

#SoloPR Chat Transcript – 5/11/2011



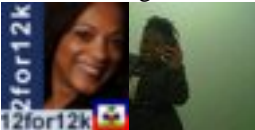
• [KellyeCrane](#): If you're new, note that we continue discussions on the [#soloopr](#) hashtag all week. Chat w/you all next Wed!
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• [SaraLanePR](#): Thanks, everyone! I also learn so much from all of you! [#soloopr](#)
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• [AerialEllis](#): RT [@farida_h](#): RT [@jgombita](#): A4. This a good opportunity to think about treating SEO as "earned media." Think about who would be searching/for what [#soloopr](#)
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• [karens swim](#): [@TMariePR](#) Bye, have a great rest of the afternoon! [#soloopr](#)
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• [dariasteigman](#): Before we sign off: As FYI, last week's convo. on tracking projects inspired this Workshifting post: <http://bit.ly/jbFqrJ> (expand) [#soloopr](#)
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• [MediaCoach](#): [@jgombita](#) [#soloopr](#) Thanks for your kind words
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• [3hatscomm](#): [@farida_h](#) [@jgombita](#) "earned" is a favorite term right now. [#Soloopr](#)
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• [KateRobins](#): [@juleszunichPR](#) Being too anything on anything is never good. Moderation. [#soloopr](#)
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- [dariasteigman](#): [@JulesZunichPR](#) Good Q. We are too focused when we focus on SocMed as a separate "thing" (versus as part of comms strategy). [#SoloPR](#) about 8 hours ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)



- [mdbarber](#): [@juleszunichPR](#) Been mulling a similar one here too. I think we have to be careful not to be so focused on it. [#solopr](#) about 8 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



- [karensxim](#): I agree! RT [@KellyeCrane](#): The [#solopr](#) participants are the smartest around - I mean that. [#solopr](#) about 8 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



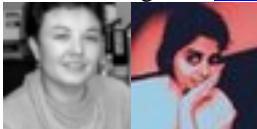
- [KellyeCrane](#): As we wind down, if you haven't had a chance to signup for the [#solopr](#) eNewsletter, pls do! <http://eepurl.com/dwfFD> (1st issue coming soon) about 8 hours ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)



- [TMariePR](#): Well [#SoloPR](#) Fam.. I am going to have to jet! Need to get back to work :(It was always great! See ya next Wednesday! about 8 hours ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)



- [missversatile](#): [@juleszunichPR](#) I look forward to reading that...I think the answer can be yes on both sides (PR Pro & Client) [#solopr](#) about 8 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



- [jgombita](#): [@farida_h](#) ta. High reco to listen to [@cbradio](#) (archived) doc Engineering Search: The Story of the Algorithm that Changed the World. [#solopr](#) about 8 hours ago via [web](#) · [Reply](#) · [View Tweet](#) · [Show Conversation](#)



- [missversatile](#): thanks [@KellyeCrane](#) ...very much enjoy the chat [#solopr](#) about 8 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



• [juleszunichPR](#): I've been mulling a blog post re. Q4 Are we too focused on social media? Has it helped or hurt our clients + our profession? [#SoloPR](#)

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• [KellyeCrane](#): The [#solopr](#) participants are the smartest around - I mean that.

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• [jgombita](#): Like! RT [@MediaCoach](#): [#solopr](#) A4 Help your client to be a curator of knowledge about the sector. [#solopr](#)

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• [karenswim](#): Lol, that's it! RT [@KateRobins](#): [@KellyeCrane](#) [@karenswim](#) Whaddaya callit...relevance! Thats it. [#solopr](#)

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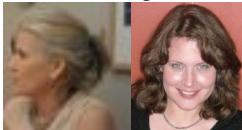
• [farida_h](#): RT [@jgombita](#): A4. This a good opportunity to think about treating SEO as "earned media." Think about who would be searching/for what [#solopr](#)

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• [KellyeCrane](#): Popping in w/some smartness! RT [@mediacoach](#): [#solopr](#) A4 Help your client to be a curator of knowledge about the sector.

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• [KateRobins](#): [@KellyeCrane](#) [@karenswim](#) Whaddaya callit...relevance! That's it. [#solopr](#)

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•

[krisTK](#): RT [@KellyeCrane](#): Q4: If your client offers one piece of a complicated industry, how can you educate consumers? [#solopr](#)
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• [PRProSanDiego](#): A4: My job is pinpointing the constituency for my client's message & reaching them. The niche of my client "is what it is." [#soloPR](#)
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• [3hatscomm](#): a4: maybe a little reverse engineering and w/ out that 1 piece, all these other things we use everyday would not exist? [#Solopr](#)
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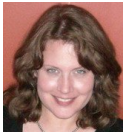
• [MediaCoach](#): [#solopr](#) A4 Help your client to be a curator of knowledge about the sector.
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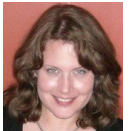
• [jgombita](#): A4. Really think this a good opportunity to think about treating SEO as "earned media." Think about who would be searching/for what. [#solopr](#)
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• [farida h](#): A4: With content. Focus on breaking it down to how it benefits consumers. Address how biz can help them/be an info resource... [#solopr](#)
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• [KellyeCrane](#): This! RT [@karensxim](#): A4: Why should consumer care about the one piece? Educate on the whole & put your piece in perspective [#solopr](#)
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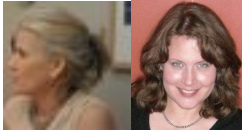
• [KellyeCrane](#): RT [@KateRobins](#): [@KellyeCrane](#) Yes. I find the trades to be very helpful. Good pickup and resonance. [#solopr](#)
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• [karenswin](#): A4: Why should consumer care about the one piece? That can drive the messaging, educate on the whole & put your piece in perspective [#solopr](#) about 8 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



• [MediaCoach](#): [#solopr](#) Sorry guys, late to the party today (paid work). Will read all your magnificent tweets. about 8 hours ago via [web](#) from [London, England](#) · [Reply](#) · [View Tweet](#)



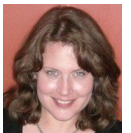
• [KateRobins](#): [@KellyeCrane](#) Yes. I find the trades to be very helpful. Good pickup and resonance. [#solopr](#) about 8 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#) · [Show Conversation](#)



• [jgombita](#): RT [@KellyeCrane](#): A4: Try to join forces with related/partner companies to do joint case studies, featured/bylined articles, etc. [#solopr](#) about 8 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



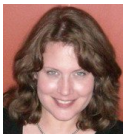
• [jgombita](#): [@AerialEllis](#) [@TMariePR](#) sounds more like using social media for marketing PR. Personally, not a fan of that. Reputation and value! [#solopr](#) about 8 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



• [KellyeCrane](#): RT [@Organic_PR](#): Q4: I try to build educational resources (knowledge bases, etc.) & work w/other brands to provide complete education [#solopr](#) about 8 hours ago via [TweetDeck](#) · [Reply](#) · [View Tweet](#)



• [KateRobins](#): RT [@KellyeCrane](#): A4: If theres an industry association, try to work with/through them to develop cohesive messages everyone can use. [#solopr](#) about 8 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



[KellyeCrane](#): A4: If there's an industry association, try to work with/through them to develop cohesive messages everyone can use. [#solopr](#)
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- [Organic PR](#): Q4: I try to build educational resources (knowledge bases, etc.) and work with other brands to provide complete education. [#solopr](#)
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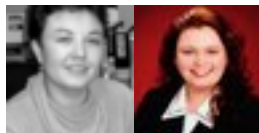
- [KateRobins](#): A4. Might be toppling into "So what, who cares?" here. Go where the audience is. May be followers of the one piece. [#solopr](#)
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- [karensxim](#): RT [@KellyeCrane](#): A4: Try to join forces with related/partner companies to do joint case studies, featured/bylined articles, etc. [#solopr](#)
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- [TMariePR](#): RT [@KellyeCrane](#): Q4: If your client offers one piece of a complicated industry, how can you educate consumers? [#solopr](#)
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- [jgombita](#): [@3HatsComm](#) [@KateRobins](#) [@garrettkuk](#) agreed. Except I believe social media are primarily platforms, whereas [#PR](#) is strategy & tactics. [#solopr](#)

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- [KellyeCrane](#): A4: Try to join forces with related/partner companies to do joint case studies, featured/bylined articles, etc. [#solopr](#)

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• [TMariePR](#): FUNNY RT [@karensxim](#): Ha! RT [@dariasteigman](#): That's how you get the big bucks! RT [@karensxim](#): A3: With proof ;-) [#solopr](#)

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• [AerialEllis](#): [@TMariePR](#) [@jgombita](#) Exactly! Social media is 1st a space for narrative. 2nd- a lead generator that can work well but not for all [#soloPR](#)

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• [TeresePink](#): RT [@karensxim](#): A3: Our job is not to "sell" on tactics but present strategies and solutions that align with client goals [#solopr](#)

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• [jgombita](#): Only consumers? Other stakeholders? RT Q4: If your client offers one piece of a complicated industry, how can you educate consumers? [#solopr](#)

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• [mdbarber](#): Great point: RT [@garrettkuk](#): ask clients if "i dont want to have to respond" (to SM) works with their face-to-face customers [#solopr](#)

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•

[3hatscomm](#): [@KateRobins](#) [@garrettkuk](#) [@jgombita](#) ITA don't push tools and tactics like magic bullet. SM and PR work when integrated for org goals [#Soloopr](#)

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•

[karensxim](#): RT [@KellyeCrane](#): Q4: If your client offers one piece of a complicated industry, how can you educate consumers? [#soloopr](#)

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[karensxim](#): RT [@krisTK](#): RT [@garrettkuk](#): ask clients if "i dont want to have to respond" (to SM) works with their face-to-face customers [#soloopr](#)

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•

[mdbarber](#): A3 -- sometimes you can show them the conversation is going on without them there anyway. That can be a shocker. [#soloopr](#)

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[krisTK](#): RT [@garrettkuk](#): ask clients if "i dont want to have to respond" (to SM) works with their face-to-face customers [#soloopr](#)

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•

[KellyeCrane](#): Q4: If your client offers one piece of a complicated industry, how can you educate consumers? [#solopr](#)

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•

[KateRobins](#): RT [@garrettkuk](#): [@katerobins](#) [@tylerhwilliams](#) ask clients if "i dont want to have to respond" works with their face-to-face customers [#solopr](#)

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•

[garrettkuk](#): [@katerobins](#) [@tylerhwilliams](#) ask clients if "i dont want to have to respond" works with their face-to-face customers [#solopr](#)

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•

[TMariePR](#): RT [@jgombita](#): A3. dont "sell" social media as a lead generator. Sell it as an essential part of overall organizational narrative. [#Solopr](#)

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•

[amfunderburk1](#): Yes. RT [@AerialEllis](#): If SM doesn't drive leads they still have to see alternative. Show how it integrates into the entire strategy. [#soloPR](#)

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•

[karensxim](#): Ha! RT [@dariasteigman](#): That's how you get the big bucks! RT [@karensxim](#): A3: With proof :-> [#solopr](#)

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•

[krisTK](#): RT [@KellieCrane](#): A3: Laggards often influenced when you show them changes in tradtl media. US News gets em everytime. :-> [#solopr](#)

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•

[jgombita](#): Delighted so many of you appreciate my social media as part of organizational narrative. (And I don't just mean "story telling!") [#solopr](#)

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•

[dariasteigman](#): A3: Is Q specifically about lead-gen? With B2B, it's often long-term process. That can be hard sell for a small co. [#soloPR](#)

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•

[farida_h](#): RT [@kryan2013](#): RT [@mdbarber](#): A3 -- SM is one tool in the tool box. Show how it fits within the whole program, not as a solo entity. [#solopr](#)

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•

[KellyeCrane](#): Great responses- Q4 coming up... [#solopr](#)

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• [KateRobins](#): RT [@KellyeCrane](#): A3: Laggards often influenced when you show them changes in tradtl media. US News gets em everytime. :-) [#solopr](#)

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• [3hatscomm](#): RT [@jgombita](#): A3. dont "sell" social media as a lead generator. Sell it as an essential part of overall organizational narrative. [#SoloPR](#)

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• [mdbarber](#): A3 -- [@ginidietrich](#) wrote post about CEOs & SM. Conversation is also full of tips and advice: <http://bit.ly/1lieBy> (expand) [#solopr](#)

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• [AerialEllis](#): If social media doesn't drive their leads, they still have to see an alternative. Show how it integrates into the entire strategy. [#soloPR](#)

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• [kryan2013](#): RT [@mdbarber](#): A3 -- SM is one tool in the tool box. Show how it fits within the whole program, not as a solo entity. [#solopr](#)

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[SaraLanePR](#): RT [@karensxim](#): A3: Our job is not to "sell" on tactics but present strategies and solutions that align with client goals [#solopr](#)

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[juleszunichPR](#): RT [@KellyeCrane](#): RT [@jgombita](#): A3. don't "sell" social media as a lead generator. Sell it as an essential part of overall organizational narrative. [#solopr](#)

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[karensxim](#): A3: Our job is not to "sell" on tactics but present strategies and solutions that align with client goals [#solopr](#)

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•

[juleszunichPR](#): RT [@garrettkuk](#): spot on, [@jgombita](#). SM works insofar as it's consistent with overall strategy. otherwise, it's a shiny object [#solopr](#)

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•

[KellyeCrane](#): A3: Laggards are often influenced when you show them changes in trad'l media. US News & World Reports gets 'em everytime. :-) [#solopr](#)

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[SaraLanePR](#): RT [@mdbarber](#): A3 -- SM is one tool in the tool box. Show how it fits within the whole program, not as a solo entity. [#solopr](#)

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[missversatile](#): RT [@mdbarber](#): A3 -- SM is one tool in the tool box. Show how it fits within the whole program, not as a solo entity. [#Solopr](#)

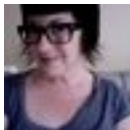
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•

[KateRobins](#): ayup RT [@garrettkuk](#): spot on, [@jgombita](#). SM works insofar as its consistent with overall strategy. otherwise, its a shiny object [#solopr](#)

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•

[bellindsay](#): RT [@jgombita](#): A3. Simple. You don't "sell" social media as a lead generator. You sell it as an essential part of overall organizational narrative. [#solopr](#)

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•

[amfunderburk1](#): RT [@mdbarber](#): Link PRSA Code of Ethics. Great resources to keep handy. Professional standards advisories there: <http://bit.ly/jd8JQQ> ([expand](#)) [#solopr](#)

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•

[EmLeary](#): RT [@jgombita](#): A3. Simple. You don't "sell" social media as a lead generator. You sell it as an essential part of overall organizational narrative. [#solopr](#)

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[mdbarber](#): A3 -- SM is one tool in the tool box. Show how it fits within the whole program, not as a solo entity. [#solopr](#)

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[krisTK](#): RT [@TomiLinda](#): A3: Make SM part of campaign strategy. ive run in2 that & when I take that approach they r shocked by its success [#solopr](#)

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[karensxim](#): RT [@jgombita](#): Simple. You dont "sell" social media as a lead generator, sell as essential part of overall organizational narrative. [#solopr](#)

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[jgombita](#): [@KateRobins](#) [@tylerhwilliams](#) [@KellyeCrane](#) that's when social media is positioned as a customer service channel. Blech. [#solopr](#)

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•

[garrettkuk](#): spot on, [@jgombita](#). SM works insofar as it's consistent with overall strategy. otherwise, it's a shiny object [#solopr](#)

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[juleszunichPR](#): [#SoloPR](#) con't: And execs lost confidence at the get-go. So as an experienced solo I have a shot b/c they will get exp. from day one!

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•

[missversatile](#): RT [@mdbarber](#): Link to PRSA Code of Ethics. Great resources to keep handy. Pro standards advisories there too: <http://bit.ly/jd8JQQ> (expand) [#Solopr](#)

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•

[amfunderburk1](#): [@PRProSanDiego](#) Definitely a great idea! [#solopr](#)

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•

[KateRobins](#): And what numbers y'all sourcing? Just curious (and hoping we're on same page). [#solopr](#)

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•

[barryfurby](#): RT [@jgombita](#): A3. Simple. You don't "sell" social media as a lead generator. You sell it as an essential part of overall organizational narrative. [#soloPR](#)

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•

[amfunderburk1](#): RT [@PRProSanDiego](#): Q3: Part 2: I present few integrated PR plans without using social media. You don't want to work with it, you don't want me. [#soloPR](#)

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•

[amfunderburk1](#): RT [@PRProSanDiego](#): Q3: Two pronged approach. First, show client the numbers for social media. Their customers/donors/constituents are there. [#soloPR](#) (Cont)

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[AerialEllis](#): Prove their future doesn't exist without it. Q3: How do you sell social media to client who thinks SM is an unproven lead generator? [#soloPR](#)

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•

[mdbarber](#): Link to PRSA Code of Ethics. Great resources to keep handy. Professional standards advisories there too: <http://bit.ly/jd8JOQ> ([expand](#)) [#soloPR](#)

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[PRProSanDiego](#): Q3: Part 2: I present few integrated PR plans without using social media. You don't want to work with it, you don't want me. [#soloPR](#)

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[dariasteigman](#): That's how you get the big bucks! RT [@karensxim](#): A3: With proof :-)
[#solopr](#)

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•

[KateRobins](#): So what case studies are people using to show customers? [#solopr](#)

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•

[KellyeCrane](#): RT [@jgombita](#): A3. don't "sell" social media as a lead generator. Sell it as an essential part of overall organizational narrative. [#solopr](#)

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



•

[TomiLinda](#): A3: Making it part of a campaign strategy. ive run in2 that & when I take that approach they r shocked by how successful it is [#soloPR](#)

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



•

[errandmanagers](#): RT [@KellyeCrane](#): Q3: How do you sell a social media project to client who thinks SM is an unproven lead generator? [#solopr](#)

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



[PRProSanDiego](#): Q3: Two pronged approach. First, show client the numbers for social media. Their customers/donors/constituents are there. [#soloPR](#) (Cont)

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



[KateRobins](#): [@tylerhwilliams](#) [@KellyeCrane](#) Have also heard, "I don't want to get into that; I don't have time to respond." [#solopr](#)

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[farida h](#): A3: Provide lots of examples. Preferably of ones in same biz or a competitor. [#solopr](#)

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



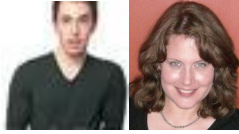
[missversatile](#): RT [@jgombita](#): A3. Simple. U dont "sell" sm as a lead generator. U sell it as an essential part of overall organizational narrative. [#Soloopr](#)

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



[SaraLanePR](#): RT [@jgombita](#): A3. Simple. You don't "sell" social media as a lead generator. You sell it as an essential part of overall organizational narrative. [#solopr](#)

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•

[tylerwilliams](#): [@KellyeCrane](#) I have case studies from previous clients, though, that showcase successful SM campaigns/best practices [#solopr](#)

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•

[krisTK](#): A3: case studies always help, esp from similar sized companies or within same industry. [#solopr](#)

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



•

[akenn](#): A3: in increments? i.e. break it down; start with a small piece [#solopr](#)

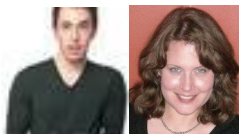
about 8 hours ago via [TweetChat](#) · [Reply](#) · [View Tweet](#)



•

[juleszunichPR](#): Totally true story [#SoloPR](#) re. Q1 friend connected me w/ big company b/c large PR firm sent in JR. staffer who didn't manage the pitch...

about 8 hours ago via [Twitter for BlackBerry@](#) · [Reply](#) · [View Tweet](#)



•

[tylerwilliams](#): [@KellyeCrane](#) am interested to hear responses - had a client refuse Facebook/Twitter bc "they're ugly" [#solopr](#)

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



•

[garrettkuk](#): A3: leadgen [#s](#) from past SM projects, compare to other traditional media formats. ask for ROI & cost for past campaigns [#soloPR](#)

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



•

[jgombita](#): A3. Simple. You don't "sell" social media as a lead generator. You sell it as an essential part of overall organizational narrative. [#solopr](#)

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•

[LG2RD](#): A3 show them a success story of competition. Works every time [#solopr](#)

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•

[KellyeCrane](#): RT [@JGfromOC](#): Start by showing them that their stakeholders & competitors are already in that space,so they need to have a voice too [#solopr](#)

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•

[karensxim](#): A3: With proof :-> [#solopr](#)

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•

[missversatile](#): A3) I keep several "case studies" ex. SM campaigns that rock to show clients. [#SoloPr](#)

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•

[JGfromOC](#): [@KellyeCrane](#) Start by showing them that their stakeholders & competitors are already in that space, so they need to have a voice too [#solopr](#)

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



•

[TMariePR](#): RT [@AerialEllis](#): Ethics are everything. They are what keep the relationship true and sustains the trust. [#soloPR](#)

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



•

[mdbarber](#): LOL! RT [@KellyeCrane](#): [@KateRobins](#) Pay no attention to that man behind the curtain... [#solopr](#)

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



•

[amfunderburk1](#): [@KellyeCrane](#) I think it depends. If you can argue that the audience is on SM you will probably influence the client to go with it. [#solopr](#)

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•

[jgombita](#): [@fiskey](#): After USA Today story, I ask you ... PR Pros: Haven't We Learned Anything About Disclosure? <http://t.co/pwDOTIW> via [@PRSA](#) [#solopr](#)

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•

[AerialEllis](#): Ethics are everything. They are what keep the relationship true and sustains the trust. [#soloPR](#)

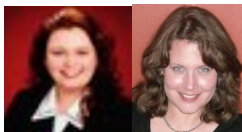
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•

[krisTK](#): RT [@KellyeCrane](#): Q3: How do you sell a social media project to client who thinks SM is an unproven lead generator? [#solopr](#)

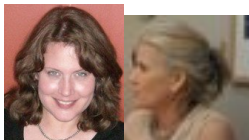
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•

[3hatscomm](#): [@KellyeCrane](#) sure that was secret identity? Like Batman ;-)
[#Solopr](#)

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•

[KellyeCrane](#): [@KateRobins](#) Pay no attention to that man behind the curtain... [#solopr](#)

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•

[TMariePR](#): RT [@KellyeCrane](#): Q3: How do you sell a social media project to client who thinks SM is an unproven lead generator? [#solopr](#)

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•

[amfunderburk1](#): RT [@KellyeCrane](#): Q3: How do you sell a social media project to client who thinks SM is an unproven lead generator? [#solopr](#)

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•

[karenswim](#): RT [@KellyeCrane](#): Q3: How do you sell a social media project to client who thinks SM is an unproven lead generator? [#solopr](#)

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



•

[mdbarber](#): [@KeithTrivitt](#) thanks for noticing. Great chat w solo pros going on. [#solopr](#)

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



•

[garrettkuk](#): welcome to this week's [#solopr](#) chat, [@miid000!](#) [#enjoyyourstay](#)

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



[krisTK](#): [@KellyeCrane](#) Added a bit of excitement. Welcome back. [#soloopr](#)

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[KellyeCrane](#): Q3: How do you sell a social media project to client who thinks SM is an unproven lead generator? [#soloopr](#)

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[karensxim](#): [@KellyeCrane](#) Welcome back, that was odd [#soloopr](#)

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[KateRobins](#): [@miid000](#) [@soloopr](#) [@KellyeCrane](#) We always knew it was you behind that huge smoking head. [#soloopr](#)

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[garrettkuk](#): seeing the miid as username & when @ replying in hootsuite...mysterious [#soloopr](#)

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•

[KellyeCrane](#): [#solopr](#) That was bizarre! I'm back :-)

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



•

[3hatscomm](#): [@KeithTrivitt](#) [@mdbarber](#) Many clients encouraged by working w/ someone w/ strong ethics. [#SoloPr](#)

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•

[jgombita](#): [@KeithTrivitt](#) too funny, you popping up upon word of PRSA Code of Ethics. Getting lots of hits on latest [@prsa](#) blog post? [#solopr](#)

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•

[KateRobins](#): [@dariasteigman](#) [@SoloPR](#) [@miid000](#) We have a presence in Egypt. Lean into it! [#solopr](#)

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



•

[mdbarber](#): I blocked that user name and reported. [#solopr](#)

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



•

[miid000](#): OK, note that I am signing out as [@solopr](#) and will tweet the remaining questions from [@KellyeCrane](#). [#solopr](#)

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



•

[mdbarber](#): Also tweetchat RT [@miid000](#): It seems to be a Tweetgrid-only problem. Twitter is weird. RT [@dariasteigman](#): [@SoloPR](#) No. Seeing SoloPR. [#solopr](#)

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•

[KateRobins](#): [@miid000](#) [@dariasteigman](#) [@SoloPR](#) Tweetchat too. [#solopr](#)

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



•

[dariasteigman](#): [@SoloPR](#) Just did same thing (looking at where people were tweeting from). And poor [@miid000](#) is now getting random tweets from us. [#solopr](#)

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•

[farida_h](#): Weird. I hope you're not being hacked! RT [@karensxim](#): [@miid000](#) Yes me too, but when I clicked it someone else's profile came up [#solopr](#)

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



•

[miid000](#): It seems to be a Tweetgrid-only problem. Twitter is weird. RT [@dariasteigman](#):
[@SoloPR](#) No. Seeing SoloPR. [#solopr](#)

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



•

[jgombita](#): [@SoloPR](#) seeing it in Tweetchat, too. Very bizarre. [#solopr](#)

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



•

[KeithTrivitt](#): Definitely RT [@mdbarber](#): Agree! Refer to PRSA Code of Ethics for advice. RT
[@3hatscomm](#): Disclosure will help protect everyone. [#solopr](#)

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



•

[TMariePR](#): i am still seeing [@SoloPR](#) RT [@SoloPR](#): Are you guys seeing [@miid000](#) instead of
the [@solopr](#) user name? [#solopr](#)

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



•

[karenswim](#): Lol, thanks [@jgombita](#) I'm going to follow [@similarcircles](#) she sounds fantastic!
[#solopr](#)

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



•

[karensxim](#): [@miid000](#) Yes me too, but when I clicked it someone else's profile came up [#solopr](#)

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



•

[krisTK](#): Yes, [@solopr](#): RT [@miid000](#): Are you guys seeing [@miid000](#) instead of the [@solopr](#) user name? [#solopr](#)

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



•

[jgombita](#): [@karensxim](#) fyi, [@similarcircles](#)' response: "True... or a sturdy poking stick" (you would like her character a LOT). [#solopr](#)

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



•

[makasha](#): [@miid000](#) [@solopr](#) yes [#solopr](#)

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



•

[mdbarber](#): Yes RT [@miid000](#): Are you guys seeing [@miid000](#) instead of the [@solopr](#) user name? [#solopr](#)

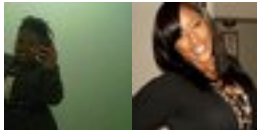
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•

[farida_h](#): Yes, I am RT [@miid000](#): Are you guys seeing [@miid000](#) instead of the [@solopr](#) user name? [#solopr](#)

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



•

[TMariePR](#): [@AerialEllis](#) Key Words in your last tweet, "Done Properly" [#SoloPr](#)

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•

[cgornpr](#): [@miid000](#) [@solopr](#) Yes :) [#solopr](#)

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•

[mdbarber](#): Agree! Refer to PRSA Code of Ethics for advice. RT [@3hatscomm](#): Disclosure will help protect everyone. [#solopr](#)

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•

[dariasteigman](#): [@SoloPR](#) No. Seeing SoloPR. [#solopr](#)

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•

[miid000](#): Are you guys seeing [@miid000](#) instead of the [@solopr](#) user name? [#solopr](#)

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



•

[AerialEllis](#): I have come in contact w/ companies through clients many times - they have become clients. No harm or conflict if done properly. [#soloPR](#)

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•

[KateRobins](#): [@miid000](#) when did you become miid000? [#solopr](#)

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



•

[krisTK](#): Great advice as always! RT [@mdbarber](#): A2 -- Be transparent with current client and ask before you make a move. [#solopr](#)

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•

[3hatscomm](#): [@farida_h](#) [@mdbarber](#) Disclosure will help protect everyone. [#Solopr](#)

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•

[krisTK](#): A2: RT [@miid000](#): We are speaking in general terms. If you come in contact w/a co through your client, what's the best way to handle? [#solopr](#)

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•

[karensxim](#): That is spot on about serenity, better, faster solutions when you are able to maintain perspective [@jgombita](#) [@similarcircles](#) [#solopr](#)

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•

[miid000](#): Q3 is up next... [#solopr](#)

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•

[farida_h](#): RT [@mdbarber](#): A2 -- Be transparent with current client and ask before you make a move. [#solopr](#)

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•

[TMariePR](#): RT [@karensxim](#): This is integrity RT [@mdbarber](#): A2 -- Be transparent with current client and ask before you make a move. [#solopr](#)

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- [KateRobins](#): [@miid000](#) [@KateRobins](#) thanks. [#solopr](#)

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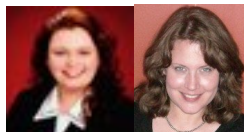
- [krisTK](#): Not for sale at any price. RT [@KellyeCrane](#): A2: Our reputation is the main thing we offer. Protect it at all costs [#solopr](#)

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- [karensxim](#): This is integrity RT [@mdbarber](#): A2 -- Be transparent with current client and ask before you make a move. [#solopr](#)

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- [3hatscomm](#): [@KellyeCrane](#) [@KristK](#) I've had that happen couple times, most clients happy for you.. Or even suggested it to the vendor or other biz [#Solopr](#)

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- [jgombita](#): [@karensxim](#) yesterday [@similarcircles](#) was tweeting about best attributes in a crisis. I said "serenity of character" is up there! :-)
[#solopr](#)

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•

[miid000](#): [@KateRobins](#) We are speaking in general terms. If you come in contact w/a co through your client, what's the best way to handle? [#solopr](#)

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[mdbarber](#): A2 -- Be transparent with current client and ask before you make a move. [#solopr](#)

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•

[tylerhwilliams](#): [@makasha](#) I've found, even for myself, when the pressure is all on you, the quality of work improves! [#solopr](#)

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•

[karensxim](#): Know your worth RT [@missversatile](#): But then again Im sold in my facts about why I charge what I do, what youre getting as a client. [#solopr](#)

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•

[mdbarber](#): Agreed: RT [@KellyeCrane](#): A2: Our reputation is the main thing we offer. Protect it at all costs. [#solopr](#)

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•

[makasha](#): RT [@KellyeCrane](#): A2: Our reputation is the main thing we offer. Protect it at all costs. [#solopr](#)

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•

[AerialEllis](#): RT [@KellyeCrane](#): A2: Our reputation is the main thing we offer. Protect it at all costs. [#solopr](#)

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•

[krisTK](#): [@KateRobins](#) I think org can vary (client's client, vendor, sponsor, exhibitor), but how to respond? [#solopr](#)

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•

[missversatile](#): But then again I'm sold in my facts about why I charge what I do, what you're getting as a client. [#solopr](#)

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•

[TMariePR](#): RT [@KellyeCrane](#): A2: Our reputation is the main thing we offer. Protect it at all costs. [#solopr](#)

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•

[dariasteigman](#): [@KateRobins](#) I think we're talking: Your client -- YOU (sub) -- Co/Org work being done for. (At least that's how I interpreted it.) [#solopr](#)

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•

[karenswim](#): RT [@KellyeCrane](#): [@KristK](#) If only related to the client peripherally, this often works fine. I always just ask the client! [#solopr](#)

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•

[mdbarber](#): [@KateRobins](#) just sent you a DM [#solopr](#)

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



•

[jgombita](#): A2. I suppose you could offer to discuss the offer if all of the parties were represented and everything was in the open. [#solopr](#)

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•

[KellyeCrane](#): A2: Our reputation is the main thing we offer. Protect it at all costs. [#solopr](#)

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•

[KateRobins](#): [@dariasteigman](#) I'm still not getting the q. What kind of org are we talking about? [#solopr](#)

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•

[kewriter](#): RT [@KellyeCrane](#): [@KristK](#) If only related to the client peripherally, this often works fine. I always just ask the client! [#solopr](#)

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•

[missversatile](#): bargain hunting is the absolute worst...if it even comes out a potential clients "mouth" I tend to send them elsewhere. [#solopr](#)

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•

[makasha](#): [@tylerhwilliams](#) I've actually had agency pros pay me from their own pockets to keep a project from crashing [#solopr](#)

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•

[krisTK](#): Sweet! RT [@cgornpr](#): A2: I will say though, my clients have been my best source of business. They have recommended me to other orgs [#solopr](#)

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•

[jgombita](#): [@dariasteigman](#) I thought it was "dance with the one who brung you." But your line still works. :-) [#solopr](#)

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•

[KellyeCrane](#): [@KristK](#) If only related to the client peripherally, this often works fine. I always just ask the client! [#solopr](#)

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•

[karensxim](#): [@AerialEllis](#) You are not kidding, they want the lowest price, cause the most headaches & are the slowest to pay! [#solopr](#)

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•

[3hatscomm](#): [@karensxim](#) [@cgornpr](#) and difference in bargain vs value. [#Solopr](#)

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

•

[dariasteigman](#): RT [@karensxim](#): A2: The secret to longevity in business is high integrity, never steal your client's client, even if asked [#solopr](#)

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

•

[dariasteigman](#): If org wants U, means there's a prob. Find out what (if U don't know already). Keep lines open for potential future--separate--wk. [#solopr](#)

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




[TMariePR](#): RT [@AerialEllis](#): [@karensxim](#) Bargain hunters are the worst. [#soloPR](#)

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



[jgombita](#): [@TylerHWilliams](#) [@TMariePR](#) [@makasha](#) [@krisTK](#) it was very senior people. One of them ended up being the office CEO.... [#solopr](#)

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[karensxim](#): RT [@cgornpr](#): I will say though, my clients have been my best source of business. They have recommended me to other organizations. [#solopr](#)

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[AerialEllis](#): [@karensxim](#) Bargain hunters are the worst. [#soloPR](#)

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[karensxim](#): A2: On the other hand I have had my client refer their client to me for other work in my specialty, much prefer that [#solopr](#)

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• [stefan_davcev](#): absolutely! RT [@karensxim](#): A2: The secret to longevity in business is high integrity, never steal your clients client, even if asked [#solopr](#)

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• [krisTK](#): A2: If client's client, I'd refer them on. But what if they're a sponsor of a client program, event? [#solopr](#)

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• [TMariePR](#): A2 I would say communication is key. I believe that an agreement can be made. It also depends on if you have signed a non compete [#SoloPR](#)

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• [AerialEllis](#): Thats a completely different contract! A2 [#soloPR](#)

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• [cgornpr](#): A2: I will say though, my clients have been my best source of business. They have recommended me to other organizations. [#solopr](#)

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[KellyeCrane](#): A2: If you tell them that you're committed to your client first, they should respect your integrity. [#solopr](#)

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[missversatile](#): A2) open communication, respect & integrity [#solopr](#)

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[SoloDove PR](#): hi fellow [#solopr](#) just dropping in really quick, I'm an entertainment and non profit publicist from NJ

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[tylerwilliams](#): [@jgombita](#) [@TMariePR](#) [@makasha](#) [@krisTK](#) they're stretched too thin to provide high-quality work [#solopr](#)

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•

[karenswim](#): [@cgornpr](#) Good for you! Bargain hunters are not my ideal client so I have no problem turning them away [#solopr](#)

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[cgornpr](#): RT [@karensxim](#): A2: The secret to longevity in business is high integrity, never steal your clients client, even if asked [#solopr](#)

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•

[missversatile](#): jumping in a bit late [#solopr](#)

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•

[makasha](#): A2: Integrity is a must. Work with org and client to find better ways to meet needs. [#solopr](#)

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•

[farida_h](#): RT [@karensxim](#): A2: The secret to longevity in business is high integrity, never steal your clients client, even if asked [#solopr](#)

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•

[PRProSanDiego](#): Arriving late at the party this morning. Solo in San Diego and a sunny 77 degrees. [#soloPR](#)

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•

[TShryerPR](#): A1 depends on the nature of the relationship with client and organization asking. Open communication is key. [#solopr](#)

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•

[SoloPR](#): RT [@cgompr](#): A2: I think you can talk to them, but you can't be in competition. You just need to know where to draw the line. [#solopr](#)

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[mdbarber](#): Q2 -- I don't understand the question. [#solopr](#)

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[cgompr](#): [@karensxim](#) I have started to state that I am efficient, have less over-head, and you work directly with me, to sell myself [#solopr](#)

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•

[krisTK](#): RT [@SoloPR](#): Q2: How do you respond if an org working w/your client asks about your avail to work w/them directly? [#solopr](#)

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• [mdbarber](#): [@krisTK](#) Agreed [#solopr](#)

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• [karenswim](#): RT [@dariasteigman](#): A2. I always leave with the one who brought me. Reputation & ethics too impt to sacrifice for short-term \$\$ [#solopr](#)

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• [krisTK](#): [@mdbarber](#) I prefer to volunteer than be full-time contractor. Not in my best interest, or my clients. [#solopr](#)

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• [karenswim](#): A2: The secret to longevity in business is high integrity, never steal your client's client, even if asked [#solopr](#)

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[dariasteigman](#): A2. I always leave with the one who brought me. Reputation & ethics too impt to sacrifice for short-term \$\$ [#solopr](#)

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[cgornpr](#): A2: I think you can talk to them, but you can't be in competition. You just need to know where to draw the line. [#solopr](#)

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• [TMariePR](#): RT [@SoloPR](#): Q2: How do you respond if an org working w/your client asks about your avail to work w/them directly? [#solopr](#)

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• [makasha](#): RT [@SoloPR](#): Q2: How do you respond if an org working w/your client asks about your avail to work w/them directly? [#solopr](#)

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• [KateRobins](#): [@SoloPR](#) Not sure I understand the q. What kind of org? [#solopr](#)

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• [NewspaperGrl](#): RT [@SoloPR](#): Q2: How do you respond if an org working w/your client asks about your avail to work w/them directly? [#solopr](#)

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• [jgombita](#): Plus personality and character! RT [@karensxim](#): Don't sell "cheaper", sell value, efficiency, strengths [#solopr](#)

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[cgormpr](#): [@tylerhwilliams](#) I know. I hate that side of what we do. [#solopr](#)

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[AerialEllis](#): Regularly shocked at the low quality produced by some big names, though I'm partial to a few. Find ways to show my team does better. [#solopr](#)

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[karensxim](#): RT [@SoloPR](#): Q2: How do you respond if an org working w/your client asks about your avail to work w/them directly? [#solopr](#)

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[mdbarber](#): Really important! RT [@karensxim](#): Don't sell "cheaper", sell value, efficiency, strengths [#solopr](#)

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[dariasteigman](#): [@SoloPR](#) Q2 -- Talking about when you're a sub? [#solopr](#)

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•

[cgornpr](#): RT [@krisTK](#): Secret to success = RT [@karensxim](#): Dont sell "cheaper", sell value, efficiency, strengths [#solopr](#)

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[SoloPR](#): Q2: How do you respond if an org working w/your client asks about your avail to work w/them directly? [#solopr](#)

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[krisTK](#): Secret to success = RT [@karensxim](#): Don't sell "cheaper", sell value, efficiency, strengths [#solopr](#)

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•

[cgornpr](#): RT [@KateRobins](#): A1. Well people do ask if you can get the job done. Just have the answer, the how, ready. [#solopr](#)

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•

[jgombita](#): [@TMariePR](#) [@makasha](#) [@tylerhwilliams](#) [@krisTK](#) when I was in-house it PO'd me how much money was paid, with me cleaning up the work! [#solopr](#)

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•

[mhandy1](#): [@karensxim](#) like I said do the office call staples thing... [#solopr](#)

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•

[karensxim](#): RT [@KateRobins](#): A1. Well people do ask if you can get the job done. Just have the answer, the how, ready. [#solopr](#)

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•

[tylerhwilliams](#): [@cgornpr](#) sometimes it really does come down to price, which is a shame [#solopr](#)

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•

[SoloPR](#): Hello to all just joining - welcome! Just in time for Q2... [#solopr](#)

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•

[krisTK](#): A1: Friends, family have suggested I pursue "disaster work" (hurricanes, oil spill, now floods) but it's not my passion. [#solopr](#)

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•

[KateRobins](#): A1. Well people do ask if you can get the job done. Just have the answer, the how, ready. [#solopr](#)

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•

[mhandy1](#): [@SoloPR](#) Q1 have you seen the office episode where they call staples... do that [#solopr](#)

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•

[cgornpr](#): A1: Unfortunately, I sometimes I hate having to sell myself as quality, but cheaper than a bigger agency. [#solopr](#)

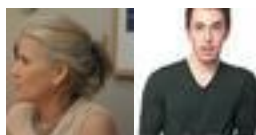
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•

[MuslimNewMedia](#): late but i here i am. howdy folks! [#SoloPR](#)

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•

[KateRobins](#): [@tylerhwilliams](#) [@TShryerPR](#) Agree. For me, quality of the customer. Can only take on so many. Not out to make a killing but a name. [#solopr](#)

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•

[SoloPR](#): Great discussion (as always!). Q2 is coming up... [#solopr](#)

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•

[juleszunichPR](#): RT [@tylerhwilliams](#): [@TShryerPR](#) totally agree - firms tend to chase dollars, smaller PRs can focus on brands they are passionate about [#soloPR](#)

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•

[cgornpr](#): A1: Smaller firms are more cost-effective. We are not looking at a ton of overhead to build into cost. Plus, smaller = more passion [#soloPR](#)

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•

[garrettkuk](#): A1: to echo what others have said, "more value" doesnt necessarily mean "cheaper price" [#soloPR](#)

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•

[TMariePR](#): RT [@KellyeCrane](#): A1: Also, the team of subcontractors is hand-picked for each client for the best experience/skillset. Big guys can't do that [#soloPR](#)

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[krisTK](#): RT [@tylerhwilliams](#): firms tend to chase dollars, smaller PRs can focus on brands they are passionate about [#soloPR](#)

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[KellyeCrane](#): A1: Also, the team of subcontractors is hand-picked for each client for the best experience/skillset. Big guys can't do that [#solopr](#)

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[tylerwilliams](#): [@TShryerPR](#) totally agree - firms tend to chase dollars, smaller PRs can focus on brands they are passionate about [#solopr](#)

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[KateRobins](#): RT [@karensxim](#): Playing well with others one of my selling points, cos now create their own dream team w/ mix of contractors [#solopr](#)

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•

[cgompr](#): Checking in and out today (lots of client work). Loving the first topic. [#solopr](#)

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•

[MichaelWillett](#): RT [@krisTK](#): RT [@mdbarber](#): A1: More cost effective too because you don't have the layers of larger firm. For me it's about access to experience [#solopr](#)

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• [3hatscomm](#): RT [@farida_h](#): Copyright it! RT [@KateRobins](#): [@mdbarber](#) "Access to experience." Nice. Almost sounds like a slogan. [#soloPR](#)

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• [TMariePR](#): RT [@makasha](#): RT [@tylerhwilliams](#): [@jgombita](#) [@krisTK](#) Im still shocked by the quality work I see from "the big name" places <---Me too [#soloPR](#)

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• [TShryerPR](#): IMO Once PR firms get to a certain size, clients become secondary to financial goals. [#soloPR](#)

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• [onemonroe](#): RT [@AerialEllis](#): Small PR house often means greater value. You deal with the chief vs. the jr. staffer. More engagement [#soloPR](#)

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• [karensxim](#): A1: Playing well with others one of my selling points for years, cos now create their own dream team with mix of contractors [#soloPR](#)

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[juleszunichPR](#): RT [@AerialEllis](#): Small PR house often means greater value. You deal with the chief vs. the jr. staffer. More engagement [#soloPR](#)

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[SoloPR](#): RT [@NewspaperGrl](#): I think it would matter most is the relationships you have that a larger firm probably won't have. Your network. [#solopr](#)

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•

[krisTK](#): [@tylerhwilliams](#) I've corrected more typos on items from name agencies than from any indy pros or small firms. [#solopr](#)

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[juleszunichPR](#): RT [@3hatscomm](#): RT [@KateRobins](#): RT [@KellyeCrane](#): A1: Day-to-day access to experienced pros is something many cos realize they wont get a big agency. [#soloPR](#)

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[makasha](#): RT [@tylerhwilliams](#): [@jgombita](#) [@krisTK](#) Im still shocked by the quality work I see from "the big name" places <---Me too [#solopr](#)

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• [KellyeCrane](#): A1: As others note, be careful about selling too much on price. That can get dangerous. [#solopr](#)

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• [TShryerPR](#): many big fish say it few can do it. RT [@KateRobins](#): [@mdbarber](#) "Access to experience." Nice. Almost sounds like a slogan. [#solopr](#)

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• [onemonroe](#): RT [@AerialEllis](#): Lower costs, higher delivery, less red tape, more service. RT [@SoloPR](#): What is the best approach to win a client over a bigger firm? [#solopr](#)

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• [juleszunichPR](#): "[@AerialEllis](#): However, the catch is the value - not the price. Smaller doesn't always means dirt cheap rates. [#soloPR](#)" - AGREE!

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• [NewspaperGr1](#): I think it would matter most is the relationships you have that a larger firm probably won't have. Your network. [#solopr](#)

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[tylerwilliams](#): [@jgombita](#) [@krisTK](#) I'm still shocked by the quality work I see from "the big name" places [#solopr](#)

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[farida_h](#): Copyright it! RT [@KateRobins](#): [@mdbarber](#) "Access to experience." Nice. Almost sounds like a slogan. [#solopr](#)

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[KateRobins](#): [@krisTK](#) Yes. And can lead to other subcontracts if you want them. [#solopr](#)

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[MichaelWillett](#): RT [@KellyeCrane](#): A1: If it's a large contract, have a subcontractor or two in place so the client feels comfortable you have backup. [#solopr](#)

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[TMariePR](#): RT [@AerialEllis](#): However, the catch is the value - not the price. Smaller doesn't always mean dirt cheap rates. [#soloPR](#)

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[AerialEllis](#): However, the catch is the value - not the price. Smaller doesn't always means dirt cheap rates. [#soloPR](#)

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•

[mdbarber](#): I like that! RT [@KateRobins](#): "Access to experience." Nice. Almost sounds like a slogan. [#solopr](#)

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•

[dariasteigman](#): RT [@KateRobins](#): [@mdbarber](#) "Access to experience." Nice. Almost sounds like a slogan. [#solopr](#)

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•

[juleszunichPR](#): Attempting [#SoloPR](#) chat via blackberry...mostly reading + retweeting (Jules from the west w/ corp, agency + solo experience)

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•

[karenswim](#): RT [@KellyeCrane](#): A1: If its a large contract, have a subcontractor or two in place so the client feels comfortable you have backup. [#solopr](#)

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[KellyeCrane](#): A1: If it's a large contract, have a subcontractor or two in place so the client feels comfortable you have backup. [#solopr](#)

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[KateRobins](#): [@mdbarber](#) "Access to experience." Nice. Almost sounds like a slogan. [#solopr](#)

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[krisTK](#): A1: some orgs use mix of agencies -- know how to work well with other firms or you might be the odd-man out [#solopr](#)

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[SaraLanePR](#): RT [@AerialEllis](#): Small PR house often means greater value. You deal with the chief vs. the jr. staffer. More engagement [#soloPR](#)

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•

[dariasteigman](#): [@mdbarber](#) Aha, agreed. With us, you don't pay for 3 junior ppl to read/write it and us "review." Just paying for the expertise. [#solopr](#)

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[jgombita](#): [@krisTK](#) not to mention the quality of the work (even from senior staff). I remember being shocked at writing from a big agency. [#solopr](#)

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[TShryerPR](#): RT [@AerialEllis](#): Small PR house often means greater value. You deal with the chief vs. the jr. staffer. More engagement [#solopr](#)

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[3hatscomm](#): RT [@KateRobins](#): RT [@KellyeCrane](#): A1: Day-to-day access to experienced pros is something many cos realize they wont get a big agency. [#soloPR](#)

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[AerialEllis](#): Small PR house often means greater value. You deal with the chief vs. the jr. staffer. More engagement [#soloPR](#)

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[mdbarber](#): [@dariasteigman](#) Not talking about overhead. Talking about access and number of hands that touch things at larger firms. [#solopr](#)

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•

[farida_h](#): RT [@dariasteigman](#): [@mdbarber](#) Overhead is double-edged sword, b/c some ppl expect to pay less despite the experience. [#solopr](#)

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[TShryerPR](#): RT [@KellyeCrane](#): A1: Day-to-day access to highly experienced pros is something many cos realize they wont get a big agency. [#solopr](#)

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[krisTK](#): RT [@mdbarber](#): A1: More cost effective too because you don't have the layers of larger firm. For me it's about access to experience [#solopr](#)

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•

[TMariePR](#): RT [@karensxim](#): [@TMariePR](#) lol, you are the pro who needs no intro :-)
[#solopr](#)

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•

[dariasteigman](#): [@mdbarber](#) Overhead is double-edged sword, b/c some ppl expect to pay less despite the experience. [#solopr](#)

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•

[MichaelWillett](#): RT [@KateRobins](#): They get what they see. RT [@3hatscomm](#): ;-) Make your solo an asset. You're nimble and quick; You do the work, not rookie or intern. [#solopr](#)

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•

[KateRobins](#): RT [@mdbarber](#): A1 -- More cost effective too; don't have the layers of a larger firm. But for me it's about access to experience. [#solopr](#)

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•

[SaraLanePR](#): RT [@3hatscomm](#): A1: If I knew that, would I be here? ;-) Make your 'solo' an asset. You're nimble and quick; You do the work, not rookie or intern. [#soloPR](#)

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•

[karensim](#): Love it, believe it! RT [@KateRobins](#): Heard last night: Want something done, give it to a biz owner. They'll never let you down. [#solopr](#)

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•

[makasha](#): RT [@KateRobins](#) [@KellyeCrane](#) A1 Day-to-day access to highly experienced pros is something many cos realize they won't get a big agency [#solopr](#)

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[SoloPR](#): RT [@dariasteigman](#): A1. It's not about size, it's about fit. I think Q is generally: why do YOU win business? [#solopr](#)

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[karensxim](#): [@TMariePR](#) lol, you are the pro who needs no intro :-)
[#solopr](#)

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[KateRobins](#): Heard last night: Want something done, give it to a biz owner. They'll never let you down. [#solopr](#)

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[kcwriter](#): RT [@3hatscomm](#): Make your solo an asset. You're nimble and quick; You do the work, not rookie or intern. [#solopr](#)

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[karensxim](#): Agree RT [@dariasteigman](#): A1. Its not about size, its about fit. I think Q is generally: why do YOU win business? [#solopr](#)

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[mdbarber](#): A1 -- More cost effective too because you don't have the layers of a larger firm. But for me it's about access to experience. [#solopr](#)

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[jgombita](#): [@TShryerPR](#) how about testimonials from former clients (or employers) re: your specialties and commitment to exceptional service? [#solopr](#)

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[KateRobins](#): RT [@KellyeCrane](#): A1: Day-to-day access to highly experienced pros is something many cos realize they wont get a big agency. [#solopr](#)

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[AerialEllis](#): Lower costs, higher delivery, less red tape, more service. RT [@SoloPR](#): What is the best approach to win a client over a bigger firm? [#solopr](#)

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[krisTK](#): A1: Clients get frustrated with staff turnover at large agencies -- indy pros offer consistency, ongoing relationship w top person [#solopr](#)

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[SaraLanePR](#): A1: Lower costs, no overhead plus experience=win-win. [#solopr](#)

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[dariasteigman](#): A1. Part of value of small firm is you pay for AND GET senior ppl. Not fobbing work off onto junior folks. [#solopr](#)

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[TMariePR](#): I didn't do my intro! Part time [#SoloPR](#) pro from Detroit, MI

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[TShryerPR](#): RT [@dariasteigman](#): A1. Its not about size, its about fit. I think Q is generally: why do YOU win business? [#solopr](#)

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[KellyeCrane](#): A1: Day-to-day access to highly experienced pros is something many cos realize they won't get a big agency. [#solopr](#)

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•

[KateRobins](#): They get what they see. RT [@3hatscomm](#): ;-) Make your solo an asset. You're nimble and quick; You do the work, not rookie or intern. [#solopr](#)

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[dariasteigman](#): A1. It's not about size, it's about fit. I think Q is generally: why do YOU win business? [#solopr](#)

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[karensxim](#): RT [@3hatscomm](#): Make your solo an asset. You're nimble and quick; You do the work, not rookie or intern. [#solopr](#)

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[farida_h](#): A1: Highlight advantages [#solopr](#) folks bring to the table. People they talk to are ones doing the work. Makes their life easier. [#solopr](#)

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[karensxim](#): Amen! RT [@krisTK](#): A1: Been there. Won that. Focus on own strengths, experience, service. [#solopr](#)

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•

[codella](#): [#solopr](#) 2 intro myself: PR pro w/ 16 yrs exp, 8 as indy, APR, PR instructor/trainer/speaker, frm PRSA chap pres

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•

[MichaelWillett](#): RT [@KellyeCrane](#): A1: The key to winning clients over a bigger firm is to point out the level of experience they'll get working w/you. [#solopr](#)

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•

[makasha](#): RT [@krisTK](#): A1: Been there. Won that. Focus on own strengths, experience, service. [#solopr](#)

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•

[3hatscomm](#): A1: If I knew that, would I be here? ;-)) Make your 'solo' an asset. You're nimble and quick; You do the work, not rookie or intern. [#soloPR](#)

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[KateRobins](#): [@krisTK](#) [@SoloPR](#) Showing what you've got. I link w/ ppl as needed to deliver. Customers don't bear overhead irrel to their job. [#solopr](#)

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[krisTK](#): A1: Been there. Won that. Focus on own strengths, experience, service. [#solopr](#)

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[TShryerPR](#): [@jgombita](#) how do you do that if you haven't won the biz yet? [#solopr](#)

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[SoloPR](#): RT [@jgombita](#): A1. Specialized and superlative services. [#solopr](#)

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[makasha](#): Hi. Peeking in from Montgomery, AL [#solopr](#)

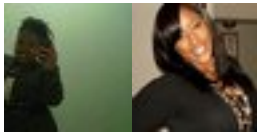
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[KellyeCrane](#): A1: The key to winning clients over a bigger firm is to point out the level of experience they'll get working w/you. [#solopr](#)

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[TMariePR](#): [@AerialEllis](#) HEY!! [#SoloPR](#)

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[TomiLinda](#): Hi everyone Linda here just in time. Happy to e-see some familiars today! [#soloPR](#)

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[TMariePR](#): RT [@SoloPR](#): Q1: What is the best approach to winning a client over a bigger firm? [#solopr](#)

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•

[jgombita](#): A1. Specialized and superlative services. [#solopr](#)

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[SaraLanePR](#): Hello fellow [#solopr](#) peeps!

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[cwilk](#): [@garrettkuk](#) Here's how bad it is. I saw [#solopr](#) and read it as Solopr. We've got to stop this trailing r naming convention now.

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[karensxim](#): RT [@SoloPR](#): Q1: What is the best approach to winning a client over a bigger firm?
[#solopr](#)

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[krisTK](#): RT [@SoloPR](#): Q1: What is the best approach to winning a client over a bigger firm?
[#solopr](#)

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[KateWinckler](#): Greetings! [#solopr](#)

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



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

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[farida_h](#): Hello, everyone. Farida from Prism Media Services in NY. Fairly new PR pro & former journo, here to learn, discuss and share ideas. [#solopr](#)

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- [codella](#): hi [@kellyecrane](#) just sent a post to [#solopr](#) about my video being flamed on YouTube
<http://bit.ly/k14naf> ([expand](#))

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[garrettkuk](#): howdy [#solopr](#) - social media strategist with [@speakeasy_media](#) in the ATL

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•

[AerialEllis](#): Hello PR pros. Nashville-based, national clients. Connect here: <http://bit.ly/linkedAE> (expand) [#soloPR](#)

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•

[SoloPR](#): Q1: What is the best approach to winning a client over a bigger firm? [#solopr](#)

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•

[farida_h](#): Ditto! RT [@SoloPR](#): Great to see you all on this fine spring day! [#solopr](#)

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•

[karenswim](#): Good afternoon everyone! Karen Swim from Michigan, half a lifetime of experience, 7 years solo [#solopr](#)

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•

[garrettkuk](#): heading to [#solopr](#) - join us or mute...who knows how much I'll run my mouth in the next hour...

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•

[codella](#): [#solopr](#) here's a responding 2 criticism case study in the making. care 2 join in?
<http://bit.ly/kl4naf> ([expand](#))

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•

[SoloPR](#): Great to see you all on this fine spring day! Q1 is up next... [#solopr](#)

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•

[karensxim](#): [@farida_h](#) Glad you're working & having fun, it's a good model to follow :-)
[#solopr](#)

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•

[farida_h](#): [@karensxim](#) Doing well, thanks! Enjoying the warmer weather & trying to work & have fun at the same time. :) [#solopr](#)

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[mdbarber](#): Good morning all. Mary Barber from Anchorage. 30 years PR pro; 10+ as independent.
[#solopr](#)

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•

[MichaelWillett](#): 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)

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[karensxim](#): RT [@SoloPR](#): Its time for this weeks [#soloPR](#) chat for indep pros in PR and related fields (and those who want to learn more about it) [#solopr](#)

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[TShryerPR](#): Ditto! RT [@TMariePR](#): Followers please forgive the excessive tweets during my lunch! I am participating in [#SoloPR](#) Hey Fam! [#solopr](#)

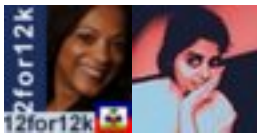
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[farida_h](#): RT [@SoloPR](#): Time for this weeks [#soloPR](#) chat for independent pros in PR & related fields (and those who want to learn more abt it). [#solopr](#)

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[karensxim](#): [@farida_h](#) My favorite time of the week with my favorite community! How have you been? [#solopr](#)

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•

[SoloPR](#): If you're joining, please introduce yourself. This is [@KellyeCrane](#) moderating, Atlanta-based blogger at <http://soloprpro.com/> [#solopr](#)

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•

[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)

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[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](#)

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