [#solopr](#)



[LEicher 1:30pm via Twitter Web Client](#)

[#solopr](#) I'm in a B2B space that's not rocket science, but experience is a definite advantage.



[KellyeCrane 1:30pm via Twitter Web Client](#)

Really, the proof is in the pudding. If you get results, they don't care how old you are!
[#solopr](#)



[proprhunters 1:30pm via RoundTeam](#)

RT @SoloPR: It's time for the [#solopr](#) Twitter chat for pros in [#PR](#) [#socialmedia](#) and related – welcome! Please introduce yourselves.



[mlparker1015 1:29pm via Twitter for iPhone](#)

I prefer a healthy mix of both [#solopr](#)



[rajean 1:29pm via Twitter for iPhone](#)

A3. Part of my pitch or tagline is "seasoned & saucy." Hope my clients appreciate my longevity & also smart approach. [#SoloPR](#)



[SoloPR 1:29pm via tchat.io](#)

MT @gregwbrooks: A3. As practitioners age, they're likely selling to a diff decision maker and selling strategy/counsel, not tactics [#solopr](#)



[SocialHlpngHand 1:29pm via RoundTeam](#)

RT @SoloPR: It's time for the [#solopr](#) Twitter chat for pros in [#PR](#) [#socialmedia](#) and related – welcome! Please introduce yourselves.



[SoloPR 1:29pm via tchat.io](#)

MT @mlparker1015: Q3: Depends... Some feel more comfortable with younger pros because they feel they bring new ideas to the table [#solopr](#)



[KristK 1:28pm via tchat.io](#)

A3: Experienced pros often have to be MORE innovative, aware of trends to overcome stereotypes of old-school thinking [#solopr](#)



[KellyeCrane 1:28pm via Twitter Web Client](#)

For ex, I think clients appreciate a mature, experienced pro delivering data analysis, strategy, etc. [#solopr](#)



[KristK 1:27pm via tchat.io](#)

A3: I'm so seasoned that I'm Spicy! [#solopr](#)



[mlparker1015 1:27pm via Twitter for iPhone](#)

Q3: ...but on the other hand, some prefer a more "seasoned" professional. Just depends on your point of view [#solopr](#)



[gregwbros 1:27pm via Twitter Web Client](#)

A3. As practitioners age, they're likely selling to a different decision maker and likely selling strategy/counsel, not tactics. [#solopr](#)



[mlparker1015](#) 1:26pm via Twitter for iPhone

Q3: Depends on the client. Some feel more comfortable with younger professionals because they feel they bring new ideas to the table [#solopr](#)



[SoloPR](#) 1:26pm via tchat.io

@[rajean](#) Hi -- thanks for popping in! [#solopr](#)



[KristK](#) 1:26pm via tchat.io

A3: My first job was in an agency and I remember Windows, PageMaker, 5-inch floppies and "car phones" being game-changers [#solopr](#)



[KellyeCrane](#) 1:26pm via Twitter Web Client

@[KristK](#) In my day, we walked up hill both ways... and we loved it! :-)
[#solopr](#)



[rajean](#) 1:26pm via Twitter for iPhone

RT @[SoloPR](#): It's time for the [#solopr](#) Twitter chat for pros in [#PR](#) [#socialmedia](#) and related – welcome! Please introduce yourselves.



[SoloPR](#) 1:25pm via tchat.io

RT @[KristK](#): A3: Experience seems to be less valued than it once was. But I tread carefully not to talk about "my day" [#solopr](#)



[rajean](#) 1:25pm via Twitter for iPhone

A1. think that it is a smart investment of time. (Jumping in from [#Denver](#)) [#soloPR](#) a fave chat. twitter.com/solopr/status/...



[KellyeCrane 1:25pm via Twitter Web Client](#)

A3: I think there are stereotypes about certain aspects of PR (incl age). But experience is valued in other areas. [#solopr](#)



[KristK 1:25pm via tchat.io](#)

A3: Experience seems to be less valued than it once was. But I tread carefully not to talk about "my day" [#solopr](#)



[KristK 1:23pm via Twitter Web Client](#)

RT @SoloPR: Q3: Is longevity a bad thing in PR? Do clients perceive older practitioners as less innovative than younger peers? [#solopr](#)



[SoloPR 1:23pm via tchat.io](#)

Q3: Is longevity a bad thing in PR? Do clients perceive older practitioners as less innovative than younger peers? [#solopr](#)



[PaulaJohns 1:23pm via tchat.io](#)

Nice! RT @KristK: A2: Ex: Client mentioned tracking hashtags so I shared how to use @IFTTT to build Google doc of tweets. [#solopr](#)



[SoloPR 1:23pm via tchat.io](#)

Thanks for your thoughts on Q2 all - Q3 is up next... [#solopr](#)



[SoloPR 1:23pm via tchat.io](#)

Very cool! RT @KristK: A2: Clients often forget that I teach... I have to stay a step ahead or lose credibility in classroom. [#solopr](#)



[KellyeCrane 1:22pm via Twitter Web Client](#)

A2: I'm in tech PR, so my clients definitely rely on me to keep up w/the buzzwords- they love it when I correct them :-)
[#solopr](#)



[KristK 1:22pm via tchat.io](#)

A2: Clients often forget that I teach PR and social media. I have to stay a step ahead or lose credibility in classroom.
[#solopr](#)



[SoloPR 1:21pm via tchat.io](#)

Diff perspectiveMT @[gregwbrooks](#) A2 ...My job is to learn their evolving problems and sell solutions. They don't care if I'm growing.
[#solopr](#)



[KristK 1:21pm via tchat.io](#)

RT @[KellyeCrane](#): A2: I'll float ideas for new programs/projects by them, to show always thinking about ways to advance their goals
[#solopr](#)



[SoloPR 1:20pm via tchat.io](#)

MT @[mlparker1015](#) ..posting new things that you learn or ideas you have on your social media for your clients to see and be a part of
[#solopr](#)



[KristK 1:19pm via tchat.io](#)

A2: Ex: Client mentioned tracking hashtags so I shared how to use @[IFTTT](#) to build Google doc of tweets.
[#solopr](#)



[mlparker1015 1:19pm via Twitter for iPhone](#)

Also, posting new things that you learn or ideas you have on your social media for your clients to see and be a part of [#solopr](#)



[Serena 1:19pm via Twitter Web Client](#)

This is a great read on the rise of the solo PR pro from [@NicoleJordan](#) that came out today. Perfect for [#solopr](#) chat forbes.com/sites/gretchen...



[SoloPR 1:19pm via tchat.io](#)

MT [@EEPaul](#): A2: I routinely tweet from conferences, etc I attend. Tweets are my notes, and also show I'm learning while sharing [#solopr](#)



[KellyeCrane 1:18pm via Twitter Web Client](#)

A2: I'll float ideas for new programs/projects by them, to show I'm always thinking about ways to advance their goals [#solopr](#)



[mlparker1015 1:18pm via Twitter for iPhone](#)

A2: I think attending things like networking events are a way to show clients and colleagues that you are open to new information [#solopr](#)



[gregwbrooks 1:18pm via Twitter Web Client](#)

A2. I'm not sure they need to know. My job is to learn their evolving problems and sell solutions. They don't care if I'm growing. [#solopr](#)



[EEPaul 1:18pm via TweetDeck](#)

[@SoloPR](#) A2: I routinely tweet from conferences, etc I attend. My tweets are my notes, and also show I'm learning while sharing [#solopr](#)



[PaulaJohns 1:18pm via tchat.io](#)

So true! RT @[LEicher](#): Sometimes being a SOLO is like living in a vacuum. [#soloPR](#)



[SoloPR 1:17pm via tchat.io](#)

MT @[KristK](#) A2: I mention courses, conferences I'm attending and new tools I'm checking out. When they have Qs, I want them to ask me [#solopr](#)



[KellyeCrane 1:17pm via Twitter Web Client](#)

A2: Forwarding relevant articles to them can show you're on top of the latest trends [#solopr](#)



[KristK 1:16pm via tchat.io](#)

A2: I mention courses, conferences I'm attending and new tools I'm checking out. When they have Qs, I want them to ask me first. [#solopr](#)



[KellyeCrane 1:16pm via Twitter Web Client](#)

RT @[SoloPR](#): Q2: How do you make sure existing clients know that you are continuing to grow and learn? [#solopr](#)



[KellyeCrane 1:16pm via Twitter Web Client](#)

@[LEicher](#) Yes, there is some good thought leadership we can watch. Though I often find my fellow [#solopr](#) pros are the best source of it. :-)



[dariasteigman 1:16pm via Twitter for Android](#)

PS: [#solopr](#). Missing you all today! [twitter.com/dariasteigman/...](https://twitter.com/dariasteigman/)



[KristK 1:15pm via Twitter Web Client](#)

RT @SoloPR: Q2: How do you make sure existing clients know that you are continuing to grow and learn? [#solopr](#)



[SoloPR 1:15pm via tchat.io](#)

Q2: How do you make sure existing clients know that you are continuing to grow and learn? [#solopr](#)



[LEicher 1:15pm via Twitter Web Client](#)

[#solopr](#) A1 - I also find it helpful to see if they're doing things I hadn't thought of. Sometimes being a SOLO is like living in a vacuum



[SoloPR 1:15pm via tchat.io](#)

Some great tips on Q1 - thanks all! Q2 is up next... [#solopr](#)



[SoloPR 1:14pm via tchat.io](#)

@[BernadetteDavis](#) Hi Bernadette- great to see you! [#solopr](#)



[SoloPR 1:14pm via tchat.io](#)

Excellent! RT @[EEPaul](#): Some of my 'competitors' are also occasional customers - I monitor in case we might help each other [#solopr](#)



[KellyeCrane 1:14pm via Twitter Web Client](#)

A1: Useful to see what agencies are getting good coverage for clients, and which aren't. Sometimes there's an exodus- toward [#solopr](#) pros!



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

@[KellyeCrane](#) [#soloPR](#). Some of my 'competitors' are also occasional customers - I monitor in case we might help each other



[BernadetteDavis 1:13pm via Twitter Web Client](#)

Hi all - I'm a [#soloPR](#) (almost 3 years) with 20 years experience. Based in North Texas.



[KristK 1:13pm via tchat.io](#)

@[LEicher](#) Hi Leslie! Great to see you here. [#solopr](#)



[SoloPR 1:12pm via tchat.io](#)

Blogs are great to watch RT @[PaulaJohns](#): A1 Always. I subscribe to a few agency blogs & follow them on social, for starters. [#soloPR](#)



[KristK 1:12pm via tchat.io](#)

Same here. RT @[KellyeCrane](#): A1: I don't view my fellow [#solopr](#) pros as competitors, however. More than enough work for all of us!



[SoloPR 1:12pm via tchat.io](#)

@[PaulaJohns](#) Hi Paula - thanks for joining us today! [#solopr](#)



[PaulaJohns 1:11pm via tchat.io](#)

A1 Always. I subscribe to a few agency blogs & follow them on social, for starters. [#soloPR](#)



[KellyeCrane 1:11pm via Twitter Web Client](#)

A1: I don't view my fellow [#solopr](#) pros as competitors, however. More than enough work for all of us!



[SoloPR 1:10pm via tchat.io](#)

Oof RT @[PRProSanDiego](#): A1 yes, I do, in part because I've had several competitors attempt to poach clients and had one succeed. [#solopr](#)



[SoloPR 1:10pm via tchat.io](#)

@[McDaidPR](#) Hi Sarah- thanks for making us international again today! :-) [#solopr](#)



[PRProSanDiego 1:10pm via Twitter for iPhone](#)

A1 yes, I do, in part because I've had several competitors attempt to poach clients and had one succeed. [#solopr](#)



[SoloPR 1:10pm via tchat.io](#)

"Stalk" - ha! RT @[LEicher](#): [#solopr](#) - A1: Not routinely enough and not all of them, but yes. I do stalk them every now and again.



[SoloPR 1:09pm via tchat.io](#)

Good pt! RT @[gregwbrooks](#): A1: Aspirationally. Work often comes from folks who have been with larger agencies, so I monitor... [#solopr](#)



[mlparker1015 1:09pm via Twitter for iPhone](#)

@[KellyeCrane](#) yes we do! [#solopr](#)



[PaulaJohns 1:09pm via tchat.io](#)

Hello [#soloPR](#) friends. Paula here from the San Diego area, where we are having a rare rainy day!



[KristK 1:09pm via tchat.io](#)

RT @[KellyeCrane](#): A1: I definitely like to keep track of what the big PR firms are pushing (esp. buzzwords, etc.). [#solopr](#)



[KellyeCrane 1:08pm via Twitter Web Client](#)

@[mlparker1015](#) Do you study what PR firms are doing in your classes? Just curious! [#solopr](#)



[McDaidPR 1:08pm via Twitter for iPhone](#)

Sarah here, Edinburgh! [#solopr](#)



[KristK 1:08pm via tchat.io](#)

A1: Few consultants locally but lots of freelance writers, pros w side gigs. And agencies that do PR as a side gig [#solopr](#)



[SoloPR 1:08pm via tchat.io](#)

@[KristK](#) Hey Kristie- hooray for spring! [#solopr](#)



[gregwbrooks 1:08pm via Twitter Web Client](#)

A1: Aspirationally. Work often comes from folks who have been with larger agencies, so I monitor the large-agency feel/vibe. [#solopr](#)



[LEicher 1:07pm via Twitter Web Client](#)

[#solopr](#) - A1: Not routinely enough and not all of them, but yes. I do stalk them every now and again.



[KellyeCrane 1:07pm via Twitter Web Client](#)

A1: I definitely like to keep track of what the big PR firms are pushing (esp. buzzwords, etc.). [#solopr](#)



[KristK 1:07pm via Twitter Web Client](#)

RT @SoloPR: Q1: Do you routinely assess/monitor your PR competition? [#solopr](#)



[mlparker1015 1:07pm via Twitter for iPhone](#)

A1: I'm still a student focusing in PR right now. But I plan to, yes. I think it's extremely important [#solopr](#)



[KristK 1:07pm via tchat.io](#)

Howdy to my [#solopr](#) pals! Kristie here from south Mississippi, where spring has definitely sprung



[KellyeCrane 1:06pm via Twitter Web Client](#)

RT @SoloPR: Q1: Do you routinely assess/monitor your PR competition? [#solopr](#)



[SoloPR 1:06pm via tchat.io](#)

We're on Q1: Do you routinely assess/monitor your PR competition? [#solopr](#)



SoloPR 1:06pm via tchat.io

@[LEicher](#) Welcome Lois! [#solopr](#)



SoloPR 1:06pm via tchat.io

@[mlparker1015](#) Hi Mackenzy- glad you could make it! [#solopr](#)



[LEicher](#) 1:06pm via Twitter Web Client

[#solopr](#) Leslie Eicher here. St. Louis.



[mlparker1015](#) 1:05pm via Twitter for iPhone

Mackenzy here. Dallas [#solopr](#)



SoloPR 1:05pm via tchat.io

Q1: Do you routinely assess/monitor your PR competition? [#solopr](#)



SoloPR 1:05pm via tchat.io

@[PRProSanDiego](#) Hi Gayle- glad to hear your garden is getting a drink! [#solopr](#)



SoloPR 1:04pm via tchat.io

If you have any questions to add to the list, let us know. Q1 is coming up... [#solopr](#)



[PRProSanDiego](#) 1:04pm via Twitter for iPhone

Not so sunny San Diego checking in. My garden is happy! [#solopr](#)

#solopr transcript – 3/22/2017

For more information and resources, visit <http://soloprpro.com/>



[SoloPR 1:04pm via tchat.io](#)

@[gregwbrooks](#) Hi Greg - thanks for joining today! [#solopr](#)



[SoloPR 1:03pm via tchat.io](#)

If you're new, tchat.io is a good tool to use for chatting. Everyone is welcome to join us!
[#solopr](#)



[KellyeCrane 1:03pm via Twitter Web Client](#)

RT @[SoloPR](#): It's time for the [#solopr](#) Twitter chat for pros in [#PR](#) [#socialmedia](#) and related – welcome! Please introduce yourselves.



[gregwbrooks 1:03pm via Twitter Web Client](#)

Greg here. Las Vegas. [#solopr](#)



[SoloPR 1:02pm via tchat.io](#)

This is @[KellyeCrane](#) filling in for @[KarenSwim](#) today as moderator. I'm an Atlanta-based pro w/20+ yrs in [#PR](#) and as a solo! [#solopr](#)



[SoloPR 1:01pm via tchat.io](#)

It's time for the [#solopr](#) Twitter chat for pros in [#PR](#) [#socialmedia](#) and related – welcome! Please introduce yourselves.