

#SoloPR Transcript – 4/20/2011



[KellyeCrane](#): I'm constantly in awe of the [#solo](#) community - truly the smartest and savviest [#PR](#) pros around. Thank you all!
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[Royaltyceo](#): Say that again!! RT [@cidokogiPR](#): I would put agency ahead of corporate, followed by solo in terms of stress [#solo](#)
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[paulajohns](#): Ditto...RT [@dariasteigman](#): Thanks, [#solo](#) community & the awesome [@KellyeCrane](#), for a lunch hour well spent.
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[dconconi](#): Thanks for the de-stressing hour. Hope the rest of your week is as entertaining and educational as [#solo](#). Ciao for now.
[#solo](#)
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[jgombita](#): [@karens swim](#) "all the solos for this incredible chat, learned, laughed, reenenergized" takes one to know them, Karen!
Cheers. [#solo](#)

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[3hatscomm](#): RT [@dconconi](#) always! RT [@karens swim](#) TY [@SoloPR](#) for moderating, all the solos for this incredible chat, learned, laughed, energized [#solo](#)
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[dconconi](#): absolutely!! RT [@jgombita](#): RT [@dconconi](#): same stress, better balance 2 deal w it. [Like your holiday to Whistler, BC, last week?!!] [#solo](#)
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[dconconi](#): always! RT [@karens swim](#): Thank you [@SoloPR](#) for moderating and all the solos for this incredible chat, learned, laughed, reenenergized [#solo](#)
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• [12for12k](#)
[karens swim](#): Ha! Next time a Sr Corp Exec complains I'll share the link to the most stressful job ;-) [#solopr](#)
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• [cidokogiPR](#): RT [@LoisMarketing](#): A5: less stressful when you have the full confidence of your clients. Leads to great referrals too [#solopr](#)
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• [MaxwellStevens](#): Agree! RT [@cidokogiPR](#): I would put agency ahead of corporate, followed by solo in terms of stress [#solopr](#)
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• [jgombita](#): RT [@dconconi](#): A5: same stress - better balance to deal with it. [Like your holiday to Whistler, BC, last week?!] [#solopr](#)
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• [SaraLanePR](#): Thanks, Everyone! I always learn so much from you! Have a great rest of the week. [#solopr](#)
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• [dconconi](#): [@doylebrand@KellyeCrain](#) - thanks. [#solopr](#)
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• [karens swim](#): Thank you [@SoloPR](#) for moderating and all the solos for this incredible chat, learned, laughed, reenenergized [#solopr](#)
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• [prwoman1](#): [@luannsaid](#) I have been send gift cards along with a thank you card. [#solopr](#)
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• [dariasteigman](#): Thanks, [#solopr](#) community & the awesome [@KellyeCrane](#), for a lunch hour well spent. Enjoyed the conversation.
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• [cidokogiPR](#): I would put agency ahead of corporate, followed by solo in terms of stress [#solopr](#)
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doylebrand: thank you everyone. this was so much fun and beneficial. I love it ! [#solopr](#)
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MaxwellStevens: Great chat! Thanks for the wisdom! [#solopr](#)
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LoisMarketing: [#soloPR](#) A5: Going back to earlier questions, less stressful when you have the full confidence of your clients. Leads to great referrals too
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doylebrand: love it. agreed. RT [@dconconi](#): A5: same stress - better balance to deal with it [#solopr](#)
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KellyeCrane: Well said RT [@dconconi](#): A5: same stress - better balance to deal with it [#solopr](#)
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SoloPR: Our time is winding down. Thanks everyone for sharing your smartness once again. We keep chatting on the hashtag all week! [#solopr](#)
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dconconi: A5: same stress - better balance to deal with it [#solopr](#)
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doylebrand: Agreed! we're still better off RT [@SoloPR](#) But think about the PR people who actually have to go into the office at BP or BOA - ugh! [#solopr](#)
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karenswim: [@SoloPR](#) Double ugh! Makes me shudder just thinking about it! [#solopr](#)
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• [SoloPR](#): LOL RT [@dconconi](#): we lost to commercial airline pilots? [#solopr](#)
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• [SaraLanePR](#): RT [@3hatscomm](#): [@jgombita@karenschwim](#) Exactly. to quote [@cloudspark](#) gotta look at the Why before the What and the How for blog, Twitter, site, etc. [#solopr](#)
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• [SoloPR](#): RT [@dariasteigman](#): A5 Less (usually), b/c you can control the way you work, interact with everyone's (real & imagined) crises. [#solopr](#)
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• [SoloDove PR](#): RT [@cathyannsauer](#): A4 Before any biz embarks on SM, have a plan. What is objective? Who do you want to reach? Why? [#solopr](#)

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• [karenschwim](#): Lol RT [@socialitestatus](#): RT [@karenschwim](#): A5: Less stressful, unless your client is BP or Bank of America [#solopr](#)<<Or Chris Brown. [#solopr](#)

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• [MarketingMel](#): Great chatting with you today friends! [#soloPR](#)

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• [SoloPR](#): [@karenschwim](#) But think about the PR people who actually have to go into the office at BP or BOA - ugh! [#solopr](#)

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[dconconi](#): we lost to commercial airline pilots? [#solopr](#)

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[dariasteigman](#): A5 Less (usually), b/c you can control the way you work, interact with everyone's (real & imagined) crises. [#solopr](#)

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[3hatscomm](#): [@jgombita@karens swim](#) Exactly. to quote [@cloudspark](#) gotta look at the Why before the What and the How for blog, Twitter, site, etc. [#solopr](#)

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[dconconi](#): RT [@SoloPR](#): Q5: PR named [#2](#) most stressful job: <http://bit.ly/eTKXgP> ([expand](#)) (h/t [@cubanala1](#)). Is the [#solopr](#) life more or less stressful? [#solopr](#)

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[MaxwellStevens](#): Absolutely! RT [@karens swim](#): A5: Less stressful, unless your client is BP or Bank of America [#solopr](#)

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[socialitestatus](#): RT [@karens swim](#): A5: Less stressful, unless your client is BP or Bank of America [#solopr](#)<<Or Chris Brown. lol!

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- [KellyeCrane](#): A5: Since we are more in control of our own destiny, my (biased) opinion is that [#solopr](#) is much less stressful than other [#PR!](#)

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- [karensxim](#): A5: Less stressful, unless your client is BP or Bank of America [#solopr](#)

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- [socialitestatus](#): [@KellyeCrane](#) does tumblr have coming soon themes? [#solopr](#)

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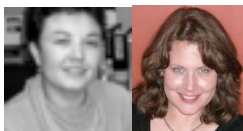
- [doylebrand](#): awesome! [@cidokogiPR](#): RT [@karensxim](#): A4: You can use the acct to begin building a relationship & make them part of buildup to launch [#solopr](#)

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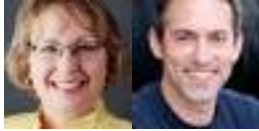
- [karensxim](#): RT [@SoloPR](#): Quick Q5: PR named [#2](#) most stressful job: <http://bit.ly/eTKXgP> (expand) (h/t [@cubanalaf](#)). Is [#solopr](#) life more/less stressful? [#solopr](#)

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- [jgombita](#): [@KellyeCrane](#) good point. Lots of blogless people w/ personal Twitter accounts link to LinkedIn--set up company LI or Facebook group? [#solopr](#)

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• [MarketingMel](#): [@doylebrand](#) Just became your 2nd follower :) [@waveimpact](#) My dad always said the journey of 1000 miles begins w/ the first step! [#soloPR](#)

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• [dariasteigman](#): [@DoyleBrand](#) Makes sense. Just make sure your branded stream has personality too. (i.e., so I'm not talking to a logo). [#soloPR](#)

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• [LoisMarketing](#): [#soloPR](#) A4 Start engagement and begin to build following with conversation, helpful tips, etc. during process. Start NOW :)

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• [nmanos](#): I agree with [@loismarketing](#) the landing page should be mainly for information [#soloPR](#)

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• [SoloPR](#): Quick Q5: PR named the [#2](#) most stressful job: <http://bit.ly/eTKXgP> ([expand](#)) (h/t [@cubanalaf](#)). Is the [#soloPR](#) life more or less stressful?

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[cidokogiPR](#): RT [@KellyeCrane](#): Side note: there r a number of free Wordpress-based "coming soon" landing page themes that are super-easy to setup. [#solopr](#)

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[cidokogiPR](#): RT [@karens swim](#): A4: You can use the account to begin building a following/relationship & make them part of the buildup to launch [#solopr](#)

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[karens swim](#): [@jgombita@3HatsComm](#) Great suggestion about setting up blog first, love that! [#solopr](#)

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[dconconi](#): good point while page is in works RT [@KellyeCrane](#): A4: u can also always point the Twitter account to LinkedIn or some other outpost [#solopr](#)

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[KellyeCrane](#): Side note: there are a number of free Wordpress-based "coming soon" landing page themes that are super-easy to setup. [#solopr](#)

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[doylebrand](#): [@karens swim](#), [@3hatscomm](#), [@jgombita](#), you've all convinced me to just go for it. so please follow me [@waveimpact](#) ha! thank u everyone [#solopr](#)

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• [MaxwellStevens](#): We can say "we knew him when..." RT [@MarketingMel](#): [@doylebrand](#) How cool! A [@soloPR](#) peep w/ a stage name :) [#soloPR](#)

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• [jgombita](#): [@3HatsComm@karens swim](#) very true. Would be strategic to set up a company blog prior to website launch (and keep it long term), too! [#solopr](#)

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• [cathyannsauer](#): A4 Before any biz embarks on SM, have a plan. What is objective? Who do you want to reach? Why? [#solopr](#)

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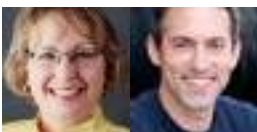
• [LoisMarketing](#): [#soloPR](#) A4 Move the web designer from thinking entire site has to be 'perfect' B4 launch. Help clients by holding their feet to the fire!

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• [KellyeCrane](#): A4: You can also always point the Twitter account to LinkedIn or some other outpost [#solopr](#)

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• [MarketingMel](#): [@doylebrand](#) How cool! A [@soloPR](#) peep w/ a stage name :) [#soloPR](#)

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• [12for12k](#): Key word here strategy, yes, yes, yes! RT [@3hatscomm](#): [@jgombita](#) Again, strategy. Twitter could be a good tactic to create buzz.. [#solopr](#)

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[dariasteigman](#): [@MuslimNewMedia](#) But good luck getting that client to agree to a price hike. [#SoloPR](#)

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[SoloDove PR](#): Good idea RT [@MuslimNewMedia](#): A3 not opposed to discount for first clients for new business, but set a scope or time limit [#SoloPR](#)

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•

[3hatscomm](#): [@jgombita@karensxim](#) Again, strategy. Twitter could be a good tactic to create buzz, generate interest for new site or update. [#solopr](#)

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•

[doylebrand](#): Doyle Brand is my actor performance /union name. I know it's a confusing mess. [#solopr](#)

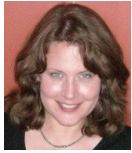
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•

[karensxim](#): [@jgombita](#) No kidding, you have to plan on nothing going right or on time, lol, kind of like home construction! [#solopr](#)

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- [KellyeCrane](#): Makes sense RT [@DoyleBrand](#): I will keep my personal for acting and branded [@waveimpact](#) for my PR biz. further thoughts? [#solopr](#)

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- [LoisMarketing](#): [#soloPR](#) A4 Be your client's representative with web designer to make first steps/pages happen quickly. Get things moving, stay on top

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- [doylebrand](#): [@dariaSteigman@KellyeCrane](#) biz case for branded acct is building the wavesquad and Eric Doyle personal brand i know, confusing [#solopr](#)

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- [MuslimNewMedia](#): A3 not opposed to discount for first clients for new business, but set a scope or time limit [#SoloPR](#)

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- [SaraLanePR](#): RT [@dconconi](#): page first so Twitter has something to drive to - if want to jumpstart & do in reverse, make sure "coming soon" is actually soon. [#solopr](#)

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- [jgombita](#): [@karensxim](#) have you ever worked on (re)launching website? Almost without fail, it will be delayed & have hiccups at 1st. Go Twitter! [#solopr](#)

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- [karenschwim](#): [@dariasteigman](#) Not always but with all efforts, it depends on client, market, etc but it has worked [#solopr](#)

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- [dconconi](#): page first so Twitter has something to drive to - if want to jumpstart & do in reverse, make sure "coming soon" is actually soon. [#solopr](#)

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- [LoisMarketing](#): [#soloPR](#) A4 Create the landing page, an informative main page that can be accessed while remainder of site is built. Then go for it

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- [dariasteigman](#): [@karenschwim](#) Interesting. Assuming then that they have a community that knows them? [#solopr](#)

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- [karenschwim](#): RT [@jgombita](#): A4. Go with the (easy to install) branded Twitter account first! Include in Bio line that the website is coming soon [#solopr](#)

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- [Solo PR](#)

[SoloPR](#): RT [@3hatscomm](#): A4: depends on strategy of Twitter acct re: website. SEO, directing to blog, sales, or brand awareness, other? [#solopr](#)

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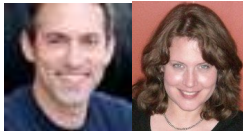
[SoloDove_PR](#): RT [@KellyeCrane](#): A4: First consider: do you need a branded acct at all? Will you also keep your personal acct? How will you handle each? [#solopr](#)

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[MarketingMel](#): I personally created my personal brand first and the rest evolved. [#soloPR](#)

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[doylebrand](#): [@KellyeCrane](#) I will keep my personal for acting and the branded [@waveimpact](#) for my PR biz. further thoughts? [#solopr](#)

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[nmanos](#): Hey everybody better late than never, right? [#solopr](#)

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[SaraLanePR](#): A4: I would wait. Landing page establishes credibility for sure. [#solopr](#)

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[karensxim](#): [@dariasteigman](#) Yes, in fact it's worked for clients you can announce coming soon [#solopr](#)

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- [karensxim](#): Great point from [@dariaSteigman@KellyeCrane](#) FIRST assess need / biz case for branded account [#solopr](#)

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- [jgombita](#): A4. Go with the (easy to install) branded Twitter account first! Include in the Bio line that the website is coming soon.... [#solopr](#)

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- [MuslimNewMedia](#): A4 need a splash page , so that you have something to point to in your Twitter blurb [#SoloPR](#)

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- [KellyeCrane](#): A4: I've seen many people driven nuts trying to keep multiple accounts that actually represent just one person. [#solopr](#)

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- [dariasteigman](#): [@karensxim](#) Do you think ppl will follow a brand that doesn't even have a Website yet? I probably would not. [#solopr](#)

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HigherEdPR: RT @dariasteigman: A4 Landing page first. Establishes your "first step" to credibility as a brand. [#solopr](#)

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[3hatscomm](#): A4: depends on strategy of Twitter acct re: website. Is it SEO, directing to blog, sales, or brand awareness, other engagement? [#solopr](#)

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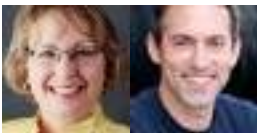
[MaxwellStevens](#): A4. It's never too early to build your brand rep. I say start now and it will motivate you to get your landing page live. [#solopr](#)

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[karensim](#): RT @KellyeCrane: A4: First consider: do you need a branded acct? Will you also keep your personal acct? How will you handle each? [#solopr](#)

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[MarketingMel](#): [@doylebrand@waveimpact](#) OK. Then it sounds like you need to wait to get your splash page in place. Good luck w/ your new firm! [#soloPR](#)

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[LoisMarketing](#): RT @KellyeCrane: A4: First consider: do you need a branded acct at all? Will you also keep your personal acct? How to handle each? [#solopr](#)

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[dariasteigman](#): A4 And that doesn't even get to your biz case for having that Twitter account. [#solopr](#)

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[KellyeCrane](#): A4: First consider: do you need a branded acct at all? Will you also keep your personal acct? How will you handle each? [#solopr](#)

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[karensim](#): A4: You can use the account to begin building a following/relationship & make them part of the buildup to launch [#solopr](#)

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[SoloDove PR](#): RT [@karensim](#): A3: At the end of the day you still have to do the same work, how good do you feel doing it for less than your worth? [#solopr](#)

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[SaraLanePR](#): RT [@SoloPR](#): Q4: Should someone start using a branded account on Twitter before their website is launched, or wait until there is a splash page? [#solopr](#)


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[dariasteigman](#): A4 Landing page first. Establishes your "first step" to credibility as a brand. [#solopr](#)

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• [doylebrand](#): [@soloPR](#) I love u and I don't even know u. very clever Q4 [#solopr](#)
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• [cgornpr](#): Have to get back to work. Great chat today.... [#solopr](#)
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• [VEHLAN](#): RT [@dariasteigman](#): Recs should flow b/c you're good, not b/c you're bargain-basement. Negotiate over scope, not rates. It never works in your favor. [#soloPR](#)
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• [lindsaysydenham](#): [@karensxim](#) On the whole, I agree with you. But I like to keep my eyes open for opportunities that could benefit me in other ways. [#solopr](#)
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• [karensxim](#): RT [@SoloPR](#): Q4: Should you start using branded account on Twitter b4 website is launched, or wait until there is a splash page? [#solopr](#)
about 8 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



• [3hatscomm](#): [@dariasteigman](#) Exactly. I do my best b/c I'm a pro and that's what I try to do; about doing a good job, not just to get referral [#solopr](#)

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- [dconconi](#): RT [@SoloPR](#): Q4: Should u start using a branded account on Twitter before the website is launched, or wait til theres a splash page? [#solopr](#)

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- [doylebrand](#): [@MarketingMel@waveimpact](#) is going to be my new social media/PR hub. I feel I lose credibility if I don't have at splash page [#solopr](#)

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- [MuslimNewMedia](#): hi all-- joining late but good to see folks! [#SoloPR](#)

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- [MikeLesczinski](#): I've been given discounts by vendors and referred them twice as much business as a result [#solopr#justconsider](#)

about 8 hours ago via [HootSuite](#) · [Reply](#) · [View Tweet](#)



- [karensxim](#): [@prosperitygal](#) So glad you could join! :-) [#solopr](#)

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- [dariasteigman](#): [@karensxim](#) Of course, airline discounts barely cover your seat these days. :) [#solopr](#)

about 8 hours ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#) ·  [Show Conversation](#)



- [SoloPR](#): Q4: Should someone start using a branded account on Twitter before their website is launched, or wait until there is a splash page? [#solopr](#)

about 8 hours ago via [TweetGrid.com](#) · [Reply](#) · [View Tweet](#)



- [karensxim](#): RT [@LoisMarketing](#): RT [@KristK](#): Ive discounted rate for lots of hours, for non-profits I love but not for potential referral source [#solopr](#)

about 8 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



- [karensxim](#): [@dariasteigman](#) It is and many historic cases to prove it, look at the airline industry! [#solopr](#)

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- [SoloDove PR](#): RT [@solopr](#): FYI to Doyle/others: All of our chat transcripts are here: <http://soloprpro.com/category/chats#solopr>

about 8 hours ago via [HootSuite](#) · [Reply](#) · [View Tweet](#)



- [jgombita](#): [@SaraLanePR](#) thanks. It's a new biz (in a fairly competitive 'hood), so I thought it was quite clever, too. And I really do like him! [#solopr](#)

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- [SoloDove PR](#): RT [@solopr](#): FYI to Doyle/others: All of our chat transcripts are here: <http://soloprpro.com/category/chats#solopr>

[LoisMarketing](#): RT [@KristK](#): A3: I've discounted rate for lots of hours, for non-profits I love but not for potential referral source [#solopr](#)

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• [dariasteigman](#): [@karensxim](#) Discounting is such a slippery slope, isn't it? [#solopr](#)

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• [MarketingMel](#): [@doylebrand](#) Depends on what you are trying to accomplish. Sometimes "he who hesitates is lost." :) [#soloPR](#)

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• [karensxim](#): A3: At the end of the day you still have to do the same work, how good do you feel doing it for less than your worth? [#solopr](#)

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• [krisTK](#): A3: I've discounted rate for lots of hours, for non-profits I love but not for potential referral source [#solopr](#)

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• [karensxim](#): [@lindsaysydenham@dariasteigman](#) I am not a believer in the discount strategy, I do good work & 90% of my biz is referrals @ full fee [#solopr](#)

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• [dariasteigman](#): [@3HatsComm](#) I run away from people who ask for a quid pro quo. It always makes me uneasy. [#solopr](#)

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• [SoloPR](#): Yes- a note, token gift also nice RT [@luannsaid](#): Q3 I've never paid referrals, but I've thanked them by taking them to coffee, etc [#solopr](#)

about 8 hours ago via [TweetGrid.com](#) · [Reply](#) · [View Tweet](#)



• [prosperitygal](#): Ok back to working on this project-got a deadline-thank for convo both [#solopr](#) & [#smchat](#)

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• [lindsaysydenham](#): [@KristK](#) That's very true. We all kind of do things our own way! And certain clients choose us for that reason. [#solopr](#)

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• [doylebrand](#): [@SoloPR](#) thank you :) [#solopr](#)

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• [melodygross](#): RT [@SoloPR](#): Q3: As a new [#solopr](#), would you give a big discount to a client who offers to or does actively help you grow your business?

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- [dariasteigman](#): Exactly, IMO. RT [@dconconi](#): and it really isn't about the money - it's about the value. You're worth what you are worth. [#solopr](#)

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- [3hatscomm](#): [@dariasteigman](#) Agree, big or small the answer is no. And if you do a great job, shouldn't they be happy to give referrals? [#solopr](#)

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- [SaraLanePR](#): I like that! RT [@jgombita](#) A3. New hair stylist gave me biz cards w/ his name. If I refer people & they use him, accumulate \$5 [#solopr](#)

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- [jgombita](#): Can tell [@LoisMarketing](#) feels very strongly about this! "Will they sing your praises or whisper that you gave them a big discount?" [#solopr](#)

about 8 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



- [krisTK](#): [@lindsaysydenham](#) One thing I love about [#solopr](#) is that we each find solutions that work for us, professionally and personally

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- [luannsaid](#): Q3 - I've never paid referrals, but I've thanked them by taking them to coffee, etc. They're just happy to refer. No expectations. [#solopr](#)

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• [karens swim](#): [@KellyeCrane](#) No apologies needed here :-) [#solopr](#)

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• [LoisMarketing](#): [@KristK](#) Thanks! I'll be quiet now .. LOL! [#soloPR](#) A3

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• [SoloPR](#): FYI to Doyle/others: All of our chat transcripts are here: <http://soloprpro.com/category/chats#solopr>

about 8 hours ago via [TweetGrid.com](#) · [Reply](#) · [View Tweet](#)

• [dariasteigman](#): This is a biz philosophy issue too. I believe referrals should happen "b/c" -- not "b/c I'm getting something in return." [#soloPR](#)

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• [doylebrand](#): hope this is not intrusive: Should I use my [@waveimpact](#) acct even though my site is not live, or wait til I launch a splash page? [#solopr](#)

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• [MarketingMel](#): [@LoisMarketing](#) I completely agree! People talk. Need to keep fees consistent and come up w/ other ways to thank referral sources. [#soloPR](#)

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• [lindsaysydenham](#): [@karensxim@dariasteigman](#) Perhaps, it depends on what you're getting out of the discount and who the client is. [#solopr](#)

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• [jombita](#): A3. New hair stylist gave me biz cards w/ his name. If I refer people & they use him, accumulate \$5 (each) off future appointments [#solopr](#)

about 8 hours ago via [web](#) · [Reply](#) · [View Tweet](#)



• [KellyeCrane](#): By the way, if I ever tweet something during [#solopr](#) that you've already said ([@karensxim?](#)), sorry. I don't always see everything!

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• [krisTK](#): I agree with everything [@LoisMarketing](#) is saying for A3: she's right on target. [#solopr](#)

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• [karensxim](#): Amen! RT [@dconconi](#): and it really isnt about the money - its about the value. Youre worth what you are worth. [#solopr](#)

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• [lindsaysydenham](#): [@karensxim@dariasteigman](#) I differ. I've had 1 client who I've done this w/ and what he's offered me in return has been invaluable. [#solopr](#)

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• [SaraLanePR](#): RT [@LoisMarketing](#): [#soloPR](#) A3 Will they sing your praises or whisper that you gave them a big discount? Hmm .. something to think about! Don't do it.

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• [dconconi](#): and it really isn't about the money - it's about the value. You're worth what you are worth. [#solopr](#)

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• [prosperitygal](#): RT [@KellyeCrane](#): A3: If you feel you must offer something monetary, I'd call it a "finders fee" payable when the deal closes. Not a discount. [#solopr](#)

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• [LoisMarketing](#): [#soloPR](#) A3 Will they sing your praises or whisper that you gave them a big discount? Hmm .. something to think about! Don't do it.

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• [karenswim](#): A3: If you want someone to work on helping you build your biz, hire a sales person [#solopr](#)

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• [paulajohns](#): Agree -- gift cards, or nice lunch out. RT [@KellyeCrane](#): A3: If you feel you must offer something monetary, call it a "finders fee" [#solopr](#)

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[doylebrand](#): [@3hatscomm@kristK](#) thank you thank you ! [#solopr](#)

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[SaraLanePR](#): RT [@dconconi](#): and this. RT [@jgombita](#): [@karensxim](#) you took the tweet right out of my hand: "referral fee" [#solopr](#)

about 8 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



[krisTK](#): RT [@KellyeCrane](#): A3: If you feel you must offer something monetary, call it a "finders fee" payable when deal closes, not discount [#solopr](#)

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[dariasteigman](#): I'd echo that. RT [@karensxim](#): [@lindsaysydenham](#) Trust me it's never worth it! [#solopr](#)

about 8 hours ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)



[MarketingMel](#): RT [@jgombita](#): [@karensxim](#) you took the tweet right out of my hand: "referral fee" [#soloPR](#)

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[karensxim](#): [@lindsaysydenham](#) Trust me it's never worth it! [#solopr](#)

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• [SoloDove PR](#): Good point RT [@KristK](#) A3: Once you offer a discount, odds are you will never return to your full rate. [#solopr](#)

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• [dconconi](#): and this. RT [@jgombita](#): [@karensxim](#) you took the tweet right out of my hand: "referral fee" [#solopr](#)

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• [cathyannsauer](#): RT [@MikeLesczinski](#): Great point commonly ignored. [@KristK](#): A3: Once you offer a discount, odds are you will never return to full rate. [#solopr](#)

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• [karensxim](#): [@jgombita](#) Great minds... :-) [#solopr](#)

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• [lindsaysydenham](#): A3: But maybe having 1 or 2 clients with discounts who help you w/ biz & branding is worth never being back to full rate with them? [#solopr](#)

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• [KellyeCrane](#): A3: If you feel you must offer something monetary, I'd call it a "finders fee" payable when the deal closes. Not a discount. [#solopr](#)

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• [paulajohns](#): A3. I would lean toward not giving discount. Could make things awkward down the road. [#solopr](#)

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• [dconconi](#): there are other ways to "reward" - by helping them grow theirs [#solopr](#)

about 8 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



• [krisTK](#): [@doylebrand@solopr](#) posts PDF of transcript to her blog, FB, etc. Great resource. [#solopr](#)

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• [LoisMarketing](#): [#soloPR](#) A3 You are giving control to your prospect/new client if you do. Plus you devalue your service & talents. Be careful and confident!

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• [3hatscomm](#): [@doylebrand](#) Yes, try searching via <http://whatthetrend.com/#solopr>

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• [doylebrand](#): [@dariasteigman](#) wonderful. thank you [#solopr](#)

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- [BridalTravelGuy](#): Hey [@JmagNYC](#) Ran across this tweet up [#SoloPR](#) I think you'd be interested in and going on right now.

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- [jgombita](#): [@karensxim](#) you took the tweet right out of my hand: "referral fee" [#solopr](#)

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- [karensxim](#): [@LoisMarketing](#) Amen to that last tweet! [#solopr](#)

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- [lindsaysydenham](#): [@DoyleBrand@KristK](#) But, if u get what u needed branding-wise from that client w/ discount - u kind of got paid in a different way. [#solopr](#)

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- [MaxwellStevens](#): RT [@KellyeCrane](#): A3: Keep in mind that most people are referring business to you to make themselves look good/connected. It's a win-win. [#solopr](#)

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- [dariasteigman](#): [@DoyleBrand](#) I believe that [@KellyeCrane](#) puts a transcript of the chats on her [#solopr](#) Web site.

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• [SaraLanePR](#): Very true. I learned the hard way. RT [@KristK](#) A3: Once you offer a discount, odds are you will never return to your full rate. [#solopr](#)

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• [doylebrand](#): [@soloPR](#) other than searching hashtag, is there an easy way to access archived chats? thank you [#solopr](#)

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• [karenswin](#): RT [@LoisMarketing](#): No. Thats barter & rarely does prospect come thru. Deliver good service at fair rate and accolades will follow! [#solopr](#)

about 8 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



• [KellyeCrane](#): A3: Keep in mind that most people are referring business to you to make themselves look good/connected. It's a win-win. [#solopr](#)

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• [donconi](#): it's a slippery slope for sure RT RT [@KristK](#): A3: Once you offer a discount, odds are you will never return to your full rate. [#solopr](#)

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- [MikeLesczinski](#): Great point commonly ignored. RT [@KristK](#): A3: Once you offer a discount, odds are you will never return to your full rate. [#solopr](#)

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- [garrettkuk](#): jumping in late to [#soloPR](#) - will try and catch up...

about 8 hours ago via [HootSuite](#) · [Reply](#) · [View Tweet](#)



- [karenswim](#): RT [@SaraLanePR](#): RT [@dariasteigman](#): As long-time biz owner, my answer is NO. Never devalue ur work. u can thank client in other ways. [#solopr](#)

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- [mobienthusiast](#): RT [@prosperitygal](#): RT [@krisTK](#): A3: Once you offer a discount, odds are you will never return to your full rate. [#solopr](#) * I agree

about 8 hours ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)

- [dariasteigman](#): Recs should flow b/c you're good, not b/c you're bargain-basement. Negotiate over scope, not rates. It never works in your favor. [#soloPR](#)

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- [LoisMarketing](#): [#soloPR](#) A3 No. That's barter and rarely does the prospect come through. Deliver good service at a fair rate and the accolades will follow!

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•

[doylebrand](#): great point ! RT [@KristK](#): A3: Once you offer a discount, odds are you will never return to your full rate. [#solopr](#)

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•

[karasw](#): RT [@dconconi](#): this is good! RT [@KellyeCrane](#): A2: If u have a nutty exec who just *must* have a rls, convince them to put it on their website only. [#solopr](#)

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•

[prosperitygal](#): RT [@krisTK](#): A3: Once you offer a discount, odds are you will never return to your full rate. [#solopr](#) * I agree

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•

[karensxim](#): A3: In a word "No" if clients refer you business you can thank them with a gift or pay a referral fee but don't discount your svcs [#solopr](#)

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•

[SoloPR](#): RT [@dariasteigman](#): A3. As a long-time biz owner, my answer is NO. Never devalue your work. You can thank client in other ways. [#solopr](#)

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•

[cathyannsauer](#): [@MarketingMel@karensxim](#) Yes! But then there are those that want what they want, i.e. rock heads. [#solopr](#)

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- [lindsaysydenham](#): A3: Yes to discounts! When you're new [#solopr](#) - money shouldn't be your main concern, getting your brand out there should be.

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- [MarketingMel](#): [@3hatscomm](#) Looks like you are as confused as I am. [#soloPR](#)

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- [SaraLanePR](#): RT [@dariasteigman](#): A3. As a long-time biz owner, my answer is NO. Never devalue your work. You can thank client in other ways. [#solopr](#)

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- [luannsaid](#): Excellent -- and true -- point RT [@KristK](#): A3: Once you offer a discount, odds are you will never return to your full rate. [#solopr](#)

about 8 hours ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)



- [cgornpr](#): A3: I will say, I was really uncomfortable with a necessary rate increase in that situation. [#solopr](#)

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- [prosperitygal](#): A3 need more details as everyone wants to discount your price but expects more than they really pay [#solopr](#)

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- [dariasteigman](#): And other clients WILL find out. RT [@KristK](#): A3: Once you offer a discount, odds are you will never return to your full rate. [#solopr](#)

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- [SoloDove PR](#): A3 as a new [#solopr](#) I have done this, I saw it as a mutually beneficial way to increase business and gain experience

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- [TShryerPR](#): RT [@doylebrand](#): A3: yes, I think I would. It would depend on size of account and specific type of client, though. [#solopr](#)

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- [doylebrand](#): RT [@SoloPR](#): Q3: As a new [#solopr](#), would you give a big discount to a client who offers to or does actively help you grow your biz? [#solopr](#)

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- [cgornpr](#): A3: I have been really good to the clients who repeatedly refer me to other businesses. I would want to see results first. [#solopr](#)

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- [krisTK](#): A3: Once you offer a discount, odds are you will never return to your full rate. [#solopr](#)

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•

[doylebrand](#): A3: yes, I think I would. It would depend on size of account and specific type of client, though. [#solopr](#)

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•

[dariasteigman](#): A3. As a long-time biz owner, my answer is NO. Never devalue your work. You can thank client in other ways. [#solopr](#)

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•

[MarketingMel](#): [@SoloPR](#) A. 3 Big difference in the questions: offers to or actually does help you grow your business? [#soloPR](#)

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•

[TourismCurrents](#): They're talking press releases (do them or not, & when) over at [#solopr](#)

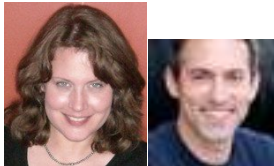
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•

[SaraLanePR](#): So true! RT [@SoloDove_PR](#) A2 often clients don't understand what is considered news [#solopr](#)

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•

[KellyeCrane](#): [@DoyleBrand](#) Hi Doyle- I'll add that to the list and will ask in a moment. Thanks! [#solopr](#)

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- [krisTK](#): RT [@SoloPR](#): Q3: As new [#solopr](#), would you give big discount to client who offers to or does actively help you grow your business?

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- [karenswim](#): RT [@SoloPR](#): Q3: As a new [#solopr](#), would you give a big discount to a client who offers to or actively helps you grow your business? [#solopr](#)

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- [LoisMarketing](#): [#soloPR](#) A2 Key is to ask questions to uncover client's true needs. Prevents embarrassment/feeling of ridicule as well as defiance/battle

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- [doylebrand](#): Should I start using my [@waveimpact](#) account even though my website is not launched, or at least wait til I launch a splash page? thx [#solopr](#)

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- [SoloDove PR](#): A2 often clients don't understand what is considered news [#solopr](#)

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- [SoloPR](#): Q3: As a new [#solopr](#), would you give a big discount to a client who offers to or does actively help you grow your business?

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[karensim](#): Ha! RT [@doylebrand](#): ok, this is funny. guess what? I have to go write a release soon. :) [#solopr](#)

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[SaraLanePR](#): [@luannsaid](#) Hi there! Welcome! [#solopr](#)

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[3hatscomm](#): RT [@karensim](#): yes we are! RT [@MarketingMel](#): [@cathyannsauer](#) Arent we supposed to be the ones providing [#PR](#) counsel to our clients? [#solopr](#)

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[MaxwellStevens](#): Ha!RT [@DoyleBrand](#): ok, this is funny. guess what? I have to go write a release soon. :) [#solopr](#)

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[SoloDove PR](#): Exactly RT [@cidokogipr](#): A2: Maybe explain to them what is truly newsworthy and what is just adding to noise and clutter. [#solopr](#)

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[luannsaid](#): Oh, hey, [#solopr](#)! At least I made it for Q3.

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- [MikeLesczinski](#): Sometimes, interacting with execs like pitching. Small acts of defiance and rebuttal can go along way [#solopr](#)

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- [LoisMarketing](#): [#soloPR](#) A2 Guide with questions to move them away from "4/month" to recognizing key events and real 'news' ... lead to what is best for co

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- [doylebrand](#): ok, this is funny. guess what? I have to go write a release soon. :) [#solopr](#)

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- [melodygross](#): RT [@SoloPR](#): Funny, yet important point! RT [@karensxim](#): A2: If I did everything my clients told me I would have been out of business in month 3! [#solopr](#)

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- [SoloDove_PR](#): RT [@karensxim](#): A2: If I did everything my clients told me I would have been out of business in month 3! [#solopr](#)

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- [karensxim](#): yes we are! RT [@MarketingMel](#): [@karensxim@cathyannsauer](#) Arent we supposed to be the ones providing [#PR](#) counsel to our clients? [#solopr](#)

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[cidokogiPR](#): RT [@LoisMarketing](#): Instill confidence in clients and prospects so they do not TELL you what to do, they ASK what they should do [#solopr](#)

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[karenswim](#): [@jgombita@KellyeCrane](#) Rofl, funniest thing I've ever heard! [#solopr](#)

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[MarketingMel](#): [@karenswim@cathyannsauer](#) Aren't we supposed to be the ones providing [#PR](#) counsel to our clients? [#soloPR](#)

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[SoloPR](#): Excellent discussions today, as always. Q3 up next... [#solopr](#)

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[TShryerPR](#): release on website only is a great tactic and appreciated when I recommend. [#solopr](#)

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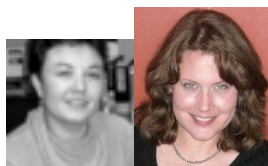
[prosperitygal](#): RT [@karenswim](#): A2: If I did everything my clients told me I would have been out of business in month 3! [#solopr](#) **RIGHT

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[krisTK](#): RT [@LoisMarketing](#): Instill confidence in clients and prospects so they do not TELL you what to do, they ASK what they should do [#solopr](#)

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[jgombita](#): [@KellyeCrane](#) worked with one top gun who read the newswire services like they were newspapers. Was convinced everyone else did, too! [#solopr](#)

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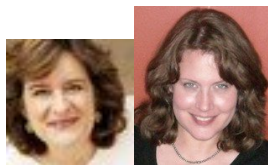
[karensxim](#): [@socialitestatus](#) Glad you entered on a note of laughter and so glad you're here! :-) [#solopr](#)

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[SoloPR](#): Funny, yet important point! RT [@karensxim](#): A2: If I did everything my clients told me I would have been out of business in month 3! [#solopr](#)

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[sheilas](#): [@KellyeCrane](#) Thanks for the shout-out during [#solopr](#) - all about the tourism and travel! :)

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[MaxwellStevens](#): You can lead a horse...RT [@KellyeCrane](#): [@dconconi](#) I have had to do this. Sad but true. I think they just love seeing those quotes [#solopr](#)

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[socialitestatus](#): I just came in on [#solopr](#) and [@karensxim](#)'s last response was hilarious.

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[doylebrand](#): [@TShryerPR](#) I did not say a press release must be pitched. [#solopr](#)

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[jackiefishman](#): RT [@karensxim](#): RT [@LoisMarketing](#): Keep social media in right perspective when presenting 2client as part of mix, imprtant 2 b a part, well repped [#solopr](#)

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[a_bonner](#): RT [@lindsaysydenham](#): That's the truth if I've ever heard it! RT [@karensxim](#) If I did everything my clients told me I would have been out of business! [#solopr](#)

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[cgornpr](#): [@lindsaysydenham@karensxim](#) Amen to that! [#solopr](#)

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[krisTK](#): Amen, sister! RT [@karensxim](#): A2: If I did everything my clients told me I would have been out of business in month 3! [#solopr](#)

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[cidokogiPR](#): A2: The public equates over saturating the media with useless information as SPAM.. be careful.. your [#solopr](#) brand is at stake too [#solopr](#)

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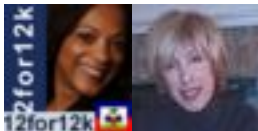
[karensxim](#): RT [@LoisMarketing](#): Instill confidence in clients and prospects so that they do not TELL you what to do, they ASK what they should do [#solopr](#)

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[lindsaysydenham](#): That's the truth if I've ever heard it! RT [@karensxim](#) If I did everything my clients told me I would have been out of business! [#solopr](#)

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[karensxim](#): [@cathyannsauer](#) Thanks :-) [#solopr](#)

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[krisTK](#): I confess! RT [@KellyeCrane](#): A2: If you have nutty exec who just *must* have a rls, convince them to put it on their website only [#solopr](#)

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• [TShryerPR](#): press release can be used many different ways. often it's for clients and prospects not media [#soloPR](#)

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• [LoisMarketing](#): [#soloPR](#) A2 Instill confidence in clients and prospects so that they do not TELL you what to do, they ASK what they should do

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• [KellyeCrane](#): [@dconconi](#) I have had to do this. Sad but true. I think they just love seeing those quotes from themselves! [#soloPR](#)

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• [jenzings](#): A2: If there's a blog, try and turn the "news" in the release into a blog post instead, maybe? [#soloPR](#)

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• [SoloDove_PR](#): [@DoyleBrand](#) thats a good idea, facing the same situation now [#soloPR](#)

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• [cathyannsauer](#): Well said! RT [@karensxim](#): A2: If I did everything my clients told me I would have been out of business in month 3! [#soloPR](#)

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[karens swim](#): Yes! RT [@KellyeCrane](#): A2: If you have a nutty exec who just *must* have a rls, convince them to put it on their website only. [#solopr](#)

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[doylebrand](#): RT [@karens swim](#): A2: If I did everything my clients told me I would have been out of business in month 3! [#solopr](#)

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[TShryerPR](#): [@doylebrand@dconconi](#) why does a press release need to be pitched? [#solopr](#)

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[dconconi](#): this is good! RT [@KellyeCrane](#): A2: If u have a nutty exec who just *must* have a rls, convince them to put it on their website only. [#solopr](#)

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[karens swim](#): A2: If I did everything my clients told me I would have been out of business in month 3! [#solopr](#)

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[lindsaysydenham](#): [@TShryerPR@prosperitygal](#) Releases are valuable. But it's important to be very selective when creating them. Too many is too many. [#solopr](#)

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• [KellyeCrane](#): A2: If you have a nutty exec who just *must* have a rls, convince them to put it on their website only. [#solopr](#)

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• [dconconi](#): absolutely! RT [@karensxim](#): A2: My clients hired me to be straight and offer expertise, not to be an admin, educate them! [#solopr](#)

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• [karensxim](#): [@cgornpr](#) I agree! [#solopr](#)

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• [doylebrand](#): RT [@dconconi](#): too many is also not a PR strategy - its just noise n will seriously ruin your (and the clients) cred with journalists [#solopr](#)

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• [MaxwellStevens](#): True RT [@dconconi](#): too many is also not a PR strategy - just noise and will seriously ruin your (and the client's) cred with journo [#solopr](#)

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[cloudspark](#): checking in to [#soloPR](#) this week

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[cidokogiPR](#): RT [@dconconi](#): too many is also not a PR strategy - its just noise and will seriously ruin your (and the clients) cred w/ journalists [#solopr](#)

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[doylebrand](#): [@krisTK](#) thanks for compliment :) I try my best. [#solopr](#)

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[karenswim](#): A2: My clients hired me to be straight and offer expertise, not to be an admin, educate them! [#solopr](#)

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[dconconi](#): too many is also not a PR strategy - it's just noise and will seriously ruin your (and the client's) cred with journalists [#solopr](#)

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[SoloPR](#): [@PRjeff](#) That's just like you to joke and run. :-)) See you next time! [#solopr](#)

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[cgornpr](#): [@karenswim](#) Thanks! I think people forget about the SEO side...[#solopr](#)

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• [TShryerPR](#): [@prosperitygal@lindsaysydenham](#) there is value in releases other than for pitching. good tactic so long as goals are clear. [#solopr](#)

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• [mndbarber](#): Client calling. Must head out. Talk with you all next week. [#solopr](#)

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• [prosperitygal](#): [@karensxim](#) so opportunity for us to inform clients multitude of options and build trust showing concern they do no alienate [#solopr](#)

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• [karensxim](#): [@PRjeff](#) Aww man, will miss the laughter :-)
[#solopr](#)

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• [SoloPR](#): RT [@lindsaysydenham](#): A2: I've been on the journalism side &press rls are ANNOYING when sent too often. Best way to alienate yourself! [#solopr](#)

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[LoisMarketing](#): [#soloPR](#) A2 Before you suggest, take time to ask questions. Learn about prospect. Don't offer solutions before you have a full understanding

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[karensxim](#): RT [@PaulReports](#): Q2: Tell them your opinion, theyre using you because of your insight, you understand the value- why they hired you [#solopr](#)

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[krisTK](#): Smart! RT [@doylebrand](#): A1: tell client to do short blog post, Tweet it, include in regular e-newsletter. saves wire fees. helps SEO [#solopr](#)

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[lindsaysydenham](#): LOVE that idea! RT [@cgompr@SoloPR@doylebrand](#) Amen to that answer. The newsletter/blog is a great place for that information. [#solopr](#)

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[cidokogiPR](#): A2: Maybe explain to them what is truly newsworthy and what is just adding to noise and clutter. [#solopr](#)

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[dconconi](#): RT [@cgompr](#): [@SoloPR@doylebrand](#) Amen to that answer. The newsletter/blog is a great place for that information. [#solopr](#)

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•

[MikeLesczinski](#): Q2: Too many becomes white noise, explain by tying to concepts they understand, like diminishing marginal returns. [#solopr](#)

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•

[mdbarber](#): So true: RT [@LoisMarketing](#): Remember for many small biz owners and entrepreneurs PR = press releases :) Question, educate, guide. [#solopr](#)

about 9 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



•

[SoloPR](#): RT [@PaulReports](#): Q2: Tell them your opinion, they're using you because of your insight, you understand the value-why they hired you [#solopr](#)

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•

[cgornpr](#): [@SoloPR@doylebrand](#) Amen to that answer. The newsletter/blog is a great place for that information. [#solopr](#)

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•

[dconconi](#): just joining - loving these answers to Q2 [#solopr](#)

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•

[karenswim](#): RT [@doylebrand](#): A1: tell client to do a short blog post, Tweet it, include in regular e-newsletter. saves wire fees. helps SEO. [#solopr](#)

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• [prosperitygal](#): RT [@lindsaysydenham](#): A2: I've been on the journalism side and press releases are ANNOYING when they are sent too often. Best way to alienate yourself! [#solopr](#)

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• [cathyannsauer](#): RT [@lindsaysydenham](#): A2: been on journalism side and press releases are ANNOYING when sent too often. Best way to alienate yourself! [#solopr](#)

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• [lindsaysydenham](#): You know it! ;-) RT [@PaulReports@lindsaysydenham](#) Pleasantly persistent? Haha [#solopr](#)

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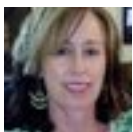
• [krisTK](#): RT [@MaxwellStevens](#): A2. Offer other ways to achieve desired results. Talk about reduced impact of pressers w/other options [#solopr](#)

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• [melodygross](#): A2 I would also suggest if they are not using one now to use an email marketing service for newsletters. [#solopr](#)

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• [paulajohns](#): Late today - like this RT [@DoyleBrand](#): Q2: tell them to do a... blog post, Tweet it, include it in their regular e-newsletter. [#solopr](#)

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• [LoisMarketing](#): [#soloPR](#) A4 Remember that for many small biz owners and entrepreneurs PR = press releases :) Question, educate, guide.

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• [karenswim](#): Or SEO RT [@cgornpr](#): There are times to send out releases that wont garner coverage. Info that could lead to coverage down the road. [#solopr](#)

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• [lindsay sydenham](#): [@dariasteigman](#) Agree w/ you. Being blunt is an asset! My clients choose me b/c they like the straight-forward advice. [#solopr](#)

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• [cgornpr](#): [@dariasteigman@LindsaySydenham](#) I am so glad you ladies don't have a problem being blunt :) [#solopr](#)

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• [SoloPR](#): RT [@doylebrand](#): Q2: tell them to do a short blog post, Tweet it, include it in their regular e-newsletter. saves wire fees.helps SEO [#solopr](#)

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• [MaxwellStevens](#): RT [@mdbarber](#): A2 Are there other places that information can go instead? [#solopr](#)

about 9 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



[mdbarber](#): A2 Are there other places that information can go instead? [#solopr](#)

about 9 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



[jgombita](#): A2. Do a monthly/annual analysis of how much it will cost to release on a newswire service....not including your fees. Blanch. [#solopr](#)

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[doylebrand](#): A1: tell client to do a short blog post, Tweet it, include it in their regular e-newsletter. saves wire fees. helps SEO. [#solopr](#)

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[karensxim](#): A2: Clients "hung up" on releases clearly need educating about PR [#solopr](#)

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[KellieCrane](#): Love David's innovative approach RT [@dmsscott](#): The bosses get "real-time communications" but are wary of "social media communications" [#solopr](#)

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[mdbarber](#): [@3hatscomm@PRjeff](#) is terribly funny today isn't he! [#solopr](#)

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•

[cgornpr](#): A2: There are times to send out releases that won't garner coverage. If it is information that could lead to coverage down the road. [#soloPR](#)

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•

[lindsaysydenham](#): A2: I've been on the journalism side and press releases are ANNOYING when they are sent too often. Best way to alienate yourself! [#soloPR](#)

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•

[cathyannsauer](#): So funny. RT [@PRjeff](#): A2: Write a news release about how the client writes too many news releases. [#soloPR](#)

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•

[dariasteigman](#): [@LindsaySydenham](#) Blunted is an asset, IMO too. (And my clients ultimately self-select that way.) [#soloPR](#)

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•

[MarketingMel](#): [@3hatscomm](#) I can always count on [@PRjeff](#) for a good chuckle here! [#soloPR](#)

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•

[melodygross](#): A2 I would ask if they are looking for all 4 to go to the same press. If so, I would advise against doing so. [#solopr](#)

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[LoisMarketing](#): [#soloPR](#) A2 Ask why they feel they need/want 4/month. Likely will uncover gaps in current efforts/knowledge that you as pro can fill

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[PaulReports](#): [@lindsaysydenham](#) Pleasantly persistent? Haha [#solopr](#)

about 9 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#) ·  [Show Conversation](#)



[mdbarber](#): A2 -- Is it media attention they want? What are they trying to do? How are they measuring success? [#solopr](#)

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[DougHovelson](#): RT [@3hatscomm](#): Late and THIS is the 1st thing I read. Hee! RT [@PRjeff](#): A2: Write a news release about how the client writes too many news releases. [#solopr](#)

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[lindsaysydenham](#): A2: I'm pretty forward w/ my clients. I'd tell them why it's not good & let them know the consequences of irritating the news media. [#solopr](#)

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[karensxim](#): RT [@prosperitygal](#): A2 find other ways to spotlight them that will garner media [#solopr](#)

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[3hatscomm](#): Late and THIS is the 1st thing I read. Hee! RT [@PRjeff](#): A2: Write a news release about how the client writes too many news releases. [#solopr](#)

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[PaulReports](#): Q2: Tell them your opinion, they're using you because of your insight, you understand the value, thats why they hired you [#solopr#solopr](#)

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[melodygross](#): RT [@SoloPR](#): Q2: If a client wants to pump out 4 press releases a month, whether it's newsworthy or not, what do you do? [#solopr](#)

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[mdbarber](#): A2 -- You need to provide counsel that shows them different ways to achieve the results they want. [#solopr](#)

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[cgornpr](#): A2: You need to clearly state what a press release is for. You need to hold your ground on what is newsworthy. [#solopr](#)

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[PRjeff](#): A2: No kidding! I worked for a co. in CA that pumped out 10-12 news rls/mo! It was only a #'s game for PR mgr. [#solopr](#)

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• [TShryerPR](#): Hello from Chicagoland. It's cold here! Even inside at the computer [#solopr](#)

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• [prosperitygal](#): A2 find other ways to spotlight them that will garner media [#solopr](#)

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• [KellyeCrane](#): RT A1: Also, see what the social media leaders in your niche are saying/citing. In travel, [@BeckyMcCray](#) and [@SheilaS](#) are excellent. [#solopr](#)

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• [doylebrand](#): Q2: tell them to do a short blog post, Tweet it, include it in their regular e-newsletter. saves wire fees. helps SEO. [#solopr](#)

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• [jgombita](#): RT [@doylebrand](#): piggy backing on [@lindsaysydenham](#), [@KrisK](#) I think most of us agree "social media" term has been misused, abused, misunderstood :) [#solopr](#)

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- [mdbarber](#): ROFL!!! RT [@PRjeff](#): A2: Write a news release about how the client writes too many news releases. [#solopr](#)
about 9 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



- [karensxim](#): ROFL! RT [@PRjeff](#): A2: Write a news release about how the client writes too many news releases. [#solopr](#)
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- [dariasteigman](#): A2. I try to educate clients about value. Also point to past efforts and what has/hasn't generated wanted results. [#solopr](#)
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- [MarketingMel](#): [@karensxim@cathyannsauer](#) I would think "results" could be shown via successful case studies [#soloPR](#)
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- [MaxwellStevens](#): [@SoloPR](#) A2. Look at goals and offer other ways to achieve desired results. Talk about reduced impact of pressers w/other options. [#solopr](#)
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- [PRjeff](#): A2: Write a news release about how the client writes too many news releases. [#solopr](#)
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- [karensxim](#)

[karensxim](#): A2: It's important to set up a strategy/calendar/expectations in the beginning w/breadth of svcs & why [#solopr](#)

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• [krisTK](#): RT [@SoloPR](#): Q2: If a client wants to pump out 4 press releases a month, whether it's newsworthy or not, what do you do? [#solopr](#)

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• [karensxim](#): RT [@SoloPR](#): Q2: If a client wants to pump out 4 press releases a month, whether its newsworthy or not, what do you do? [#solopr](#)

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• [doylebrand](#): piggy backing on [@lindsaysydenham](#), [@KrisK](#) I think most of us agree "social media" term has been misused, abused, misunderstood :) [#solopr](#)

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• [melodygross](#): RT [@MarketingMel](#): RT [@KellyeCrane](#): A1: Along the lines of what [@KristK](#) said, [@dmScott](#) uses "real-time marketing" - resonates more w/decision makers. [#soloPR](#)

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• [karensxim](#): Exactly! RT [@cathyannsauer](#): Some clients dont care competition is using SM. Would like to show "results" of competitions use of SM [#solopr](#)

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• [melodygross](#): RT [@SoloPR](#): Q2 is coming up next... [#solopr](#)

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• [PRjeff](#): A1: It's all about building relationships w/stakeholders, and SM/online presence (OP?) is a great way to do so. [#solopr](#)

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• [SoloPR](#): Q2: If a client wants to pump out 4 press releases a month, whether it's newsworthy or not, what do you do? [#solopr](#)

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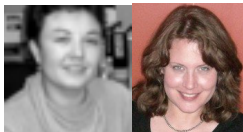
• [cathyannsauer](#): Q1 Some clients don't care competition is using SM. Would like to show "results" of competition's use of SM. That would work. [#solopr](#)

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• [karenswim](#): [@Narciso17](#) Lol, yes indeed, and of course you can catch up with the transcript :-)
[#solopr](#)

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• [jgombita](#): [@KellyeCrane@KristK@dmscott](#) just as long as the client doesn't expect "real-time results." :-)
[#solopr](#)

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•

[SoloPR](#): Q2 is coming up next... [#solopr](#)

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•

[dariasteigman](#): I like to talk about "digital footprints." [#soloPR](#)

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•

[krisTK](#): I like that one too. RT [@KellyeCrane](#): A1: [@dmScott](#) uses "real-time marketing" - resonates more w/decision makers. [#solopr](#)

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[MarketingMel](#): RT [@KellyeCrane](#): A1: Along the lines of what [@KristK](#) said, [@dmScott](#) uses "real-time marketing" - resonates more w/decision makers. [#soloPR](#)

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•

[Narciso17](#): . [@karensWim](#) There's Always Next Week..! [#solopr](#)

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•

[lindsaysydenham](#): I like the idea of "online presence" --> I also like using "PR 2.0" to explain it as well. [#solopr](#)

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- [KellyeCrane](#): A1: Along the lines of what [@KristK](#) said, [@dmscott](#) uses "real-time marketing" - resonates more w/decision makers. [#solopr](#)

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- [krisTK](#): [@jgombita](#) "Digital PR" may work for client who didn't wait until 2005 to build a website, but even those get "online presence" [#solopr](#)

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- [jgombita](#): Like! (And don't forget [#SEO!](#)) RT [@LoisMarketing](#): Stress how SM increases longevity of message & allows for one-to-one communication [#solopr](#)

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- [karenswim](#): [@prosperitygal](#) Hey there! I'll bookmark and take the poll after the chat, thanks! [#solopr](#)

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- [MarketingMel](#): RT [@KristK](#): A1: Ive started using the phrase "your online presence" vs social networking, social media, etc [#soloPR](#)

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-

[doylebrand](#): Love it! RT [@KristK](#): A1: Ive started using the phrase "your online presence" vs social networking, social media, etc [#solopr](#)

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[SoloPR](#): RT [@PRjeff](#): A1: Show them example of what their SM communications would look like, & how it ties into their biz objectives [#solopr](#)

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[cidokogiPR](#): RT [@SoloPR](#): Brilliant! RT [@KristK](#): A1: Ive started using the phrase "your online presence" vs social networking, social media, etc [#solopr](#)

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[prosperitygal](#): [@karensim#poll](#) How do you feel about Promoted Tweets on chats? <http://twtpoll.com/xi6xy2#solopr>

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[jgombita](#): [@KristK](#) good move. What about simply "digital PR?" (Very searchable term, btw.) [#solopr](#)

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[karensim](#): [@Narciso17](#) We will miss you! [#solopr](#)

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[SoloPR](#): RT [@LoisMarketing](#): A1 Keep social media in right perspective... part of the 'mix', important to be a part, well represented [#solopr](#)

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• [MaxwellStevens](#): Great approach! RT [@KristK](#): A1: I've started using the phrase "your online presence" when talking to businesses. [#solopr](#)

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• [corvida](#): RT [@melodygross](#) It's not enough to tell the benefit of social media but also to show [it]. Allow the time to investigate. [#solopr](#)

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• [LoisMarketing](#): [#solopr](#) A1 Stress how SM increases longevity of message and allows for one-to-one communication

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• [melodygross](#): RT [@krisTK](#): A1: Ive started using "your online presence" vs social networking, social media, etc when talking to businesses. [#solopr](#)

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• [SaraLanePR](#): RT [@krisTK](#): A1: I've started using the phrase "your online presence" vs social networking, social media, etc when talking to businesses. [#solopr](#)

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- [SoloPR](#): Brilliant! RT [@KristK](#): A1: I've started using the phrase "your online presence" vs social networking, social media, etc [#solopr](#)

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- [karenskim](#): RT [@krisTK](#): Ive started using phrase "your online presence" vs social networking, social media, etc when talking to businesses. [#solopr](#)

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- [jgombita](#): [@karenskim@cathyannsauer](#) also [@edelman_trust](#) 2011 (which is specifically for PR practitioners' needs). [#solopr](#)

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- [Narciso17](#): Bummed I Won't Be Able to Make Today's [#solopr](#) Session

about 9 hours ago via [Seismic for iPhone](#) · [Reply](#) · [View Tweet](#)



- [karenskim](#): RT [@LoisMarketing](#): Keep social media in right perspective when presenting 2client as part of mix, imprtant 2 b a part, well repped [#solopr](#)

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- [krisTK](#): A1: I've started using the phrase "your online presence" vs social networking, social media, etc when talking to businesses. [#solopr](#)

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• [KellyeCrane](#): A1: Many luxury products are using social media very successfully, as are travel cos. Some good case studies out there. [#solopr](#)

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• [PRjeff](#): A1: Show them example of what their SM communications would look like, & how it ties into their biz objectives. [#solopr](#)

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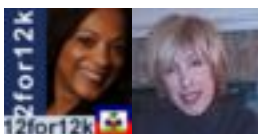
• [doylebrand](#): RT [@MikeLesczinski](#): [#solopr](#). Real-world case studies of similar companies using it. Especially if u show how competitor using [#solopr](#)

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• [MaxwellStevens](#): Usually key to problem RT [@karensxim](#): A1: I would also ensure that you were clear on channels, SocMed is much more than Twitter & FB [#solopr](#)

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• [karensxim](#): [@cathyannsauer](#) Some places for stats are PewInternet, MarketingSherpa, emarketer [#solopr](#)

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[krisTK](#): A1: Many orgs bought into social media only AFTER their customers and competitors have led the way. Some still resist. [#solopr](#)

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[LoisMarketing](#): [#solopr](#) A1 Keep social media in right perspective when presenting to client as part of the 'mix', important to be a part, well represented

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[cidokogiPR](#): RT [@karensxim](#): A1: I would also ensure that you were clear on channels, SocMed is much more than Twitter & FB [#solopr](#)

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[karensxim](#): A1: I would also ensure that you were clear on channels, SocMed is much more than Twitter & FB [#solopr](#)

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[MikeLesczinski](#): [#solopr](#). Real-world case studies of similar companies using it. Especially helpful if can show how competitor using effectively.

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[cidokogiPR](#): A1: The proof is in the pudding. show them what their key competitors are doing as well as data that shows it working. [#solopr](#)

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- [LoisMarketing](#): [#solopr](#) A1 Stress the overall broad reach of social media -- not everyone in target mkt using them but many are. Don't dismiss

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- [PaulReports](#): RT [@krisTK](#): A1: Show them examples of their competition online. [#solopr](#)

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- [cathyannsauer](#): Q1 Anyone have "best" free resources for demographic data regarding [#sm](#) users? [#solopr](#)

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- [jgombita](#): A1. Tell them that including social media as *one* of your communication channels is now standard practice. (But just one.) [#solopr](#)

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- [melodygross](#): I agree. RT [@krisTK](#): A1: Show them examples of their competition online. [#solopr](#)

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- [lindsaysydenham](#): I'm w/ u on that. [@DoyleBrand](#) If they don't use social media, it's the wrong strategy. important to understand objectives first [#solopr](#)

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•

[SoloPR](#): RT [@krisTK](#): A1: Show them examples of their competition online. [#solopr](#)

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•

[cgornpr](#): RT [@KellyeCrane](#): A1: If the client is still stuck in the "social media is silly" phase, there are a lot of resources to disprove that. [#solopr](#)

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•

[mdbarber](#): RT [@KellyeCrane](#): A1: If the client is still stuck in "social media is silly" phase, there are a lot of resources to disprove that. [#solopr](#)

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•

[SoloPR](#): RT [@doylebrand](#): if they don't consume or use social media, it's the wrong strategy. important to listen/assess n understand objectives [#solopr](#)

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•

[melodygross](#): Its not enough to tell them the benefit of social media but also to show them. Allow the time to investigate. [#solopr](#)

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•

[cgornpr](#): [@krisTK](#) I totally agree with your A1. Your best defense is to show them what their competition is up to. [#solopr](#)

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• [SaraLanePR](#): Jumping in late! Hi everyone! [#solopr](#)

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• [doylebrand](#): [@johnholland](#) how the hell are you buddy?! great to "see" you :) [#solopr](#)

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• [melodygross](#): RT [@cgornpr](#): RT [@SoloPR](#): Q1: How do you handle clients that dont believe their targets use Social Media? [#solopr](#)

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• [KellyeCrane](#): A1: If the client is still stuck in the "social media is silly" phase, there are a lot of resources to disprove that. [#solopr](#)

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• [karenswim](#): A1: With facts, gather data that shows channels, frequency and type of use their target is using [#solopr](#)

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• [krisTK](#): A1: Show them examples of their competition online. [#solopr](#)

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- [Verilliance](#): Yes. RT [@KellyeCrane](#): A1: The key to convincing management is to drum up some data and/or case studies to support your position. [#solopr](#)

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- [mdbarber](#): Yep RT [@KellyeCrane](#): A1: The key to convincing management is to drum up some data and/or case studies to support your position. [#solopr](#)

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- [johnholland](#): RT [@doylebrand](#): Hi everyone, I'm a PR pro in Los Angeles launching a new firm soon ! [#solopr](#)

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- [lindsaysydenham](#): A1: If a client's audience isn't on SM - I would recommend using other outlets more heavily, but still have SM to be more available. [#solopr](#)

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- [doylebrand](#): [@SoloPR](#) if they don't consume or use social media, it's the wrong strategy. important to listen/assess n understand objectives first [#solopr](#)

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- [mdbarber](#): A1 - You have to show them the customer is there. Use searches etc., to find the data to support your tactic. Find competitors there [#solopr](#)

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• [melodygross](#): I'm making the transition to solo pr. [#solopr](#)

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• [SoloDove_PR](#): Hi [#solopr](#) checking in from NJ niche entertainment and non profit [#pr](#)

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• [KellyeCrane](#): A1: The key to convincing management is to drum up some data and/or case studies to support your position. [#solopr](#)

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• [cgornpr](#): RT [@SoloPR](#): Q1: How do you handle clients that dont believe their targets use Social Media? [#solopr](#)

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• [dariasteigman](#): A1. Research. Show them the conversations (including RE competitors) & where they are happening. [#soloPR](#)

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• [krisTK](#): RT [@SoloPR](#): Q1: How to handle clients that don't believe their targets use Social Media? for ex, one targeting luxury travelers? [#solopr](#)

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• [MaxwellStevens](#): RT [@SoloPR](#): Q1: How do you handle clients that don't believe their targets use Social Media? for ex, one targeting the luxury traveler? [#solopr](#)

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• [SoloPR](#): [@LindsaySydenham](#) Welcome - glad you can make it! [#solopr](#)

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• [lindsaysydenham](#): A1: I actually have a client that targets the luxury traveler and we use a ton of SM - especially FB. Hasn't been a problem for me. [#solopr](#)

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• [mdbarber](#): RT [@SoloPR](#): Q1: How do u handle clients that dont believe their targets use Social Media? for ex, one targeting the luxury traveler? [#solopr](#)

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• [KellyeCrane](#): All are welcome! RT [@MikeLesczinski](#): I'm PR Manager for Excelsior College and I run HigherEdPR.com. Formerly in [#SoloPR](#) but still interested

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• [12for12k](#)

[karensxim](#): RT [@SoloPR](#): Q1: How do you handle clients that dont believe their targets use Social Media? for ex, one targeting luxury traveler? [#solopr](#)

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[REDMEDIAPR](#): Greetings! Traveling and not taking off on time so I may drop off till we get wifi. Bicoastal agency +15 yrs [#solopr](#)

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[krisTK](#): Hello to my [#solopr](#) pals. Kristie here from south MS (20 years exp, 7 as indy, APR, PR prof)

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[cathyannsauer](#): Hello everyone! [@Shonali](#) May 4 will be a good one. [#solopr](#)

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[cathyannsauer](#): Hello everyone! [@Shonali](#) May 4 will be a good one. [#solopr](#)

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[karensxim](#): [@MaxwellStevens](#) Hello and congrats to you too! Great to see new faces today! [#solopr](#)

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[MikeLesczinski](#): Hi everyone, I'm PR Manager for Excelsior College and I run HigherEdPR.com. Formerly in [#SoloPR](#) but still interested. [#solopr](#)

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[lindsaysydenham](#): Joining [#solopr](#) -- can't wait for Q1!

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[SoloPR](#): Q1: How do you handle clients that don't believe their targets use Social Media? for ex, one targeting the luxury traveler? [#solopr](#)

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