



Transcript from March 30, 2011 to March 30, 2011

All times are Pacific Time

March 30, 2011

- 3:56 am **1680PR:** RT @graciecomm: Act like a business. That's my fav. RT @KellyeCrane: 19 Things I Wish I Knew When I Started My Business <http://ow.ly/4oJlP> #solopr
- 12:35 pm **KellyeCrane:** A great overview - Social Media Benchmarking Q&A <http://ow.ly/4oWE3> #solopr
- 12:49 pm **virgobc:** Thanks for the great resource! RT @kellyecrane: A great overview - Social Media Benchmarking Q&A <http://ow.ly/4oWE3> #solopr
- 1:02 pm **karensxim:** Today is #solopr 1pm ET and all are welcome to join - solo, looking for solo, curious about solo or just wanting to connect join in!
- 1:07 pm **merylkevans:** Today is #solopr 1pm ET and all are welcome to join: solo, looking for solo, curious about solo or wanting to connect! RT @karensxim
- 1:11 pm **GeriRosmanPR:** RT @karensxim: Today is #solopr 1pm ET all r welcome 2 join - solo, looking for solo, curious about solo or just wanting to connect join in!
- 1:14 pm **KellyeCrane:** RT @karensxim: Today is #solopr 1pm ET and all are welcome- solo, looking for solo, curious about solo or just wanting to connect join in!
- 1:17 pm **MaxwellStevens:** Great info from @TheCR about Community Management. Looking forward to digging into this more! #solopr #prsa <http://bit.ly/fzPaq2>
- 1:24 pm **karensxim:** These fab ladies are proof of the caliber of the #solopr community @KellyeCrane @merylkevans @GeriRosmanPR @TiffanyPR Love y'all! :-)
- 1:26 pm **andreaschulle:** RT @KellyeCrane: RT @karensxim: Today is #solopr 1pm ET and all are welcome- solo, looking for solo, curious about solo or just wanting to connect join in!
- 1:30 pm **merylkevans:** Back atcha! RT @karensxim: These fab ladies are proof of the caliber of the #solopr community @KellyeCrane @GeriRosmanPR @TiffanyPR
- 1:46 pm **KellyeCrane:** Today on #solopr, excellent sxsw recap from @garrettkuk: Cost, Price, and Value ? There is a Difference <http://ow.ly/4puhS>
- 1:49 pm **KellyeCrane:** @karensxim You're proof of not just the caiber of #solopr, but also the generosity. Love you more! :-)
- 2:01 pm **Speakeasy_Media:** RT @KellyeCrane: Today on #solopr, excellent sxsw recap from @garrettkuk: Cost, Price, and Value ? There is a Difference <http://ow.ly/4puhS>
- 2:04 pm **altiedt:** People do biz with REAL people that they LIKE: 7 Ways to Write a Better About UsPage <http://t.co/0zlrODz> #solopr #entrepreneur
- 2:05 pm **garrettkuk:** RT @KellyeCrane: Today on #solopr, excellent sxsw recap from @garrettkuk: Cost, Price, and Value ? There is a Difference <http://ow.ly/4puhS>
- 2:09 pm **GVSU_CEI:** RT @altiedt: People do biz with REAL people that they LIKE: 7 Ways to Write a Better About UsPage <http://t.co/0zlrODz> #solopr #entrepreneur
- 2:39 pm **andreaschulle:** RT @altiedt: People do biz with REAL people that they LIKE: 7 Ways to Write a Better About UsPage <http://t.co/0zlrODz> #solopr #entrepreneur
- 3:04 pm **danderson705:** Doesn't enjoy having to play IT manager #solopr
- 3:40 pm **swoodruff:** There's a new Twitter chat client on the block - you may like to test-drive it!

[#solopr](http://bit.ly/ChatTagged) @KellyeCrane

- 4:01 pm **heidicohen:** RT @debweinstein: HOW do You define #Marketing? 72 industry pros gave different answers » <http://bit.ly/e6JWvS> see #72 #pr #solopr
- 4:17 pm **3hatscomm:** Time To Fire Your Client? Here's 5 Steps on Breaking Up by @ssmimov <http://bit.ly/6kS4yJ> via @Worob #soloPR
- 4:34 pm **KellyeCrane:** Less than 30 minutes until #solopr chat- all pros in PR and related fields are welcome!
- 4:37 pm **SoloDovePR:** RT @KellyeCrane: Less than 30 minutes until #solopr chat- all pros in PR and related fields are welcome!
- 4:37 pm **SoloDove_PR:** RT @KellyeCrane: Less than 30 minutes until #solopr chat- all pros in PR and related fields are welcome!
- 4:37 pm **PRCog:** RT @kellyecrane: Less than 30 minutes until #solopr chat- all pros in PR and related fields are welcome!
- 4:39 pm **MarketingMel:** Woo-hoo! I'm coming if @jgombita and @PRJeff are in! RT @KellyeCrane: Less than 30 minutes until #solopr chat- all PR pros welcome!
- 4:39 pm **caitlynmajor:** Tuning in to the #solopr chat today - interested to see what it's all about!
- 4:43 pm **jgombita:** @MarketingMel definitely in! (Have a "vested interest" in one question.) Hope @PRJeff comes and adds some fun, too! #solopr
- 4:45 pm **MarketingMel:** @jgombita Great! Maybe we can sip tea again with our friend @mediacoach from across the pond (or whatever he's sipping at 6 pm). #soloPR
- 4:46 pm **RegineNelson:** RT @kellyecrane: Less than 30 minutes until #solopr chat- all pros in PR and related fields are welcome!
- 4:46 pm **MarketingMel:** @caitlynmajor We will welcome you to join us in #soloPR!
- 4:47 pm **jgombita:** @MarketingMel no, remember @mediacoach said he would be in Oz for the next two #solopr chats! (P.S. provided him with an Aussie contact.)
- 4:48 pm **MarketingMel:** @jgombita Oh yes that's right! Lucky him and good for you for connecting @mediacoach . Can't wait to hear your ? #soloPR
- 4:54 pm **KellyeCrane:** The #solopr transcript is posted every Thurs on <http://soloprpro.com/> RT @dcaplick: Have to miss today. Is there a way to get a transcript?
- 4:54 pm **karensxim:** Less than 10 mins to #solopr join us using tweetchat or tweetgrid, hashtag auto added & easier to follow conversation, see you there!
- 5:01 pm **karensxim:** It's time! Will be chatty for next hr, so pls mute, filter or join us, admission is free! #solopr
- 5:01 pm **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
- 5:02 pm **SoloPR:** If you're joining, please introduce yourself. This is @KellyeCrane moderating, Atlanta-based blogger at <http://soloprpro.com/> #solopr
- 5:02 pm **KellyeCrane:** 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)
- 5:03 pm **voiceofandrea:** RT @KellyeCrane: 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)
- 5:04 pm **dariasteigman:** Daria saying hi from DC. 20+ years as a small biz owner, comms strategist, & writer. #soloPR
- 5:05 pm **caitlynmajor:** I'm Caitlyn, from Denver. I'm employed @CSCPA, and am responsible for all social media, web content, and e-communications #solopr
- 5:05 pm **MarketingMel:** Hooray! Mel here. Career communicator in TN RT @KellyeCrane: RT @SoloPR: Time for #soloPR chat for independent pros in PR #soloPR
- 5:05 pm **SoloPR:** Looks like things may be a bit clogged again today. We'll just get going with

- 5:06 pm **karenschwim:** Hello All! Karen Swim joining from Michigan bringing my own sunshine, 7 yrs solo #solopr
- 5:07 pm **SoloPR:** Q1: If client has w/an "upscale" product but unwilling to give any away, what would you do? They're an unknown. #solopr
- 5:07 pm **kristTK:** RT @SoloPR: time for #soloPR chat for independent pros in PR and related fields (and those who want to learn more about it) #solopr
- 5:07 pm **LeydaHernandezV:** Greetings from Miami #solopr
- 5:07 pm **SoloPR:** Welcome new folks and veterans alike! #solopr
- 5:08 pm **kristTK:** Hello to my #solopr pals. Kristie here from south MS (20 years exp, 7 as indy, APR, PR prof).
- 5:08 pm **CjShaffer1:** Greeting from beautiful Reno, NV #solopr
- 5:08 pm **karenschwim:** RT @SoloPR: Q1: If client has w/an "upscale" product but unwilling to give any away, what would you do? Theyre an unknown. #solopr
- 5:08 pm **jgombita:** @SoloPR hello, Toronto-based PR & communication management specialist, plus co-editor/contributor to international @prconversations #solopr
- 5:08 pm **juleszunichPR:** Hoping into #SoloPR for a bit. Julia Zunich | Boise and beyond | Nice to have a few minutes to spend with my powerful #pr peers
- 5:08 pm **kristTK:** RT @SoloPR: Q1: If client has w/an "upscale" product but unwilling to give any away, what would you do? They're an unknown. #solopr
- 5:09 pm **juleszunichPR:** Q1: I'd rework the budget on the upscale product until they were comfortable b/c I just don't see it working w/out some samples #SoloPR
- 5:10 pm **LeydaHernandezV:** What is the situation in which giving away product is being considered? #solopr
- 5:10 pm **dariasteigman:** A1: 1st step is understand their resistance. Is it corporate culture? Fear of media and/or competitors? Why? #solopr
- 5:10 pm **kristTK:** @solopr Please clarify the w/an part of Q1 #solopr
- 5:10 pm **MarketingMel:** A. 1 This sounds like we need some focus group testing. Target users could be found & test marketed online. #soloPR
- 5:10 pm **voiceofandrea:** Hello everyone. Andrea, learning and new. #solopr
- 5:10 pm **KellyeCrane:** A1: If it's not a consumable, see if they'll consider a loaner program. #solopr
- 5:11 pm **garrettkuk:** hopping into the #solopr conversation - give me a moment to catch up...
- 5:11 pm **SoloPR:** Not sure- Q is from community member RT @LeydaHernandezV: What is the situation in which giving away product is being considered? #solopr
- 5:12 pm **TRBizLady:** Me as well RT: @Garrettkuk hopping into the #solopr conversation - give me a moment to catch up...
- 5:12 pm **SoloPR:** RT @juleszunichPR: Q1: I'd rework the budget on the product until they're comfortable b/c I don't see it working w/out some samples #solopr
- 5:12 pm **SoloPR:** RT @MarketingMel: A. 1 This sounds like we need some focus group testing. Target users could be found & test marketed online. #solopr
- 5:12 pm **Organic_PR:** A1 - I'd have to know more specifics. Who is market (men/women) and what industry? Why not willing to give away? No budget or fear? #solopr
- 5:13 pm **jgombita:** @dariasteigman good point re: fear of competitors. Esp. if a knock-off could be produced in China, quickly & cheaply (Dragons Den!) #solopr
- 5:13 pm **juleszunichPR:** Q1 I would do some role playing & have them be the journalist who is asking for a sample & come up w/ reasons to say no. #SoloPR
- 5:13 pm **socialitestatus:** Good 1st question! #solopr
- 5:13 pm **karenschwim:** A1: Anv other deets? Consumable product? Existing market? Other lower

cost entry options? #solopr

- 5:14 pm **dariasteigman:** @jgombita But you can't have a "stealth" product. Have to know your USP. If you're afraid of competition, get out of the market. #solopr
- 5:14 pm **KellyeCrane:** A1: Perhaps another possibility would be to hold an event where both media and potential consumers could get hands-on #solopr
- 5:14 pm **krisTK:** A1: What about broadening story -- from product to client, from product to trend, etc.? #solopr
- 5:14 pm **garrettkuk:** #soloPR A1: are they open to piloting a 30-day trial? a freemium/demo version? execution would depend on the industry/product
- 5:15 pm **akenn:** A1. Could they use photos of product? Video? Hard to come up with rec'd not knowing the PR objective #solopr
- 5:15 pm **SoloPR:** No other deets, but I think the questions you're asking will be helpful to the person who posed this. Thanks all! #solopr
- 5:15 pm **TRBizLady:** RT @KellyeCrane: A1: Perhaps another possibility would be to hold an event where both media and potential consumers could get hands-on #solopr
- 5:15 pm **EphelisAgency:** RT @KellyeCrane: A1: Perhaps another possibility would be to hold an event where both media and potential consumers could get hands-on #solopr
- 5:15 pm **LeydaHernandezV:** Agree RT @akenn: A1. Could they use photos of product? Video? Hard to come up with rec'd not knowing the PR objective #solopr
- 5:15 pm **SoloPR:** RT @krisTK: A1: What about broadening story- from product to client, from product to trend, etc.? #solopr
- 5:15 pm **jgombita:** @KellyeCrane different from a trade show? #solopr
- 5:15 pm **RegineNelson:** Hello #solopr. Late start this am. Hootsuite feed issues. Regine here from SFBay Area. Returning to #solopr chat today.
- 5:16 pm **SoloPR:** You guys are so smart! Q2 coming up... #solopr
- 5:16 pm **dconconi:** also late - will catch up. Great to be here! #solopr
- 5:16 pm **krisTK:** A1: Have to show product in some way -- pics, video, testimonials, virtual tour #solopr
- 5:16 pm **jgombita:** @KristK for me the most interesting aspect is the innovation & product design team. Interview relevant people--engineers, etc. #solopr
- 5:17 pm **KellyeCrane:** Yes, if luxury product, you could have a high-end reception. Tradeshow works, too RT @jgombita: different from a trade show? #solopr
- 5:17 pm **GeriRosmanPR:** Hi. Joining late. How about Skyping and demoing product that way? #solopr
- 5:17 pm **davispr:** Hello #solopr pals! Kelly from #famouslyhot @columbiasc. Indie 6 1/2 years.
- 5:18 pm **MrsARodriguez:** Like idea of event 2 give media hands-on time. But surely outlets get expensive samples. Give strict guidelines to return items #solopr
- 5:18 pm **krisTK:** A1: Infomercial, anyone? #solopr
- 5:18 pm **SoloPR:** Love RT @JulesZunichPR: Q1 I would do role playing & have them be the journalist asking for a sample & come up w/ reasons to say no #solopr
- 5:18 pm **CjShaffer1:** Only if you can use a headset to make it RT @KristK: A1: Infomercial, anyone? #solopr
- 5:19 pm **krisTK:** A1: perhaps you could get a celeb to "borrow" it? #solopr
- 5:19 pm **jgombita:** @dariasteigman don't disagree, but saying perhaps maybe why client is reluctant to demo the product or service. Creative copyright. #solopr
- 5:19 pm **SoloPR:** Q2: What's the upside/downside to appearing in paid, premium content for our clients? Are membership sites worth pursuing? #solopr
- 5:20 pm **TexInTheCity:** RT@dariasteigma"...Have to know your USP. If you're afraid of competition, get out of the market."#solopr

- 5:20 pm **dariasteigman:** @jgombita Agreed. That's why figuring out source of resistance has to be step 1 (at least for me). #solopr
- 5:20 pm **karensxim:** Like it! RT @krisTK: A1: perhaps you could get a celeb to "borrow" it? #solopr
- 5:20 pm **SoloPR:** @krisTK Some celebs will even "borrow" without permission. :-) #solopr
- 5:20 pm **karensxim:** RT @SoloPR: Q2: Whats upside/downside to appearing in paid, premium content for our clients? Are membership sites worth pursuing? #solopr
- 5:20 pm **MarketingMel:** A. 1 I hear @charliesheen is looking to promote products ;-) #soloPR @karensxim @KristK
- 5:20 pm **dconconi:** RT @SoloPR: Q2: What's the upside/downside to appearing in paid, premium content for our clients? Are membership sites worth pursuing? #solopr
- 5:20 pm **LeydaHernandezV:** RT @SoloPR: Q2: wht's the upside/downside 2 appearing in paid, premium content 4 R clients? R membership sites worth pursuing? #solopr
- 5:21 pm **karensxim:** @MarketingMel @charliesheen @karensxim @KristK ROFL! #solopr
- 5:21 pm **DryerBuzz:** Looking in... RT @SoloPR Welcome new folks and veterans alike! #solopr
- 5:21 pm **LeydaHernandezV:** LOL RT @MarketingMel: A. 1 I hear @charliesheen is looking to promote products ;-) #soloPR @karensxim @KristK
- 5:22 pm **BRLANewsGirl:** A. 1 I'd use video and pictures or use an event to promote the product #solopr
- 5:22 pm **karensxim:** Ha! ...and then refuse a plea deal :-) RT @SoloPR: @krisTK Some celebs will even "borrow" without permission. :-) #solopr
- 5:22 pm **KellyeCrane:** A2: Many membership sites have excellent, targeted readership. Dont overlook! #solopr
- 5:22 pm **krisTK:** And we're not even to Q2! @karensxim @MarketingMel @LeydaHernandezV @solopr #solopr
- 5:23 pm **karensxim:** A2: Like any effort, if it aligns with strategy and the client's ideal market is there definitely consider #solopr
- 5:23 pm **dconconi:** RT @KellyeCrane: A2: Many membership sites have excellent, targeted readership. Dont overlook! #solopr
- 5:23 pm **karensxim:** Agree! RT @KellyeCrane: A2: Many membership sites have excellent, targeted readership. Dont overlook! #solopr
- 5:23 pm **krisTK:** A2: What are examples of the membership sites? #solopr
- 5:23 pm **KellyeCrane:** A2: Just because a site doesn't show up in Google, doesn't mean it's not worth pursuing. #solopr
- 5:23 pm **LeydaHernandezV:** RT @karensxim: A2: Like any effort, if it aligns with strategy and the client's ideal market is there definitely consider #solopr
- 5:24 pm **dariasteigman:** A2. If the mbership site is targeted to your audience, why not? Q is always best bang for buck. #soloPR
- 5:24 pm **SoloPR:** Nice to see that the #solopr shennanigans are underway!
- 5:24 pm **jgombita:** Is #solopr Q2. confined to online sites? Many Cdn. newspapers offer special print supplements, whereby organization provides ALL editorial.)
- 5:24 pm **krisTK:** RT @KellyeCrane: A2: Just because a site doesn't show up in Google, doesn't mean it's not worth pursuing #solopr
- 5:24 pm **caitlynmajor:** Many membership sites cater to niche markets which may be prefect for a specific targeted audience. #solopr
- 5:25 pm **juleszunichPR:** RT @SoloPR: Love RT @JulesZunichPR: Q1 I would do role playing & have them be the journalist asking for a sample & come up w/ reasons to say no #solopr
- 5:25 pm **KellyeCrane:** RT @caitlynmajor: Many membership sites cater to niche markets which

- 5:25 pm **akenn:** may be prefect for a specific targeted audience. #solopr
Yes, I'm not sure what we're talking about RT @krisTK A2: What are examples of the membership sites? #solopr
- 5:25 pm **MarketingMel:** A2 I presume you mean something like PRSA for #soloPR peeps like us? Is that what you mean by membership site?
- 5:25 pm **TRBizLady:** A2: If its going to reach great chunk of target aud. and has great track record of ROI (i.e. clickbacks, etc.) I think its worth it #solopr
- 5:25 pm **CjShaffer1:** #solopr A2: if a membership site could help you reach your goals then it is worth considering!
- 5:26 pm **caitlynmajor:** and by prefect, I mean perfect. :) I need more coffee. #solopr
- 5:26 pm **KellyeCrane:** Examples would be anything from MarketingProfs to WSJ.com (behind paywall)RT @krisTK: A2: What are examples of the membership sites? #solopr
- 5:26 pm **YngLdy_NewMnyPR:** A2: Find Membership sites that adhere to your needs and that outline benefits immediately and down the line, some are resourceful #solopr
- 5:26 pm **GeriRosmanPR:** But if we pay for placed content, regardless of the outlet, is that still PR or is that advertising? #solopr
- 5:27 pm **caitlynmajor:** Good point - RT @GeriRosmanPR: But if we pay for placed content, regardless of the outlet, is that still PR or is that advertising? #solopr
- 5:27 pm **SoloPR:** RT @TRBizLady: A2: If its going to reach great chunk of target aud. and has great track record(i.e. clickbacks, etc.) it's worth it #solopr
- 5:28 pm **karensxim:** @MarketingMel For example there's a site 4 high net worth indiv., not on google but require income verification allows paid content #solopr
- 5:28 pm **CjShaffer1:** @GeriRosmanPR Great point, the line is getting more and more blurred. IMHO it would be considered an ad. To me PR is earned media. #solopr
- 5:29 pm **caitlynmajor:** @CjShaffer1 @GeriRosmanPR "PR is earned media." I like that. #solopr
- 5:29 pm **GeriRosmanPR:** @caitlynmajor @CjShaffer1 Thanks you guys. Always wonder whether I'm being an idiot, too snarky (unintended) or smart. #solopr
- 5:29 pm **garrettkuk:** @caitlynmajor each morning, a prefect delivers my coffee to me #soloPR #offtopic #wordplay
- 5:29 pm **SoloPR:** Q not re:us paying, rather the readers RT @GeriRosmanPR: But if we pay for placed content, is that still PR or is that advertising #solopr
- 5:29 pm **MarketingMel:** @karensxim Thanks. Sounds a bit like advertorial? #soloPR
- 5:30 pm **SoloPR:** @GeriRosmanPR: @caitlynmajor @CjShaffer1 Totally agree that paying for coverage is not PR. #solopr
- 5:30 pm **dariasteigman:** Paid is not a dirty word. It's just Q of levels of trust, and how we earn it. #soloPR
- 5:30 pm **karensxim:** @MarketingMel Definitely an ad #solopr
- 5:30 pm **kgombita:** @GeriRosmanPR think it's then "paid" vs. "earned" media. (Although advertising is its own form of "PR" as public face of company) #solopr
- 5:30 pm **PRjeff:** A2: I pretty much avoid paying for any type of media coverage. But however you communicate, it's still part of PR #solopr
- 5:30 pm **SoloPR:** The asker has a client who doesn't think interviews w/a membership site are worth their time. #solopr
- 5:30 pm **GeriRosmanPR:** @SoloPR So sorry. Then I didn't understand the question. (So I *am* being an idiot!) #solopr
- 5:30 pm **krisTK:** A2: I just added topic of membership sites to my "must know more" stack #solopr
- 5:31 pm **karensxim:** Ah, that clarifies RT @SoloPR: The asker has a client who doesnt think

- 5:31 pm **PRjeff:** A2: Paying for coverage is not bona fide media coverage. #solopr
- 5:31 pm **SoloPR:** @GeriRosmanPR There are no idiots here! Side convos are welcome :-)
#solopr
- 5:31 pm **MarketingMel:** Agreed and welcome! RT @PRjeff: A2: Paying for coverage is not bona fide media coverage. #solopr
- 5:31 pm **caitlynmajor:** HA! Must be nice ;) RT @garrettkuk: @caitlynmajor each morning, a prefect delivers my coffee to me #SoloPR #offtopic #wordplay #solopr
- 5:31 pm **krisTK:** A2: Can you show them web analytics for the site to prove their merit?
#solopr
- 5:32 pm **GeriRosmanPR:** @SoloPR Suggest the asker do a better job of explaining to client relevance of site, description of audience. Make sense? #solopr
- 5:32 pm **SoloPR:** Q3 coming up... #solopr
- 5:32 pm **CjShaffer1:** @solopr If they don't have any qualms about the legitimacy of the site than do the interview. You never know who is looking #solopr
- 5:32 pm **juleszunichPR:** I'd say article in Wall Street Journal - which I have to pay for to read - would be a big win for a client. Yes to membership sites #solopr
- 5:32 pm **karensxim:** A2: Based on new info, client could be missing an oppty, paid members usu. more ready to buy #solopr
- 5:32 pm **kgombita:** Exactly, @PRjeff (often it's "marketing PR.") "But however your communicate, it's still part of PR " #solopr
- 5:32 pm **TRBizLady:** If we earn it and they pay for it, that's still PR. #solopr
- 5:32 pm **MarketingMel:** @caitlynmajor @garrettkuk: @caitlynmajor And after the "prefect " delivers coffee are you more perfect? #SoloPR
- 5:32 pm **socialitestatus:** RT @caitlynmajor: @CjShaffer1 @GeriRosmanPR "PR is earned media." I like that. #solopr<<agreed!
- 5:33 pm **PRPrincessCourt:** Greetings to all from New Jersey :) #solopr
- 5:33 pm **PRjeff:** Just remember how a co. advertises, markets, answers the phone, etc. is image/reputation mngmt: high-level PR. #solopr
- 5:34 pm **SoloPR:** Q3 is from a community member: How do you fire someone who's not performing? (as a solo I'm out of practice w/this one!) #solopr
- 5:34 pm **karensxim:** RT @SoloPR: Q3 is from a community member: How do you fire someone whos not performing? (as a solo lm out of practice w/this one!) #solopr
- 5:34 pm **krisTK:** @prjeff I'm toying with this explanation: PR focuses on the relationship; marketing is more on the transaction; tools may be same #solopr
- 5:35 pm **garrettkuk:** @marketingmel @caitlynmajor we have perfected the process, if that's what youre asking ;) #SoloPR #stoppingnow
- 5:35 pm **krisTK:** RT @SoloPR: Q3 How do you fire someone who's not performing? #solopr
- 5:35 pm **GeriRosmanPR:** @PRjeff Then why doesn't everything come under the PR umbrella!! (Rather than under the marketing umbrella? But I'm biased!) #solopr
- 5:35 pm **3hatscomm:** lurks in late.. sorry. #solopr
- 5:35 pm **karensxim:** A3: Be direct, honest and don't dump your own emotional angst on them,they could care less #solopr
- 5:35 pm **tylerwilliams:** @SoloPR I had to fire a client who wasn't performing recently! #solopr
- 5:35 pm **WolcottPR:** Coming in late to #solopr
- 5:35 pm **LeydaHernandezV:** A3 you have to review their performance and have given them fair oport. beforehand to improve before resorting to firing. #solopr #fairness
- 5:35 pm **dariasteigman:** A3. Just do it. Hopefully you had convo about performance goals already.

Always tie to biz reasons. #solopr

- 5:36 pm **FischerBJ:** @KristK @SoloPR Firing someone not performing....release your inner Ari Gold? #solopr
- 5:36 pm **PRjeff:** @GeriRosmanPR Too many co's don't understand PR is a management function that needs a direct rpt to CEO. That's why #solopr
- 5:36 pm **krisTK:** A3: Document expectations and areas they need to improve – in writing. Specify timeframe for improvement and consequences #solopr
- 5:36 pm **karensxim:** Yes! RT @dariasteigman: A3. Just do it. Hopefully you had convo about performance goals already. Always tie to biz reasons. #solopr
- 5:36 pm **LeydaHernandezV:** A3 have them be aware of what is expected and how they fall they have fallen short despite opport. to improve #solopr
- 5:36 pm **WolcottPR:** A3: As a former boss, it comes down to clear expectations set at the beginning, then itemizing where they fall down #solopr
- 5:37 pm **jgombita:** @GeriRosmanPR (@PRjeff) it's b/c as Terry Flynn says, "PR is valuable but not valued." Plus we stink at marketing our skill set. #solopr
- 5:37 pm **LeydaHernandezV:** RT @WolcottPR: A3: As a former boss, it comes down to clear expectations set at the beginning, then itemizing where they fall down #solopr
- 5:37 pm **dariasteigman:** @TylerHWilliams Yup, firing clients is also sometimes necessary. #solopr
- 5:37 pm **PRjeff:** A3: Always set very clear expectations. Teach what it means to be accountable (see book: The OZ Principle) #solopr
- 5:37 pm **SoloPR:** Amazing tips here – keep 'em coming! #solopr
- 5:38 pm **krisTK:** A3: Even as boss, don't burn bridge. Those you fire today may return as client, referral, etc. #solopr
- 5:38 pm **MarketingMel:** A. 3 I learned from marketing/PR at a law firm that the time to fire someone is when you first think about it #solopr
- 5:38 pm **CjShaffer1:** True True! RT @KristK: A3: Even as boss, don't burn bridge. Those you fire today may return as client, referral, etc. #solopr
- 5:38 pm **PRjeff:** So true. RT @krisTK: A3: Even as boss, dont burn bridge. Those you fire today may return as client, referral, etc. #solopr
- 5:38 pm **karensxim:** RT @MarketingMel: A. 3 I learned from marketing/PR at a law firm that the time to fire someone is when you first think about it #solopr
- 5:38 pm **krisTK:** RT @PRjeff: A3: Always set very clear expectations. Teach what it means to be accountable (see book: The OZ Principle) #solopr
- 5:38 pm **dariasteigman:** Great point. Why biz-focus is essential. @KristK: A3: Don't burn bridge. Those you fire today may return as client, referral, etc. #solopr
- 5:39 pm **juleszunichPR:** RT @jgombita: @GeriRosmanPR (@PRjeff) it's b/c as Terry Flynn says, "PR is valuable but not valued." Plus we stink at marketing our skill set. #solopr
- 5:39 pm **LeydaHernandezV:** Agree RT @KristK: A3: Even as boss, dont burn bridge. Those U fire 2day may return as client, referral, etc. #solopr
- 5:39 pm **karensxim:** A3: As others have said clear MEASURABLE expectations & then have follow-up conversations #solopr
- 5:39 pm **PRjeff:** They could be ur mortician someday RT @krisTK: A3: Don't burn bridge. Those you fire today may return as client, referral, etc. #solopr
- 5:39 pm **TRBizLady:** A3: Give routine performance evals. like in corp. At hiring EE should understand a certain # of failed or bad evals. = termination. #solopr
- 5:39 pm **akenn:** @MarketingMel that's interesting advice - why? #solopr
- 5:40 pm **dariasteigman:** A3 Firing partner/sub can be liberating--for all. Often person knows they're in wrong role. Why set up for further failure? #solopr
- 5:40 pm **RebeccaEdgar:** Newbie here. Mind if I join? #solopr @SoloPR Hi @jgombita

- 5:40 pm **MarketingMel:** @karens swim It's true. Read Malcolm Gladwell's Blink if you don't believe #soloPR @akenn Gut instincts are right.
- 5:40 pm **CjShaffer1:** @RebeccaEdgar come on in the water is fine! #solopr
- 5:40 pm **dariasteigman:** @RebeccaEdgar Welcome Rebecca. All our welcome. #solopr
- 5:40 pm **jgombita:** RT @MarketingMel: A3. I learned from marketing/PR at a law firm that the time to fire someone is when you first think about it #soloPR
- 5:41 pm **dariasteigman:** ER... "are" welcome. #soloPR
- 5:41 pm **amandamarker:** RT @krisTK: A1: What about broadening story -- from product to client, from product to trend, etc.? #solopr
- 5:41 pm **KellyeCrane:** A3: Firing vendors is another un-fun thing we have to do sometimes. If you've been clear about expectations, they know it's coming #solopr
- 5:41 pm **krisTK:** A3: Would be interesting to do poll to see percent of PR pros who had been fired (and outcome on career) #solopr
- 5:41 pm **davispr:** Yes! MT @KristK: PR focuses on the relationship; marketing is more on the transaction; tools may be same #solopr
- 5:41 pm **3hatscomm:** Heh. RT @PRjeff: They could be ur mortician someday RT @krisTK: A3: Dont burn bridge. Those you fire may return as client, referral #solopr
- 5:41 pm **SoloPR:** Ha- love it! RT @CjShaffer1: @RebeccaEdgar come on in the water is fine! #solopr
- 5:42 pm **LeydaHernandezV:** RT @KristK: A3: Would be interesting to do poll to see percent of PR pros who had been fired (and outcome on career) #solopr
- 5:42 pm **RebeccaEdgar:** @dariasteigman :-) Thanks! #solopr
- 5:42 pm **SoloPR:** Terrific feedback all - Q4 is up next... #solopr
- 5:42 pm **karens swim:** @MarketingMel @akenn I agree about gut instincts was a boss for most of my career #solopr
- 5:42 pm **krisTK:** @RebeccaEdgar #solopr has LinkedIn and FB groups. Welcome aboard!
- 5:42 pm **WolcottPR:** Great speech last night by Peter Guber about failing and how that creates success #solopr
- 5:42 pm **dariasteigman:** @KristK I called it a blow torch (<http://bit.ly/faxZ9w>). Fired from job; found passion as a business owner. #soloPR
- 5:43 pm **jgombita:** @RebeccaEdgar hey there! You won't find a more welcoming and supportive group than here at #solopr
- 5:43 pm **karens swim:** Welcome @RebeccaEdgar prepare to be dazzled, great community, glad to have you here! #solopr
- 5:44 pm **SoloPR:** Q4: Whether or not employed in your target media, what behavior/engagement do & don't you like to see from jourmos in social media? #solopr
- 5:44 pm **akenn:** @karens swim @MarketingMel and why let it drag on if gut tells you it's not going to work in the end? #solopr
- 5:44 pm **MarketingMel:** @dariasteigman Congratulations! It appears you rocketed with your blowtorch! #soloPR
- 5:44 pm **caitylnmajor:** Thanks, just joined! RT @krisTK: @RebeccaEdgar #solopr has LinkedIn and FB groups. Welcome aboard! #solopr
- 5:44 pm **MaxwellStevens:** RT @dariasteigman: @KristK I called it a blow torch (<http://bit.ly/faxZ9w>). Fired from job; found passion as a business owner. #soloPR
- 5:45 pm **RebeccaEdgar:** Thanks folks! What a welcome. #solopr
- 5:45 pm **akenn:** @SoloPR oohh...this could get really interesting! #solopr

3/30/2011

Transcript for #solopr - What the Hasht...

5:45 pm

rockstarjen: big shout to the #solopr community. i miss you and hope to join again soon...
[waving]

5:45 pm

karensxim: @akenn @MarketingMel Exactly, the probation period will clue you in, & if your decision was wrong, end it quickly best for all #solopr

5:45 pm

juleszunichPR: Short but sweet #SoloPR for me today! Hope to be back soon and thanks for all you do @SoloPR

5:45 pm

MarketingMel: @akenn @karensxim Well I have been eyewitness to more than one of those "drag on" firings. Always ends the same. Ugly. #soloPR

5:46 pm

dariasteigman: @MarketingMel It definitely helped the process along. :) #soloPR

5:46 pm

kgombita: A4. I enjoy seeing a story start to take shape via a journalist's "musing" tweets. It's fun to see the genesis from the other side. #solopr

5:46 pm

MsAmandaEgut: RT @KellyeCrane: Interesting stats here - Twitter Isn't Very Social
<http://ow.ly/4ojK4> #solopr

5:46 pm

akenn: A4: I do like it when you get to know someone a little more personally, though not TOO personally. #solopr

5:47 pm

krisTK: @dariasteigman I'm fascinated by how disappointment leads to great things. Viewed first as boulders but become pebbles in hindsight #solopr

5:47 pm

akenn: Yes, me too! RT @kgombita A4. I enjoy seeing a story start to take shape via a journalist's "musing" tweets. #solopr

5:47 pm

KellyeCrane: A4: I like to see a journo actively engaging with their community, whether on Twitter, in blog comments, etc. #solopr

5:47 pm

CjShaffer1: #solopr A4: I love when Journs share their real personality in SM. It helps dev relationships.

5:47 pm

LeydaHernandezV: RT @CjShaffer1: #solopr A4: I love when Journs share their real personality in SM. It helps dev relationships.

5:47 pm

CjShaffer1: #solopr A4: Also a big fan of them sharing tips on pitching them. That never hurts!

5:47 pm

caitlynmajor: A4:It's almost a necessity for journalists to engage in sm these days, and allows for a story to be constantly evolving in real time #solopr

5:47 pm

kgombita: @akenn agreed. No need to hear about what a journalist had for lunch.... #solopr

5:48 pm

karensxim: A4: I love the human interaction and witnessing the story unfold #solopr

5:48 pm

WolcottPR: Yes ! RT @CjShaffer1: #solopr A4: Also a big fan of them sharing tips on pitching them. That never hurts!

5:48 pm

krisTK: RT @SoloPR: Q4: What behavior/engagement do & don't you like to see from jourmos in social media? #solopr

5:48 pm

caitlynmajor: Definitely ---->RT @karensxim: A4: I love the human interaction and witnessing the story unfold #solopr

5:48 pm

karensxim: Well sometimes its helpful! :-> RT @kgombita: @akenn agreed. No need to hear about what a journalist had for lunch.... #solopr

5:48 pm

kgombita: A4. But what I really DON'T like is journalists who only follow and engage with other journalists. It's like they are performing! :) #solopr

5:49 pm

SoloPR: RT @caitlynmajor: A4:It's almost a necessity for journalists to engage in sm these days, and allows for a story to...evolve #solopr

5:49 pm

WolcottPR: Who follows #jourmchat for this one A4 #solopr

5:49 pm

PRjeff: A4: Bashing PR pros #solopr

5:49 pm

GeriRosmanPR: I like getting to know them as ppl & not just reporters. Talking abt non-story related stuff #solopr

5:49 pm

karensxim: Yes, yes, yes! RT @CjShaffer1: #solopr A4: Also a big fan of them sharing

- 5:49 pm **krisTK:** RT @CjShaffer1: A4: I love when Journs share their real personality in SM. It helps dev relationship #solopr
- 5:49 pm **KellyeCrane:** A4: Conversely, arrogance on display is never attractive from anyone (including jourmos) #solopr
- 5:49 pm **dconconi:** or anyone for that matter RT @jgombita: @akenn agreed. No need to hear about what a journalist had for lunch.... #solopr
- 5:50 pm **MarketingMel:** @WolcottPR I follow #jourchat whenever I can. Sometimes 8 pm Monday time is diff but always good info! #soloPR
- 5:50 pm **krisTK:** @WolcottPR I haven't had Monday nights free for #jourchat and I miss it #solopr
- 5:50 pm **jgombita:** @karensxim @akenn if, for example, Tums is a client? #solopr
- 5:50 pm **GeriRosmanPR:** Are we all publicists here? (Q b4 putting foot in mouth) #solopr
- 5:50 pm **caitlynmajor:** RT @KellyeCrane: A4: Conversely, arrogance on display is never attractive from anyone (including jourmos) #solopr
- 5:50 pm **akenn:** And SocMed is great tool for continuing conversation about a recent article #solopr
- 5:50 pm **WolcottPR:** A4 as a former journo, I have FB journo friends. But even there they are careful, i.e. avoiding appearance of bias #solopr
- 5:51 pm **KellyeCrane:** A4: It's interesting really, because so many jourmos haven't had to relate directly w/their publics before social media #solopr
- 5:51 pm **jgombita:** @PRjeff would that be under Like or Dislike? #solopr
- 5:51 pm **karensxim:** @jgombita took the words out of my mouth, I DON'T like the elitist jourmos who only talk to other jourmos, ugh get a private club #solopr
- 5:51 pm **MarketingMel:** @GeriRosmanPR Sure just you and #soloPR peeps. Whatever you say will be our little secret ;-)
- 5:51 pm **YngLdy_NewMnyPR:** A4: It's a turnoff to see jourmos bad-mouth specific individuals and releases/pitches on Social Media rather than critique or ignore #solopr
- 5:51 pm **RebeccaEdgar:** Me too RT @KellyeCrane I like to see a journo actively engaging with their community, whether on Twitter, in blog comments, etc. #solopr
- 5:51 pm **dariasteigman:** @KristK Well, I was happy to walk out that door. But had no idea what came next. #solopr
- 5:51 pm **karensxim:** @jgombita @akenn Lol, hey sometimes I get meal ideas thanks to Twitter! #solopr
- 5:51 pm **jgombita:** RT @WolcottPR: A4 as a former journo, I have FB journo friends. But even there they are careful, i.e. avoiding appearance of bias #solopr
- 5:52 pm **garrettkuk:** RT @KellyeCrane: A4: It's interesting really, because so many jourmos haven't had to relate directly w/their publics before social media #solopr
- 5:52 pm **karensxim:** Yes, love that! RT @akenn: And SocMed is great tool for continuing conversation about a recent article #solopr
- 5:53 pm **karensxim:** A4: I strongly disLIKE industry insider smackdowns, don't use SM to attack others, it's just ugly #solopr
- 5:53 pm **jgombita:** @WolcottPR not just journo. On recent @prconversations joint post w @greenbanana, warned newswires/vendors, etc against online bias. #solopr
- 5:54 pm **dconconi:** fear can be a great motivator RT @dariasteigman: @KristK Well, I was happy to walk out that door. But had no idea what came next. #solopr
- 5:54 pm **SoloPR:** Interesting topic - jourmos are people, too! :-)) #solopr
- 5:55 pm **timesuredoesfly:** RT @KellyeCrane: A4: It's interesting really, because so many jourmos haven't had to relate directly w/their publics before social media #solopr

- 5:55 pm **jgombita:** @karensxim you mean journos (or media outlets) doing pile-ons and finger-wagging against one another? Dislike it as much as PR ppl! #solopr
- 5:55 pm **WolcottPR:** @jgombita good reminder. Journos live with policies for online world #solopr
- 5:55 pm **kristTK:** Agreed! RT @KellyeCrane I like to see a journo actively engaging with their community, whether on Twitter, in blog comments, etc #solopr
- 5:55 pm **GeriRosmanPR:** @MarketingMel Thanks, but have decided to bite my tongue on this one! #solopr
- 5:55 pm **WolcottPR:** But have to b careful, too, 2 protect credibility RT @SoloPR: Interesting topic - journos are people, too! :-) #solopr
- 5:56 pm **karensxim:** @jgombita Yes, exactly, yuck! #solopr
- 5:56 pm **dconconi:** Yep. RT @WolcottPR: But have to b careful, too, 2 protect credibility RT @SoloPR: Interesting topic - journos are people, too! :-) #solopr
- 5:56 pm **MarketingMel:** @GeriRosmanPR Ha! You sound like a wise woman. Sometimes silence is golden. #soloPR
- 5:57 pm **jgombita:** @WolcottPR meant is that all of us--PR ppl, journos, vendors--are impacting how our businesses are perceived through online conduct. #solopr
- 5:57 pm **GeriRosmanPR:** @MarketingMel But it's killing me! #solopr
- 5:57 pm **SoloPR:** Hard to believe, but our time is winding down. Thanks for participating! Transcript posted tomorrow on <http://soloprpro.com/> #solopr
- 5:58 pm **SoloPR:** If you're new, be sure to join the Solo PR Pros LinkedIn group- bit.ly/Nf4sw - and Facebook - <http://bit.ly/aObcT3> #solopr
- 5:58 pm **WolcottPR:** Next #solopr discussion - do you have your own online conduct policy? Great advice from @jgombita
- 5:58 pm **jgombita:** @karensxim think I see more PR ppl (& ndustry publications) using online platforms to do the finger-wagging/pile-on than journos. #solopr
- 5:58 pm **akenn:** @jgombita @WolcottPR easy to forget that's always been the case, SocMed amplifies it (can't hide bias, bad conduct, language, etc) #solopr
- 5:58 pm **karensxim:** Thank you @KellyeCrane for masterful moderation and thanks everyone for energizing ideas & great conversation! #solopr
- 5:58 pm **kristTK:** Always worth reading, even if you participate in live chat! RT @SoloPR: Transcript posted tomorrow on <http://soloprpro.com/> #solopr
- 5:59 pm **MaxwellStevens:** RT @karensxim: Thank you @KellyeCrane for masterful moderation and thanks everyone for energizing ideas & great conversation! #solopr
- 5:59 pm **LeydaHernandezV:** Are there any journalists on the chat today?? Be interesting to hear their perspective #solopr
- 5:59 pm **karensxim:** @jgombita I have seen it from both, and actually other industries too, I find it distasteful in all cases #solopr
- 5:59 pm **dariasteigman:** Sorry, had to pop off for phone call. Always enjoy hanging with our #soloPR gang.
- 6:00 pm **SoloPR:** Also, remember that we share on the #solopr hashtag all week, so keep chatting!
- 6:00 pm **CjShaffer1:** @caitlynmajor #solopr you better be:)
- 6:00 pm **jgombita:** @akenn @WolcottPR not just personally, but for referrals. NOT going to recommend an agency or service if employees behave bad online #solopr
- 6:01 pm **LeydaHernandezV:** You all have been amazing!! Until next week! SHARING IS CARING =) #solopr
- 6:01 pm **TRBizLady:** Over so soon? I missed Q4 to do a little work, but i will be back next week. #solopr

3/30/2011

Transcript for #solopr - What the Hasht...

- 6:01 pm **SoloPR:** #Journchat is every Mon eve- great for journo/PR cross-communication RT @LeydaHernandezV: any journalists on the chat today? #solopr
- 6:01 pm **RebeccaEdgar:** The water WAS warm. Thanks #solopr
- 6:01 pm **MarketingMel:** @WolcottPR @GeriRosmanPR @jgombita @dariasteigman @karens swim @akenn @garrettkuk @KristK @LeydaHernandezV @SoloPR #soloPR Gr8 convo!
- 6:01 pm **PRjeff:** Good day, all! Keep elevating PR! #solopr
- 6:02 pm **GeriRosmanPR:** Awesome group! Thanks for another great chat! #solopr
- 6:02 pm **caitlynmajor:** Thank you all! Great to connect and share perspectives - I'll definitely be tuning in next week #solopr
- 6:02 pm **socialitestatus:** RT @karens swim: A4: I strongly disLIKE industry insider smackdowns, don't use SM to attack others, it's just ugly #solopr<< I agree.
- 6:02 pm **garrettkuk:** thanks @kellyecrane & all #solopr folks for a great discussion today
- 6:03 pm **PRjeff:** My pool is nearing 70... RT @RebeccaEdgar: The water WAS warm. Thanks #solopr
- 6:04 pm **KellyeCrane:** @PRprincessCourt Nice to see you for a bit during #solopr - hope you can join next week, same time!
- 6:05 pm **KellyeCrane:** Don't miss @garrettkuk's post today: Cost, Price, and Value ? There is a Difference <http://ow.ly/4puhS> #solopr
- 6:06 pm **karens swim:** TY 4 the convo! @MarketingMel @WolcottPR @GeriRosmanPR @jgombita @dariasteigman @akenn @garrettkuk @KristK @LeydaHernandezV @SoloPR #solopr
- 6:07 pm **DeniseDonald:** Ditto @KellyeCrane I like to see a journo actively engaging with their community, whether on Twitter, in blog comments, etc. #solopr
- 6:15 pm **jgombita:** I submitted one of the questions today, and I just want to say that #solopr people (as usual) rocked with their answers.
- 6:21 pm **LeydaHernandezV:** RT @jgombita: I submitted one of the questions today, and I just want to say that #solopr people (as usual) rocked with their answers.
- 6:24 pm **andywomyn:** @SoloPR Hi! Lurker here. Multi-tasking and couldn't participate during today's chat. Will definitely join #solopr convo again! #solopr
- 6:41 pm **KellyeCrane:** RT @jgombita: I submitted one of the questions today, and I just want to say that #solopr people (as usual) rocked with their answers
- 6:49 pm **akenn:** @LeydaHernandezV @karens swim @MarketingMel Thank you too - I always enjoy the #soloPR convos!
- 8:34 pm **arikhanson:** Once again, the #solopr crew comes through. @kellyecrane thanks for the intro to @kristik. Potential huge win in the works for one client.
- 8:35 pm **KellyeCrane:** Interesting - Should You Provide a Guarantee for Your Freelancing Work? <http://ow.ly/4oWKs> #solopr
- 8:47 pm **KellyeCrane:** @arikhanson @kristik Glad to hear, Arik! The #solopr community indeed holds the solution for all things. :-)
- 10:18 pm **MediaCoach:** Sorry I missed #solopr this week. Was asleep. Think that was allowed since it was 4am here in Australia.
- 10:35 pm **KellyeCrane:** Wow - The 4 Words That Will Get Your Email Opened <http://ow.ly/4oYqD> #solopr
- 10:47 pm **LScribner:** I can see using that in a pitch lol: RT @KellyeCrane: Wow - The 4 Words That Will Get Your Email Opened <http://ow.ly/4oYqD> #solopr
- 10:57 pm **ShannonMarcom:** RT @KellyeCrane: Wow - The 4 Words That Will Get Your Email Opened <http://ow.ly/4oYqD> #solopr
- 10:59 pm **WolcottPR:** Great article #solopr RT @AtlantaPR: Are you using QR codes to market your business? <http://tinurl.com/4o3niq3>

3/30/2011

Transcript for #solopr - What the Hasht...

- 11:15 pm **BaseballCPA:** RT @KellyeCrane: Wow - The 4 Words That Will Get Your Email Opened <http://ow.ly/4oYqD> #solopr
- 11:29 pm **CITYPUBLICITY:** RT @SoloPR: #jourmchat is every Mon eve- great for journo/PR cross-communication RT @LeydaHernandezV: any journalists on the chat today? #solopr

Powered by [WTHashtag](#), A [Microblink](#) Property | [Contact](#)