



#SoloPR Transcript –5/10/2017

Q1: How do you help clients create customer value? #solopr

Q2: Study shows 72% believe PR will either become more closely aligned w/ marketing or become subset of it. Agree? #solopr

Q3: Same article predicts PR may steal some ad business - are you seeing this trend? #solopr

Q4: What is the most pressing issue facing independent practitioners today? #solopr

Q5: Frye PR agencies hit with lawsuits, how do you proactively prevent these types of actions? ht.ly/y9fz30bBBK9 #solopr

Transcript follows in reverse chronological order:



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

LOL! RT @[KristK](#): @[sdrosenb](#) It's gonna be super awesome, dude. Trust me. [#solopr](#)



[gregwbros 1:59pm via Twitter Web Client](#)

@[KristK](#) No, but they are a lucrative business model! :) [#solopr](#) [#sorryPRSA](#)
[#canIlectureyourclassatTulane?](#)



[andres tequila 1:58pm via Twitter for iPad](#)

RT @[KristK](#): A2: Oldie but goodie: The goal of PR isn't good publicity; it's good relationships. [#solopr](#)



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

@[sdrosenb](#) It's gonna be super awesome, dude. Trust me. [#solopr](#)



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

RT @[KristK](#): A2: Oldie but goodie: The goal of PR isn't good publicity; it's good relationships. [#solopr](#)



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

A5: Skepticism is healthy for a PR pro. Repeating lies, being ignorant aren't valid excuses. [#solopr](#)



[sdrosenb 1:57pm via TweetDeck](#)

@[KarenSwim](#) True, but my gut tells me everyone was drinkin' the Kool Aid on this one. Thinking everyone was psyched for Fyre bro! [#solopr](#)



[CMP MediaCafe 1:57pm via TweetDeck](#)

@[KarenSwim](#) 100% agree. We generally know what's best, but their choice is on them. And I mean that in the nicest possible way. [#solopr](#)



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

A5 You've gotta believe that PR teams saw this coming with Frye. I had heard of some execs quitting before the event. [#solopr](#)



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

We're almost out of time, but thank you for bearing with moderator issues today. You people truly are the best! [#solopr](#)



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

@[gregwbrooks](#) @[BevPayton](#) BWHAHAHAHA!!! [#solopr](#)



[gregwbrooks 1:56pm via Twitter Web Client](#)

@[sdrosenb](#) @[BevPayton](#) Have you been sniffing around my client base again, @[sdrosenb](#)?? [#solopr](#)



[SoloPR 1:56pm via Twitter Web Client](#)

RT @[KristK](#): A5: And get paid up-front, because I think the ticket-buyers and artists aren't the only ones getting burned by Fyre [#solopr](#)



[KarenSwim 1:55pm via Hootsuite](#)

A5. I hate the Monday morning quarterbacking because clients do not always take counsel, unfair to blame agency. [#solopr](#)

#solopr transcript – 5/10/2017

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



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

A5: And get paid up-front, because I think the ticket-buyers and artists aren't the only ones getting burned by Fyre [#solopr](#)



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

[@BevPayton](#) [@gregwbrooks](#) But hey, some clients say $2+2=5$ and they just want their PR reps to repeat after them. Sigh. [#solopr](#)



[CMP MediaCafe 1:54pm via TweetDeck](#)

[@PaulaJohns](#) That is so true. There are a few (not many) that are not worth the headache...'cos it turns into heart ache. [#solopr](#)



[SoloPR 1:54pm via tchat.io](#)

Definitely, prequalify an RT [@PaulaJohns](#): A5 Just say no: don't take on clients like Frye. [#solopr](#)



[KristK 1:54pm via tchat.io](#)

A5: don't get caught up in your client's hype. Ask tough questions. Protect your own rep. [#solopr](#)



[BevPayton 1:54pm via Twitter for iPad](#)

Agree [@gregwbrooks](#) also do your homework fact-check accuracy of client claims, don't just blindly repeat [#solopr](#)



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

@[CMP MediaCafe](#) @[SoloPR](#) Indeed. Though likely this will settle out of court, unless they want to embarrass JaRule & team even further in the public eye. [#solopr](#)



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

A5 Just say no: don't take on clients like Frye. [#solopr](#)



[KarenSwim](#) 1:53pm via Hootsuite

A5. However, there are always things out of our control...[#solopr](#)



[KristK](#) 1:52pm via tchat.io

RT @[gregwbrooks](#): A5: Honorable answer: Don't take on douchebag clients. Realistic: Have solid hold-harmless/indemnification clauses. [#solopr](#)



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

@[KarenSwim](#) I can see why you have fallen head over heels for this pup! ♡ [#solopr](#)



[CMP MediaCafe](#) 1:51pm via TweetDeck

@[KarenSwim](#) Awwww. Congratulations on your puppy! Adorable times infinity and beyond. [#solopr](#)



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

@[KarenSwim](#) Is that a Vizsla??!! [#solopr](#)



[KarenSwim](#) 1:51pm via Hootsuite

A5. This is why we plan, question, challenge assumptions and to best of our ability make sure that client will deliver on promise [#solopr](#)

#solopr transcript – 5/10/2017

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



[CMP MediaCafe](#) 1:51pm via TweetDeck

@[sdrosenb](#) @[SoloPR](#) Definitely. And have an E&O General Liability Insurance policy in place, plus a bullet proof agreement regarding representation. [#solopr](#)



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

A5: Honorable answer: "Don't take on douchebag clients." Realistic answer: "Have solid hold-harmless/indemnification clauses." [#solopr](#)



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

So true. RT @[sdrosenb](#): A5 Under-promise and over-deliver. [#solopr](#)



[KarenSwim](#) 1:49pm via Twitter for iPhone

You asked ☺[#solopr](#) pic.twitter.com/QmFn1010lj



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

@[SoloPR](#) Under-promise and over-deliver. [#solopr](#)



[BevPayton](#) 1:48pm via Twitter for iPad

RT @[CMP_MediaCafe](#): @[KarenSwim](#) I also think there is something to be said about a more personalized service a client gets from [#solopr](#) .



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

Q5. Frye PR agencies hit with lawsuits, how do you proactively prevent these types of actions? ht.ly/y9fz30bBBK9 [#solopr](#)



SoloPR 1:47pm via tchat.io

Sigh. I really do need a nap. [#solopr](#)



SoloPR 1:47pm via Hootsuite

Q%. Frye PR agencies hit with lawsuits, how do you proactively prevent these types of actions? ht.ly/y9fz30bBBK9 [#solopr](#)



sdrosenb 1:47pm via TweetDeck

@SoloPR @KristK Word. [#solopr](#)



CMP MediaCafe 1:47pm via TweetDeck

@KarenSwim I also think there is something to be said about a more personalized service a client gets from [#solopr](#).



sdrosenb 1:46pm via TweetDeck

@CMP MediaCafe @SoloPR Yes. When they work together in lockstep, it can really be a win-win. Sadly though, I've seen the competitive side more often. [#solopr](#)



SoloPR 1:46pm via tchat.io

@KristK The struggle is real! [#solopr](#)



SoloPR 1:46pm via Twitter Web Client

RT @KristK: A4: Feeling like we need to explain, defend, justify our rates, our existence and our expertise [#solopr](#)



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

RT @[CMP_MediaCafe](#): @[sdrosenb](#) @[SoloPR](#) Agree. Total advocate of synergizing PR & Marketing. Actually, more of a crusader. [#solopr](#)



[KarenSwim 1:45pm via Hootsuite](#)

A4: We can be so focused on staying competitive, shiny new trends that we can lose sight of what we really offer to orgs. [#solopr](#)



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

@[sdrosenb](#) @[SoloPR](#) Agree. Total advocate of synergizing PR & Marketing. Actually, more of a crusader. [#solopr](#)



[KarenSwim 1:45pm via Hootsuite](#)

A4: Being adaptable without losing the value of what we truly offer [#solopr](#)



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

@[KristK](#) What the world... needs now.... is Greg... sweet Greg.... he will help you sell... and you won't... havetobeg! [#solopr](#)



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

@[KristK](#) Lol! I felt that way on the agency side as well. [#solopr](#)



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

@[BevPayton](#) I've had good luck with setting minimum size/revenue limits. Hell, I get large clients and I'm barely competent. :) [#solopr](#)



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

@[BevPayton](#) Found that the bigger biz who are down with solos hire multiple ones and/or with mix with smaller agencies. They are out there. [#solopr](#)



[KristK](#) 1:43pm via [tchat.io](#)

A4: Feeling like we need to explain, defend, justify our rates, our existence and our expertise [#solopr](#)



[CMP MediaCafe](#) 1:43pm via [TweetDeck](#)

@[gregwbrooks](#) @[BevPayton](#) And if they don't recognize your value and want deep discounts, unless you really need their biz, best to pass on it IMHO. [#solopr](#)



[KarenSwim](#) 1:43pm via [Hootsuite](#)

Preach it @[gregwbrooks](#)! [#solopr](#)



[gregwbrooks](#) 1:41pm via [Twitter Web Client](#)

A4: Their own poor pricing/positioning/marketing. For many folks, it's very hard to work up the ego to price yourself correctly. [#solopr](#)



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

@[gregwbrooks](#) @[BevPayton](#) Agreed. Often I found that the clients that are smaller and the least experienced make the biggest deals out of rates/value. [#solopr](#)



[BevPayton](#) 1:41pm via [Twitter for iPad](#)

I need to fish in a bigger pond. But will big biz, used to dealing with brick & mortar agencies accept [#solopr](#) model? [twitter.com/gregwbrooks/st...](#)



SoloPR 1:41pm via tchat.io

Lol! @[KristK](#) @[gregwbrooks](#) #solopr



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

A4: Not enough @[gregwbrooks](#) in the world #solopr



[CMP MediaCafe](#) 1:41pm via TweetDeck

Don't have the "source" but have been reading CEOs are falling away from Social spends 'cos doesn't translate on ROI. #solopr [twitter.com/gregwbrooks/st...](https://twitter.com/gregwbrooks/status/...)



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

RT @[SoloPR](#): Q4. What is the most pressing issue facing independent practitioners today? #solopr



SoloPR 1:40pm via tchat.io

Q4. What is the most pressing issue facing independent practitioners today? #solopr



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

@[BevPayton](#) I see that down in the small-biz trenches. Big clients don't mind full freight or premium rates if they feel you're the solution. #solopr



[CMP MediaCafe](#) 1:39pm via TweetDeck

A3: Growing trend. In Q1, some TV/Radio stations were desperate for Earned Media pitches 'cos Pay-For-Play "wasn't happening." #solopr twitter.com/SoloPR/status/...



[KristK 1:39pm via tchat.io](#)

A3: Media buying remains a sought-after skill, but many have gone independent [#solopr](#)



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

RT @sdrosenb: @gregwbrooks @KristK I dunno, maybe client are like Tinder and they are always swiping to the left. lol! [#solopr](#)



[KristK 1:38pm via tchat.io](#)

A3: Used to need to hire an agency for design, content, creative, messaging. No more. [#solopr](#)



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

@SoloPR That's interesting, but I've seen the whole "PR getting mindshare" trend in the past. Doesn't mean it always has to be us v. them. [#solopr](#)



[SoloPR 1:38pm via tchat.io](#)

@akenn @KristK Lol, I love that but sorry did not mean to make you work for it! [#solopr](#)



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

@SoloPR A3: Yes. Less about being brilliant (although we are!), more about clients not needing to spend as much on ads when they go digital. [#solopr](#)



[BevPayton 1:37pm via Twitter for iPad](#)

Q4 Clients think that because you're [#solopr](#) you should be a cheap hire. Don't want to pay 4 value of expertise.



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

RT @SoloPR: Q3. Same article predicts PR may steal some ad business - are you seeing this trend? [#solopr](#)



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

Q3. Same article predicts PR may steal some ad business - are you seeing this trend? [#solopr](#)



[KristK 1:35pm via tchat.io](#)

@[KristK](#) @[SoloPR](#) no hashtag! [#solopr](#)



[akenn 1:35pm via tchat.io](#)

@[KristK](#) @[SoloPR](#) me too. Am resourceful like that. Scrambling is not a pressing challenge for this solo pro! [#solopr](#)



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

@[SoloPR](#) I see them on your profile but not within the chat. [#solopr](#)



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

@[sdrosenb](#) @[gregwbrooks](#) @[KristK](#) yes - haven't seen any of Q's on tchat [#solopr](#)



[CMP MediaCafe 1:33pm via TweetDeck](#)

@[SoloPR](#) I haven't seen them. [#solopr](#)



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

@[gregwbrooks](#) @[KristK](#) I dunno, maybe client are like Tinder and they are always swiping to the left. lol! [#solopr](#)



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

Anyone else missing Qs 3 and 4 on tchat? [#solopr](#)



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

@[KristK](#) Love it! [#solopr](#)



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

@[KristK](#) Clients are like guys on Tinder. Their vision only covers the immediate. (Is there any dating metaphor that doesn't work for PR?) [#solopr](#)



[KristK 1:30pm via tchat.io](#)

A2: What about renaming marketing to "customer relations"? Aligns with existing donor, media, employee, govt, investor relations [#solopr](#)



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

@[phyllisweisspr](#) Have a great day and thanks for dropping in! [#solopr](#)



[sdrosenb 1:29pm via TweetDeck](#)

@[CMP MediaCafe](#) Exactly! If you are hiring a firm/person in the hopes that it will lead to direct sales or lead gen, then the person has it wrong [#solopr](#)



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

[#solopr](#) Need to drop out. Thanks for the great conversation.



[CMP MediaCafe 1:28pm via TweetDeck](#)

It makes sense to the client to streamline so their not dealing with a lot "moving parts."

[#solopr twitter.com/KarenSwim/stat...](#)



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

Great discussion! Stand by for next Q [#solopr](#)



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

RT @[KristK](#): A2: Oldie but goodie: The goal of PR isn't good publicity; it's good relationships. [#solopr](#)



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

A2: Oldie but goodie: The goal of PR isn't good publicity; it's good relationships. [#solopr](#)



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

RT @[BevPayton](#): A2 2 many business leaders still don't understand what PR really is. They think it stands for Press Release. [#solopr](#)



[CMP MediaCafe 1:26pm via TweetDeck](#)

I advise clients that PR is NOT Direct TV. It's all about building brand awareness in credible broadcast exposure. [#solopr twitter.com/phyllisweisspr...](#)



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

@[KarenSwim](#) More specifically: Big agencies are sometimes our greatest ambassadors. You can win a lot of work coming in after a bloated agency. [#solopr](#)



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

RT @[KristK](#): A2: Oversight to not look at all audiences, beyond those who will buy your product, use your service. PR uses wide lens [#solopr](#)



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

A2: Oversight to not look at all audiences, beyond those who will buy your product, use your service. PR uses wide lens [#solopr](#)



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

Sadly true. RT @[BevPayton](#) Many business leaders still don't understand what PR really is. They think it stands for Press Release. [#solopr](#)



[akenn 1:24pm via tchat.io](#)

Opportunity for [#soloPR](#)? RT @[KarenSwim](#) I see clients wanting one agency even if that agency brings in specialists [#solopr](#)



[gregwbrosks 1:24pm via Twitter Web Client](#)

@[phyllisweisspr](#) I'm OK with sales quotas -- for a certain type of practitioner & client and everyone needs to know the shot going in. An edge case. [#solopr](#)



[SoloPR 1:24pm via Twitter Web Client](#)

RT @BevPayton: A2 2 many business leaders still don't understand what PR really is. They think it stands for Press Release. [#solopr](#)



[SoloPR 1:24pm via tchat.io](#)

Hi @MollyNichelson glad you could make it! [#solopr](#)



[KarenSwim 1:24pm via Hootsuite](#)

A3. I see clients wanting one agency that can carry out holistic strategy even if that agency brings in specialists [#solopr](#)



[MollyNichelson 1:23pm via Twitter for iPhone](#)

Late to the party. Hello, everyone! [#solopr](#)



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

Same here. RT @akenn A2. Also seeing lots of integration between PR and HR [#solopr](#)



[KarenSwim 1:22pm via Hootsuite](#)

A3. I do see a shift from hiring ad agencies to devoting budget to PR paid strategies [#solopr](#)



[BevPayton 1:22pm via Twitter for iPad](#)

A2 2 many business leaders still don't understand what PR really is. They think it stands for Press Release. [#solopr](#)



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

A2: Considering PR as a mktg function contributed to lots of "PR crisis" because orgs focused only on sales funnels, efficiencies [#solopr](#)



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

[#solopr](#) A2. Absolutely agree with [@gregwbrooks](#) that PR work should align with business metrics. Just don't hold PR to sales quotas.



[CMP MediaCafe 1:22pm via TweetDeck](#)

A1: I think it should synergize with marketing & coordinate campaigns. Marketing does a great job. PR builds trust and credibility. [#solopr twitter.com/SoloPR/status/...](#)



[SoloPR 1:20pm via Twitter Web Client](#)

RT [@akenn](#): A2. Also seeing lots of integration between PR and HR [#solopr](#)



[KristK 1:20pm via Twitter Web Client](#)

RT [@SoloPR](#): Q2. Study shows 72% believe PR will either become more closely aligned w/ marketing or become subset of it. Agree? [#solopr](#)



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

My twitter is wonky and just retweeted a tweet from a client's account, aarrgggh!
[#solopr](#)



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

A2. Also seeing lots of integration between PR and HR [#solopr](#)



[DSPREL 1:20pm via Hootsuite](#)

Solo PR: The triumphs and challenges of independent Public Relations [#pr](#)
[#publicrelations](#) [#solopr](#) ow.ly/wrJC30blhaR



[gregwbrooks](#) 1:20pm via [Twitter Web Client](#)

A2-addendum: Practitioners who bemoan this shift and didn't tie their work to business metrics probably have themselves to blame. [#solopr](#)



[BevPayton](#) 1:19pm via [Twitter for iPad](#)

RT @[phyllisweisspr](#): [#solopr](#) A2. Have supported many marketing teams, but don't feel PR should report to marketing. Need PR to report to a h...



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

RT @[phyllisweisspr](#): [#solopr](#) A2. Have supported many marketing teams, but don't feel PR should report to marketing. Need PR to report to a h...



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

A2. But of course always curious about the future! What's in store for PR? What other aspects of the biz can it play with? [#solopr](#)



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

RT @[phyllisweisspr](#): [#solopr](#) A2. Have supported many marketing teams, but don't feel PR should report to marketing. Need PR to report to a h...



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

[#solopr](#) A2. Have supported many marketing teams, but don't feel PR should report to marketing. Need PR to report to a higher authority.



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

RT @akenn: A3. I feel like we're already there, no? Aligned much more closely with customer service now too. [#solopr](#)



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

A3. I feel like we're already there, no? Aligned much more closely with customer service now too. [#solopr](#)



[KarenSwim 1:17pm via Hootsuite](#)

A2. Definitely agree, still believe disciplines are different but there will be greater alignment w/marketing and sales. [#solopr](#)



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

Hi @BevPayton so glad you could join us! [#solopr](#)



[KarenSwim 1:16pm via Hootsuite](#)

RT @SoloPR: Q2. Study shows 72% believe PR will either become more closely aligned w/ marketing or become subset of it. Agree? [#solopr](#)



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

Agree, they need to be helpful vs self promotional...@KristK A1: Clients need guidance to focus messaging on audience, not self. [#solopr](#)



[BevPayton 1:15pm via Twitter for iPad](#)

Late arriving to [#solopr](#) chat. Bev here in rural Cochranville, Pa.



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

A2: Agree. The question isn't whether or not it's separate; it's how much integration is appropriate for any given client. [#solopr](#)



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

RT @[KristK](#): A1: Clients need guidance to focus messaging on audience, not self. [#solopr](#)



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

Hello @[akenn](#) always great to get to hang out with you! I think he likes them both ;-)
[#solopr](#)



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

RT @[KristK](#): A1: Clients need guidance to focus messaging on audience, not self. [#solopr](#)



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

@[gregwbrooks](#) @[KristK](#) Ha! Is it scalable? ;-)
[#solopr](#)



[SoloPR 1:13pm via Hootsuite](#)

Q2. Study shows 72% believe PR will either become more closely aligned w/ marketing or become subset of it. Agree? [#solopr](#)



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

@[SoloPR](#) I told @[KristK](#) recently that I am the very cleverest trainwreck -- I think I'm going with that as perma-branding. [#solopr](#)



[SoloPR 1:12pm via Linkis: turn sharing into growth](#)

Next few Qs related to this article [ln.is/www.mediapost... #solopr](#)



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

A1: Clients need guidance to focus messaging on audience, not self. [#solopr](#)



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

Joining [#solopr](#) a little late. I had [@gregwbrooks](#) pegged as a cat person.



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

Awwwww [@PaulaJohns](#) we'll have to share pics. I am over the moon in love with my rambunctious 5 month old puppy. [#solopr](#)



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

[@gregwbrooks](#) Brilliant answer! [#solopr](#)



[KarenSwim 1:11pm via Hootsuite](#)

A1. Are they missing needs or opps? Are there processes that are not customer friendly? [#solopr](#)



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

RT [@SoloPR](#): Q1. How do you help clients create customer value? [#solopr](#)



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

@SoloPR I can't think of a better way to spend the hour! I'm the proud mom of 2 overgrown puppies! [#soloPR](#)



[KarenSwim 1:10pm via Hootsuite](#)

A1. I try to look beyond the traditional and examine their ops/policies and overall customer experience. [#solopr](#)



[gregwbrooks 1:10pm via Twitter Web Client](#)

A1: Value without a relationship means risk of commoditization. We create and reinforce the brand/customer relationship. [#solopr](#)



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

Hi @phyllisweisspr! Wow, you'll have to share more on how that impacted everyone. Glad it is reopening. [#solopr](#)



[phyllisweisspr 1:09pm via Twitter Web Client](#)

RT @SoloPR: Hi @PaulaJohns! We're talking puppies and creating customer value for clients. ;-) [#solopr](#)



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

Hi @PaulaJohns! We're talking puppies and creating customer value for clients. ;-) [#solopr](#)



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

@gregwbrooks She is adorable!!! ;-) [#solopr](#)



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

@[KristK](#) Could not reply from my account but happy to share, I just did not want to be "that" person :-)
[#solopr](#)



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

@[SoloPR](#) SHUT THE FRONT DOOR!!! I need a puppy pic, stat. [#solopr](#) (There is no one in the world more pro-dog than me... please show me the pooch!)



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

[#solopr](#) Checking in from the ATL, home of the former fiery I-85 bridge that re-opens Monday.



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

RT @[SoloPR](#): Q1. How do you help clients create customer value? [#solopr](#)



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

@[KarenSwim](#) New Puppy? Where are all the pics? [#solopr](#)



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

Paula Johns here, joining the chat from the San Diego area. Will mainly be listening in...lots of deadlines this week! [#soloPR](#)



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

@[KristK](#) Thanks! [#solopr](#)



[SoloPR](#) 1:07pm via [Hootsuite](#)

Q1. How do you help clients create customer value? [#solopr](#)

#solopr transcript – 5/10/2017

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



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

@[gregwbrooks](#) LOL! For me, I've been buried in work and added to the chaos with a new puppy! [#solopr](#)



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

@[sdrosenb](#) Hi Scott! Welcome to [#solopr](#) and the best chat on Twitter



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

Howdy @[KristK](#)! Hope you're having a great week! [#solopr](#)



[gregwbrooks 1:05pm via Twitter Web Client](#)

@[SoloPR](#) I remain as charming as ever. Which might explain your (or most people's) absence. ;) [#solopr](#)



[SoloPR 1:05pm via tchat.io](#)

We'll get started shortly, let's allow people a few extra moments to join [#solopr](#)



[KristK 1:05pm via tchat.io](#)

Howdy to my [#solopr](#) pals! Kristie here from the MS Gulf Coast (APR, teaching, consulting, pina coladas and beach sunsets)



[SoloPR 1:05pm via tchat.io](#)

Hi @[sdrosenb](#) so glad you could join us today! [#solopr](#)



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

Scott Rosenblum here from LEVEL PR. Glad to be here. [#solopr](#)



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

Greetings @[gregwbrooks](#)! It feels like forever since I've chatted with you! [#solopr](#)



[gregwbrooks](#) 1:04pm via Twitter Web Client

Greg Brooks here, West Third Group. Greetings from Las Vegas! [#solopr](#)



[gregwbrooks](#) 1:02pm via Twitter Web Client

RT @[SoloPR](#): It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields!
[#solopr](#)



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

If you're joining, please introduce yourself. This is @[KarenSwim](#) of soloprpro [dot] com.
[#solopr](#)



[phyllisweisspr](#) 1:02pm via Twitter Web Client

RT @[SoloPR](#): It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields!
[#solopr](#)



[akenn](#) 1:01pm via Twitter for iPhone

RT @SoloPR: It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields!

[#solopr](#)



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

It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields!

[#solopr](#)