

#SoloPR Chat – 2/01/2012

1. Decisions by new pt person at long-time client are negatively impacting workflow, results, strategy. How to handle?
2. Saw a newsletter suggest giving thank you gifts (like cupcakes) to reporters. Is this more acceptable from a co than PR pro?
3. @jaybaer posted how a family tragedy is prompting him to work less: bit.ly/zDsVhi What can we learn from this?



SoloPR Feb 01, 2:04pm via TweetGrid.com

Gotta love a chat filled with virtual smooches...and cupcakes to boot! Have a great week everyone. [#solopr](#)



jgombita Feb 01, 2:03pm via TweetChat

I offer you (in regards to Q3), Meet Karen Swim: info.mbopartners.com/MeetTheIndepen... [#solopr](#)



farida_h Feb 01, 2:02pm via TweetChat

@SoloPR Thanks for the great chat. Leaving with some very profound thoughts today. [#solopr](#)



MuslimNewMedia Feb 01, 2:02pm via TweetChat

I'll second all of that! RT @karensxim: Hug and smooches solo pals you have made this my favorite hour of the week! [#SoloPR](#)



SoloPR Feb 01, 2:02pm via TweetGrid.com

If you're new, the transcript/ recap will be up on soloprpro.com tom. You can also get free newsletter: eepurl.com/dwfFD [#solopr](#)



[MarketingMel](#) Feb 01, 2:01pm via TweetChat

RT @7wavesCathy: Yes RT @LoisMarketing: We solopreneurs are at the greatest risk of losing the balance but can most appreciate it! [#SoloPR](#)



[karenswim](#) Feb 01, 2:01pm via TweetChat

Hug and smooches solo pals you have made this my favorite hour of the week! [#solopr](#)



[SoloDovePR](#) Feb 01, 2:01pm via HootSuite

Welcome to Flight School! 2 years of A Dove's Flight man o man my first post ow.ly/8NDUz [#pr](#) [#solopr](#)



[TerriMallioux](#) Feb 01, 2:00pm via web

Bottom line, us [#solopr](#) folks are a different breed. Perfectionists, we want to be liked, we work our arses off and we're social. [#lovePR](#)



[karenswim](#) Feb 01, 2:00pm via TweetChat

@[jgombita](#) I know I wrote it somewhere but er I have to look too because I don't know where I wrote it, lol! [#solopr](#)



[SoloDovePR](#) Feb 01, 2:00pm via HootSuite

Welcome to Flight School! 2 years of A Dove's Flight man o man my first post ow.ly/8NDRr [#pr](#) [#solopr](#)



[dariasteigman](#) Feb 01, 2:00pm via TweetDeck

Back to work. Thanks, [#solopr](#) friends, for a fun "cupcake" hour of smarts.



[SoloPR Feb 01, 1:59pm via TweetGrid.com](#)

You all are so very wise! Thanks for participating today. Our official time is up, but we keep chatting on the hashtag all week [#solopr](#)



[jgombita Feb 01, 1:59pm via TweetChat](#)

@[karensxim](#) so where is a link? I've been trying to search it, but haven't found it just yet. Give it up...don't be shy--so beautiful [#solopr](#)



[karensxim Feb 01, 1:59pm via TweetChat](#)

@[christammiller](#) Feel free to reach out if you want someone to bounce ideas off of, I am willing :-)
[#solopr](#)



[SoloPR Feb 01, 1:59pm via TweetGrid.com](#)

Yes, @[cloudspark](#) and I have a series on setting rates/building income on the Premium site:
[soloprpro.com/become-a-pro-m...](#) [#solopr](#)



[karensxim Feb 01, 1:58pm via TweetChat](#)

@[christammiller](#) When you're really clear on what you want to give, you are better able to define the who, what and how [#solopr](#)



[KellyeCrane Feb 01, 1:58pm via TweetDeck](#)

@[willshannon](#) I'm working on more manageable goals, so they are actually achievable! Setting bar high is good, but too high notsomuch [#solopr](#)



[karensxim](#) Feb 01, 1:58pm via TweetChat

@[jgombita](#) Awww, I heart you Judy, and always happy to share :-) [#solopr](#)



[cloudspark](#) Feb 01, 1:58pm via web

@[christammiller](#) the [#solopr](#) blog for members - it's a whole series on budgeting, setting rates, etc from @[KellyeCrane](#) and yours truly.



[dariasteigman](#) Feb 01, 1:57pm via TweetDeck

+100 RT @[farida_h](#): 'Balance' is the secret sauce of life. It always seems to be the answer to everything! :) [#solopr](#)



[christammiller](#) Feb 01, 1:57pm via HootSuite

@[karensxim](#) That's what I've been trying to work out. :/ Along w/ whom to work hours for. [#solopr](#)



[KateRobins](#) Feb 01, 1:57pm via Twitter for iPhone

“@[karensxim](#): @[KristK](#) Sending good wishes and prayers your way! [#solopr](#)”yes.



[joeldon](#) Feb 01, 1:57pm via TweetDeck

G1, story on network news last nite re: sitting all day is major risk. Get up! @[MuslimNewMedia](#): Sitting All Day Is Damaging.... [#solopr](#)



[LoisMarketing](#) Feb 01, 1:57pm via TweetDeck

Great thought in a blog post .. When Don Draper said "I'm gone for the day" .. he meant it. [#solopr](#)



[MarketingMel](#) Feb 01, 1:57pm via [TweetChat](#)

@[KristK](#) Hope all goes OK for you and your father! [#SoloPR](#)



[TerriMallioux](#) Feb 01, 1:57pm via [TweetDeck](#)

RT @[LoisMarketing](#): If you are unable to turn off your computer and phone and turn on your personal life you have a problem. [#solopr](#) A3



[MuslimNewMedia](#) Feb 01, 1:57pm via [TweetChat](#)

@[KristK](#) thoughts and prayers to you and your Dad! [#SoloPR](#)



[jgombita](#) Feb 01, 1:56pm via [TweetChat](#)

So true @[karensxim](#). I invite you to share a link here to that profile of you re: big changes that happened in YOUR life. [#solopr](#)



[farida_h](#) Feb 01, 1:56pm via [TweetChat](#)

@[dariasteigman](#) I think 'balance' is the secret sauce of life. It always seems to be the answer to everything! :) [#solopr](#)



[karensxim](#) Feb 01, 1:56pm via [TweetChat](#)

@[jgombita](#)...mostly :-)) [#solopr](#)



[christammiller](#) Feb 01, 1:56pm via HootSuite

@[cloudspark](#) On the [#solopr](#) blog or your blog?



[JanetLFalk](#) Feb 01, 1:56pm via TweetDeck

"If you are not actively pursuing the person you want to be, then you are pursuing the person you don't want to be." Teddy Roosevelt [#solopr](#)



[SoloPR](#) Feb 01, 1:56pm via TweetGrid.com

RT @[cloudspark](#): agree, set limits and add rewards. if you're not the best boss you've ever had, you're doing something wrong [#solopr](#)



[karenswim](#) Feb 01, 1:55pm via TweetChat

RT @[KristK](#) via @[LoisMarketing](#): If you are unable to turn off computer and phone and turn on your personal life you have a problem. [#solopr](#)



[7wavesCathy](#) Feb 01, 1:55pm via HootSuite

Sending prayers your way @[KristK](#) about your Dad [#solopr](#)



[TerriMallioux](#) Feb 01, 1:55pm via Twitter for iPhone

@[KristK](#) Love ya, friend! Mwah! [#solopr](#)



[MuslimNewMedia](#) Feb 01, 1:55pm via HootSuite

on a related note: How Sitting All Day Is Damaging Your Body and How You Can Counteract It
ow.ly/8OwgE [#solopr](#)



[karensxim](#) Feb 01, 1:55pm via TweetChat

@[jgombita](#) It is and my personal shift made me realize I could care less about the quantitative measures :-)
[#solopr](#)



[dariasteigman](#) Feb 01, 1:54pm via TweetDeck

@[farida_h](#) Exactly. I don't want fame; I want balance. Sad that so many ppl can't accept the tradeoffs they make. [#solopr](#)



[cloudspark](#) Feb 01, 1:54pm via web

@[KellyeCrane](#) agree, set limits and add rewards. if you're not the best boss you've ever had, you're doing something wrong. [#solopr](#)



[KristK](#) Feb 01, 1:54pm via TweetGrid.com

RT @[LoisMarketing](#): If you are unable to turn off your computer and phone and turn on your personal life you have a problem. [#solopr](#)



[karensxim](#) Feb 01, 1:54pm via TweetChat

@[KristK](#) Sending good wishes and prayers your way! [#solopr](#)



[willshannon](#) Feb 01, 1:54pm via web

@[KellyeCrane](#) so true.. it's easy to get caught up in the work. There is always something urgent to be done
[#solopr](#)



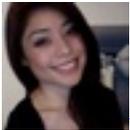
[joeldon](#) Feb 01, 1:54pm via TweetDeck

Thank you. [@cloudspark](#): ahem, well said is what i meant to type. [#solopr](#)



[7wavesCathy](#) Feb 01, 1:54pm via HootSuite

Yes RT [@LoisMarketing](#): We solopreneurs are at the greatest risk of losing the balance .. and also the 's who can most appreciate it! [#solopr](#)



[taloolah](#) Feb 01, 1:53pm via TweetChat

Thanks for the lovely chat everyone. Have to jump to a call at 11. Thanks for the convo and all ur wisdom! [#solopr](#)



[jgombita](#) Feb 01, 1:53pm via TweetChat

[@karensxim](#) but isn't that a qualitative outcome? Remaining happy with yourself (conduct, emotions) throughout an assignment? [#solopr](#)



[cloudspark](#) Feb 01, 1:53pm via web

[@joeldon](#) ahem, well said is what i meant to type. [#solopr](#)



[LoisMarketing](#) Feb 01, 1:53pm via TweetDeck

If you are unable to turn off your computer and phone and turn on your personal life you have a problem. [#solopr](#) A3



[TerriMallioux](#) Feb 01, 1:53pm via web

Life struggles can also help evaluate your work. Do you really want to spend hours with that client who drives you nuts? Maybe not. [#solopr](#)



[karenskim](#) Feb 01, 1:53pm via TweetChat

@[farida_h](#) So very true and one thing we older folk have learned you really cannot have it all, there are trade-offs [#solopr](#)



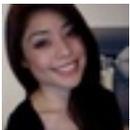
[KristK](#) Feb 01, 1:53pm via TweetGrid.com

A3: Dad is in surgery now ("minor" and will be home tonite). Hoped this chat would help me take mind off of it [#solopr](#)



[cloudspark](#) Feb 01, 1:53pm via web

@[christammiller](#) @[farida_h](#) have you seen our "show me the money!" series on the blog for [#solopr](#) pro members? it'd help with that question.



[taloolah](#) Feb 01, 1:52pm via TweetChat

wisdom RT @[farida_h](#): @[dariasteigman](#) Always believed nothing can be gained without giving up something. Know the trade-offs. [#solopr](#)



[Chrystal54](#) Feb 01, 1:52pm via web

@[makasha](#) @[TerriMallioux](#) Unfortunately that's an unfortunate attitude a number of ppl in the biz have yet its not always the case. [#solopr](#)



[KellyeCrane](#) Feb 01, 1:52pm via TweetDeck

A3: Not to say that [#solopr](#) pros can't strive for greatness (big incomes, satisfying work, etc.)- we can! But we have to set our own limits.



[MuslimNewMedia](#) Feb 01, 1:52pm via TweetChat

and thats not even going out on the road doing music! RT [@joeldon](#): A3: Hectic travel & speaking schedule, hotel food, no exercise. [#SoloPR](#)



[KateRobins](#) Feb 01, 1:52pm via Twitter for iPhone

“[@karensxim](#): [@jgombita](#) For me it does not matter what I do but who I am through it [#solopr](#)” nice!



[karensxim](#) Feb 01, 1:52pm via TweetChat

[@christammiller](#) [@farida_h](#) aha but you can get more from the hrs you choose to give by being smarter in how you leverage that time [#solopr](#)



[farida_h](#) Feb 01, 1:51pm via TweetChat

[@dariasteigman](#) Everthing comes at a price. Always believed nothing can be gained without giving up something. Know the trade-offs. [#solopr](#)



[jgombita](#) Feb 01, 1:51pm via TweetChat

Workhorse! RT [@joeldon](#): Hectic travel & speaking schedule, hotel food, no exercise. Jays post took the glamor out of the celebrity. [#solopr](#)



[LoisMarketing](#) Feb 01, 1:51pm via TweetDeck

We solopreneurs are at the greatest risk of losing the balance .. and also the ones who can most appreciate it! [#solopr](#) A3



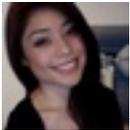
[joeldon](#) Feb 01, 1:51pm via TweetDeck

Have noticed trend in posts on health issues. [@dariasteigman](#): Celebrity isn't as glamorous as some make it out to be. [#solopr](#)



[cloudspark](#) Feb 01, 1:51pm via web

[@joeldon](#) we said "the glamour out of celebrity" [#solopr](#)



[taloolah](#) Feb 01, 1:51pm via TweetChat

Well putRT [@joeldon](#): A3: Hectic travel & speaking schedule, hotel food, no exercise. Jays post took the glamor out of the celebrity. [#solopr](#)



[SoloPR](#) Feb 01, 1:51pm via TweetGrid.com

Love this! MT [@jgombita](#): A3 ...changing measurement to qualitative outcomes: what happened as a result of my time spent working. [#solopr](#)



[dariasteigman](#) Feb 01, 1:51pm via TweetDeck

What she said. RT [@karensim](#): [@jgombita](#) For me it does not matter what I do but who I am through it [#solopr](#)



[christammiller](#) Feb 01, 1:51pm via HootSuite

To [@farida_h](#)'s point (TY!) I have struggled w/ scaling over the past few months. Trying to figure out the right work/income ratio. [#solopr](#)



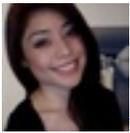
[karenswim](#) Feb 01, 1:50pm via TweetChat

@[jgombita](#) For me it does not matter what I do but who I am through it [#solopr](#)



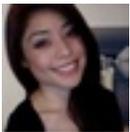
[dariasteigman](#) Feb 01, 1:50pm via TweetDeck

@[joeldon](#) That's a great point. Celebrity isn't as glamorous as some make it out to be. [#solopr](#)



[taloolah](#) Feb 01, 1:50pm via TweetChat

RT @[MuslimNewMedia](#): A3 Dad worked himself to an early grave; trying to not recreate that imprint. He didnt live to see his grandkids [#solopr](#)



[taloolah](#) Feb 01, 1:50pm via TweetChat

A3. Aside from exercise/diet, [#Meditation](#) does wonders for a busy TypeA. Has proven positive effects in reduced stress & inc. focus [#solopr](#)



[christammiller](#) Feb 01, 1:49pm via HootSuite

RT @[farida_h](#): A3: Some people can't afford to do less for financial reasons. But if you have the choice, must choose wisely. [#solopr](#)



[joeldon](#) Feb 01, 1:49pm via web

A3: Hectic travel & speaking schedule, hotel food, no exercise. Jay's post took the glamor out of the celebrity. [#solopr](#)



[Chrystal54](#) Feb 01, 1:49pm via TweetChat

RT @makasha: Q2: I prefer sending cards over gifts to reporters/bloggers [#solopr](#)



[karensxim](#) Feb 01, 1:49pm via TweetChat

@TerriMallioux Amen! [#solopr](#)



[KellyeCrane](#) Feb 01, 1:49pm via TweetDeck

@LoisMarketing Good point about growing -- often it may be in a different direction than you were orig. heading. [#solopr](#)



[Chrystal54](#) Feb 01, 1:49pm via TweetChat

RT @makasha: Q1: Try the sandwich approach while assuring the person that you want to see them succeed. [#solopr](#)



[TerriMallioux](#) Feb 01, 1:48pm via web

Faith first. Family second. Work third. Doesn't mean you won't give your best at work. Don't want to look back & have regrets. [#solopr](#)



[jgombita](#) Feb 01, 1:48pm via TweetChat

A3, @karensxim maybe move to changing measurement to qualitative outcomes: what happened as a result of my time spent working. [#solopr](#)



[dariasteigman](#) Feb 01, 1:48pm via TweetDeck

@cloudspark Not me. But not what I value. I value "me" time. [#solopr](#)



[SoloPR Feb 01, 1:48pm via TweetGrid.com](#)

Very true RT @7wavesCathy: Q3: Life interruptions can help redirect us to adjust our time spent on absolute essentials [#solopr](#)



[karenswim Feb 01, 1:48pm via TweetChat](#)

@makasha Go forth and conquer superstar! I enjoyed your input as always! [#solopr](#)



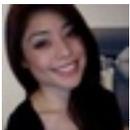
[JanetLFalk Feb 01, 1:48pm via TweetDeck](#)

No one ever said on their deathbed, "I wish I spent more time on my business." [#soloPR](#)



[FlackLikeMe Feb 01, 1:48pm via TweetDeck](#)

RT @dariasteigman: A3 It's a reminder that work shouldn't define you. Impt. to make time for you -- and those around you. [#solopr](#)



[taloolah Feb 01, 1:48pm via TweetChat](#)

RT @SoloPR: RT @cloudspark: q3 @jaybaer the impt. question - what are you/am i trying to prove? work cant deliver health or balance [#solopr](#)



[SoloPR Feb 01, 1:47pm via TweetGrid.com](#)

Hope you're OK! RT @makasha: A3 my health forced me to re-evaluate some things this year. Smelling the roses a bit more now. [#solopr](#)



[LoisMarketing Feb 01, 1:47pm via TweetDeck](#)

Such events cause us to take a step back .. but also can lead us to take a step forward. My best to [@jaybaer](#) [#solopr](#) A3



[karenswim](#) Feb 01, 1:47pm via TweetChat

@[KelleyCrane](#) it's true we spend so much time agonizing instead of enjoying life [#solopr](#)



[farida_h](#) Feb 01, 1:47pm via TweetChat

A3: Some people can't afford to do less for financial reasons. But if you have the choice, must choose wisely. [#solopr](#)



[dariasteigman](#) Feb 01, 1:47pm via TweetDeck

Bye, [@makasha](#). Have a good afternoon! [#solopr](#)



[cloudspark](#) Feb 01, 1:47pm via web

related to q3: but do my fellow [#solopr](#) pros give themselves deliberate benefits or bonuses?



[karenswim](#) Feb 01, 1:47pm via TweetChat

RT [@KellyeCrane](#): Actually, relates to [@karenswims](#) point re: cakes. More cake, more friends/family, less sweating the small stuff! [#solopr](#)



[makasha](#) Feb 01, 1:47pm via TweetChat

As usual, gotta miss the last 15 minutes. Had a blast! [#solopr](#)



[SoloPR Feb 01, 1:46pm via TweetGrid.com](#)

RT @cloudspark: q3 @jaybaer delivers the important question - what are you/am i trying to prove? work can't deliver health or balance [#solopr](#)



[7wavesCathy Feb 01, 1:46pm via HootSuite](#)

Q3: Life interruptions can help redirect us to adjust our time spent on absolute essentials [#solopr](#)



[LoisMarketing Feb 01, 1:46pm via TweetDeck](#)

A life-changing event can also inspire writing a book, taking a step, branching out. Not just retreating but growing. [#solopr](#) A3



[karens swim Feb 01, 1:46pm via TweetChat](#)

Bless you! RT @makasha: A3 my health forced me to re-evaluate some things this year. Smelling the roses a bit more now. [#solopr](#)



[jgombita Feb 01, 1:46pm via TweetChat](#)

A3. Agreed @KellyeCrane @jaybaer. Especially the social media generated kind of nonsense aggro. [#solopr](#)



[KristK Feb 01, 1:46pm via TweetGrid.com](#)

RT @SoloPR: Q3: @jaybaer posted how family tragedy prompted him to work less: bit.ly/zDsVhi What can we learn from this? [#solopr](#)



[karensim](#) Feb 01, 1:46pm via TweetChat

A3: From experience it makes you really clarify how you will define "success" is it how much you make, accolades from work or... [#solopr](#)



[JanetLFalk](#) Feb 01, 1:46pm via TweetDeck

Change focus from REolutions to Building Good Habits. Note to self: take time for self. [#soloPR](#)



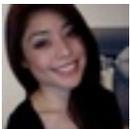
[SoloPR](#) Feb 01, 1:46pm via TweetGrid.com

Yes! Easy to get pulled off course no matter what RT [@dariasteigman](#): A3 Depends on what "right things" are. For you. No one answer. [#solopr](#)



[makasha](#) Feb 01, 1:46pm via TweetChat

RT [@KellyeCrane](#) A3 Actually, relates to [@karensims](#) point re: cakes. More cake, more friends/family, less sweating the small stuff! [#solopr](#)



[taloolah](#) Feb 01, 1:46pm via TweetChat

A3. Read somewhere that a creative life depends on regular exercise, also best way to build grit--something solo pros need & know well [#solopr](#)



[cloudspark](#) Feb 01, 1:45pm via web

[@TerriMallioux](#) yes and yes, please. [#solopr](#)



[makasha](#) Feb 01, 1:45pm via TweetChat

A3 my health forced me to re-evaluate some things this year. Smelling the roses a bit more now. [#solopr](#)



[karensxim](#) Feb 01, 1:45pm via TweetChat

@[jgombita](#) One of the reasons I adore you is because you "get" me :-)
[#solopr](#)



[cloudspark](#) Feb 01, 1:45pm via web

@[karensxim](#) i also learned that @[jaybaer](#) is very good at picking dog names. that's one i'll remember.
[#solopr](#)



[LoisMarketing](#) Feb 01, 1:45pm via TweetDeck

@[jgombita](#) I understood what you said and I'm with you. Was just teasing with my comment
[#solopr](#)



[KristK](#) Feb 01, 1:45pm via TweetGrid.com

@[willshannon](#) Can't imagine day without the news. I keep my eyes open for stories by key reporters I work with or hope to.
[#solopr](#)



[karensxim](#) Feb 01, 1:44pm via TweetChat

Often, no RT @[KellyeCrane](#): A3: Made me think: We all put so much pressure on ourselves, but is it for the right things?
[#solopr](#)



[cloudspark](#) Feb 01, 1:44pm via web

q3 @[jaybaer](#) delivers the imporant question - what are you/am i trying to prove? work can't deliver health or balance.
[#solopr](#)



[karenswim](#) Feb 01, 1:44pm via TweetChat

A3: We can learn that life is fragile, and fleeting, you can't get back those moments you lost bc you were working [#solopr](#)



[farida_h](#) Feb 01, 1:44pm via TweetChat

A3: (Work) life has diff cycles. Depending on age, good to stop once in a while, prioritize, take stock of what's most important. [#solopr](#)



[jgombita](#) Feb 01, 1:44pm via TweetChat

@[LoisMarketing](#) I'm not actually talking about the "free lunch" aspect. More the relationship building whilst "breaking bread." [#solopr](#)



[LoisMarketing](#) Feb 01, 1:44pm via TweetDeck

RT @[KellyeCrane](#): A3: Made me think: We all put so much pressure on ourselves, but is it for the right things? [#solopr](#)



[KateRobins](#) Feb 01, 1:43pm via Twitter for iPhone

[#soloPR](#) Back in the day someone tied helium balloons on the arm of my chair. A present, I guess. Humiliating. Just slap a scarlet letter on.



[dariasteigman](#) Feb 01, 1:43pm via TweetDeck

A3 Working out is critical to me. That time is a de facto appt. on my calendar -- and I don't double book. [#solopr](#)



[jgombita](#) Feb 01, 1:43pm via web

Why I adore [@karensxim](#). Tweets like, "I say the whole world could use a little more cake, you just can't be mad when there is cake" [#solopr](#)



[LoisMarketing](#) Feb 01, 1:43pm via TweetDeck

[@jgombita](#) Oh yes. Want good coverage? Serve lunch! :) [#solopr](#)



[karensxim](#) Feb 01, 1:43pm via TweetChat

[@makasha](#) They are a law firm and represent many former players, they get very involved in advocacy not just litigation [#solopr](#)



[TerriMallioux](#) Feb 01, 1:42pm via Twitter for iPhone

“[@cloudspark](#): joining in to [#solopr](#) till the top of the hour.” // hope you're hungry & like cake! [#solopr](#)



[MuslimNewMedia](#) Feb 01, 1:42pm via TweetChat

amen. RT [@karensxim](#): [@jgombita](#) [@makasha](#) ROFL! the whole world could use a little more cake, you just cant be mad when there is cake [#SoloPR](#)



[dariasteigman](#) Feb 01, 1:42pm via TweetDeck

A3 It's a reminder that work shouldn't define you. Impt. to make time for you -- and those around you. [#solopr](#)



[SoloPR](#) Feb 01, 1:42pm via TweetGrid.com

Q3: @jaybaer posted how a family tragedy is prompting him to work less: bit.ly/zDsVhi What can we learn from this? #solopr



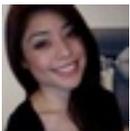
[karens swim](#) Feb 01, 1:41pm via TweetChat

@KellyeCrane @makasha @KristK Oh yea baby, my fave is SoDelicious brand yummm #solopr



[jgombita](#) Feb 01, 1:41pm via TweetChat

@LoisMarketing good, glad it didn't go to waste. Personally, I have great convos (as PR) with journos whilst noshing at events. #solopr



[taloolah](#) Feb 01, 1:41pm via TweetChat

:(Just read this b4 the chat RT @SoloPR: @jaybaer posted how a family tragedy is prompting him to work less: bit.ly/zDsVhi #solopr



[farida_h](#) Feb 01, 1:41pm via TweetChat

RT @SoloPR: @jaybaer posted how a family tragedy is prompting him to work less: bit.ly/zDsVhi What can we learn from this? #solopr



[karens swim](#) Feb 01, 1:41pm via TweetChat

@jgombita @makasha ROFL! I say the whole world could use a little more cake, you just can't be mad when there is cake #solopr



[makasha](#) Feb 01, 1:40pm via TweetChat

@karens swim hi. I'm curious to know your client's angle on sports injuries. Saw the link you posted. #solopr



[KellyeCrane](#) Feb 01, 1:40pm via [TweetDeck](#)

@[makasha](#) @[karensxim](#) @[KristK](#) I like cake w/a side of ice cream! [#solopr](#)



[cloudspark](#) Feb 01, 1:40pm via [HootSuite](#)

joining in to [#solopr](#) till the top of the hour.



[SoloPR](#) Feb 01, 1:40pm via [TweetGrid.com](#)

@[jaybaer](#) posted how a family tragedy is prompting him to work less: [bit.ly/zDsVhi](#) What can we learn from this? [#solopr](#)



[jgombita](#) Feb 01, 1:39pm via [TweetChat](#)

@[makasha](#) @[karensxim](#) I say Let You Both Eat (Cup)Cakes [#solopr](#)



[karensxim](#) Feb 01, 1:39pm via [TweetChat](#)

@[taloolah](#) Exactly, lol! [#solopr](#)



[LoisMarketing](#) Feb 01, 1:39pm via [TweetDeck](#)

RT @[jgombita](#): @[LoisMarketing](#) but didn't you end up with a bunch of uneaten food? [#solopr](#) << Not at all! Huge turnout for the event!



[TerriMallioux](#) Feb 01, 1:39pm via [Twitter for iPhone](#)

You're so smart! :) RT @[KristK](#): A2: Make sure reporter knows you think a story (esp not one of yours) is well done. [#solopr](#)



[karensxim](#) Feb 01, 1:39pm via TweetChat

@[makasha](#) Me too! :-) [#solopr](#)



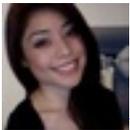
[jgombita](#) Feb 01, 1:39pm via TweetChat

@[LoisMarketing](#) but didn't you end up with a bunch of uneaten food? [#solopr](#)



[KateRobins](#) Feb 01, 1:39pm via Twitter for iPhone

@[MuslimNewMedia](#) [#soloPR](#) Just don't. You'll waste money and they won't notice if you don't give as much as they would if you did.



[taloolah](#) Feb 01, 1:39pm via TweetChat

Depends on how bad the day was :) RT @[karensxim](#): @[KristK](#) There are days Id take a cupcake over a compliment :) [#solopr](#)



[joeldon](#) Feb 01, 1:39pm via web

[insider humor] @[jgombita](#) has some choice press releases "pitched" to her. Ask for samples. [#solopr](#)



[makasha](#) Feb 01, 1:38pm via TweetChat

I like cake. RT @[karensxim](#): @[KristK](#) There are days Id take a cupcake over a compliment :) [#solopr](#)



[SoloPR Feb 01, 1:38pm via TweetGrid.com](#)

Interesting insights all (and welcome to the lurkers)! Q3 is up next... [#solopr](#)



[KristK Feb 01, 1:38pm via TweetGrid.com](#)

[@karensxim](#) Perhaps compliments are the "icing on the cake"? or would that be the "cherry on top"? [#solopr](#)



[KellyeCrane Feb 01, 1:38pm via TweetDeck](#)

A2: In past [#solopr](#) discussions, it seems lifestyle/local media are more receptive to thank you notes than biz press, FYI. [#solopr](#)



[MuslimNewMedia Feb 01, 1:38pm via TweetChat](#)

[@LoisMarketing](#) [@JanetLFalk](#) if it was a sit down lunch, may not have had time. Grab and go sandwiches or general snacks better choice [#SoloPR](#)



[karensxim Feb 01, 1:37pm via TweetChat](#)

[@KristK](#) There are days I'd take a cupcake over a compliment :) [#solopr](#)



[jgombita Feb 01, 1:37pm via TweetChat](#)

+1 RT [@KristK](#): A2: Compliments go further than cupcakes. Make sure reporter knows you think story esp not one of yours is well done [#solopr](#)



[TerriMallioux Feb 01, 1:37pm via Twitter for iPhone](#)

@[JanetLFalk](#) I figured we were talking food & cupcakes! Lol! Matter of fact, I'm hungry! [#solopr](#)



[LoisMarketing](#) Feb 01, 1:37pm via [TweetDeck](#)

@[SoloPR](#) @[JanetLFalk](#) We would not have thought negatively had they accepted but it was a very nice gesture on their part [#solopr](#) A2



[karenswim](#) Feb 01, 1:37pm via [TweetChat](#)

RT @[KristK](#): Compliments go further than cupcakes. Make sure reporter knows you think a story (esp not one of yours) is well done. [#solopr](#)



[joeldon](#) Feb 01, 1:37pm via [TweetDeck](#)

But they really, really mean it. Just interview the CEO to find out! @[jgombita](#): writing is abysmal...trite & over-the-top verbosity. [#solopr](#)



[karenswim](#) Feb 01, 1:37pm via [TweetChat](#)

@[KateRobins](#) We miss you but so glad you're with us in hashtag :-)
[#solopr](#)



[KristK](#) Feb 01, 1:36pm via [TweetGrid.com](#)

A2: Compliments go further than cupcakes. Make sure reporter knows you think a story (esp not one of yours) is well done. [#solopr](#)



[jgombita](#) Feb 01, 1:36pm via [TweetChat](#)

@[dariasteigman](#) red silk one for me, please. :-)
[#solopr](#)



[LoisMarketing](#) Feb 01, 1:36pm via TweetDeck

@[JanetLFalk](#) Commendable on both sides -- my client and his team for inviting and reporters for declining but remaining for event [#solopr](#)



[SoloPR](#) Feb 01, 1:36pm via TweetGrid.com

Interesting RT @[LoisMarketing](#): Recently client had ribbon cutting/lunch event. Invited media to have lunch & most graciously declined [#solopr](#)



[farida_h](#) Feb 01, 1:36pm via TweetChat

RT @[jgombita](#): A2. You can show your appreciation by pointing journalists to (non-competitor) story ideas or resources. [#solopr](#)



[KateRobins](#) Feb 01, 1:35pm via Twitter for iPhone

Dear [#soloPR](#) I'm lurking. iPhone tweet phone app's kaput. Runaround from echo...frustrating but there in hashtag.



[LoisMarketing](#) Feb 01, 1:35pm via TweetDeck

@[JanetLFalk](#) Actually no. They stayed for event to tape interviews and take photos. Commendable! [#solopr](#)



[karenswim](#) Feb 01, 1:35pm via TweetChat

Lol! RT @[joeldon](#): In the days when we had newsrooms (with ashtrays), a gift was frowned upon, subject to derision by peers. [#solopr](#)



[jgombita](#) Feb 01, 1:35pm via web

@[joeldon](#) come on. Some of the writing is abysmal. Especially the trite and over-the-top verbosity. [#solopr](#)



[AerialEllis](#) Feb 01, 1:35pm via TweetGrid.com

RT @[KristK](#): 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) [#solopr](#)



[dariasteigman](#) Feb 01, 1:35pm via TweetDeck

Suddenly I want a cupcake. Preferably chocolate. With icing & sparkles. [#solopr](#)



[JanetLFalk](#) Feb 01, 1:34pm via TweetDeck

@[LoisMarketing](#) May have needed to get back to their desks, for deadlines. [#soloPR](#)



[7wavesCathy](#) Feb 01, 1:34pm via HootSuite

Did I hear food? Tuning in to [#solopr](#)



[TerriMallioux](#) Feb 01, 1:34pm via Twitter for iPhone

Amen! RT “@[MarketingMel](#): A.2 I always try to thank a reporter who has helped me. Thank you's go a long way. [#SoloPR](#)”



[joeldon](#) Feb 01, 1:34pm via TweetDeck

In the days when we had newsrooms (with ashtrays), a gift was frowned upon, subject to derision by peers. [#solopr](#)



[MuslimNewMedia](#) Feb 01, 1:34pm via TweetChat

lol:) RT [@joeldon](#): There are no bad press releases, only misplaced PR objectives. [@jgombita](#): Esp bad ones [#SoloPR](#)



[KellyeCrane](#) Feb 01, 1:34pm via TweetDeck

Don't think so, but the edible angle is a gray area. RT [@JanetLFalk](#): Repeat: Has the \$25 gift limit been raised? [#solopr](#)



[jgombita](#) Feb 01, 1:34pm via TweetChat

A2. You can show your appreciation by pointing journalists to (non-competitor) story ideas or resources. (I do this all the time.) [#solopr](#)



[makasha](#) Feb 01, 1:34pm via TweetChat

[@JanetLFalk](#) I don't think it has. The standard in most industries including govt here in [#montgomery](#) is that. [#solopr](#)



[LoisMarketing](#) Feb 01, 1:34pm via TweetDeck

Recently client had ribbon cutting/lunch event. Invited media to have lunch and most graciously declined. [#solopr](#) A2



[JanetLFalk](#) Feb 01, 1:33pm via TweetDeck

[@TerriMallioux](#) Hard to promote food-related biz without a sample. [#soloPR](#)



[joeldon](#) Feb 01, 1:33pm via TweetDeck

There are no bad press releases, only misplaced PR objectives. [@jgombita](#): Esp bad ones [#solopr](#)



[jgombita](#) Feb 01, 1:33pm via TweetChat

Key. + right "amount" of gratitude RT [@MuslimNewMedia](#): a2 Do it AFTER a story runs or well between pitches, never before or during. [#solopr](#)



[TerriMallioux](#) Feb 01, 1:33pm via web

A2: A gift & a promotional item could be different. Say a new product, like cupcakes from a new bakery in town you're promoting! [#solopr](#)



[JanetLFalk](#) Feb 01, 1:33pm via TweetDeck

Repeat: Has the \$25 gift limit been raised? [#soloPR](#)



[karenswim](#) Feb 01, 1:32pm via TweetChat

[@KellyeCrane](#) Yes, definitely a different playing field [#solopr](#)



[karenswim](#) Feb 01, 1:32pm via TweetChat

A2: In my position now I would not send a gift as a "thank you" for a story but dep. on relationship might do year end to big group [#solopr](#)



[SoloPR](#) Feb 01, 1:32pm via TweetGrid.com

Agree! MT @AshleyMassotti: A2: My classes have discouraged gift-giving. Said it blurs lines and puts #PR pros in questionable sit #solopr



[MuslimNewMedia](#) Feb 01, 1:32pm via TweetChat

a2 and do it AFTER a story runs or well between pitches, never before or during. #SoloPR



[jgombita](#) Feb 01, 1:31pm via TweetChat

Esp bad ones RT @joeldon: I think best gratitude to offer a reporter is promising never to ask if they got/read the news release ;-) #solopr



[karenskim](#) Feb 01, 1:31pm via TweetChat

@MuslimNewMedia Agree, food has always been received well! #solopr



[KellyeCrane](#) Feb 01, 1:31pm via TweetDeck

@karenskim Perhaps similar to some reporters/bloggers who react better when the "pitch" comes from a company rep. #solopr



[joeldon](#) Feb 01, 1:31pm via TweetDeck

Right, dicey, would never do it. Was done 2 me , never liked it either. @TerriMallioux: ...wondered what was up sleeve-don't like. #solopr



[MarketingMel](#) Feb 01, 1:31pm via TweetChat

A.2 I always try to thank a reporter who has helped me. Thank you's go a long way. #SoloPR



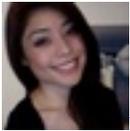
[AshleyMassotti](#) Feb 01, 1:31pm via web

A2: My classes have discouraged gift-giving. Said it does nothing but blur lines and put [#PR](#) pros in questionable situations. [#solopr](#)



[makasha](#) Feb 01, 1:30pm via TweetChat

RT @[TerriMallioux](#): A2: Used to be a reporter. If a co or PR pro would give me a gift, I wondered what was up their sleeve. [#solopr](#)



[taloolah](#) Feb 01, 1:30pm via TweetChat

RT @[TerriMallioux](#): A2: Used to be a reporter. If a co or PR pro would give me a gift, I wondered what was up their sleeve..dont like [#solopr](#)



[farida_h](#) Feb 01, 1:30pm via TweetChat

:) RT @[joeldon](#): I think best gratitude to offer a reporter is promising never to ask if they got/read the news release. ;-) [#solopr](#)



[SoloPR](#) Feb 01, 1:30pm via TweetGrid.com

Good 2 know RT @[TerriMallioux](#): A2: Used to be a reporter. If a co or PR pro would give me a gift,I wondered what was up their sleeve [#solopr](#)



[LoisMarketing](#) Feb 01, 1:30pm via TweetDeck

Gifts are not appropriate for media sources. I do not know of any who allow or accept them either. [#solopr](#)
A2



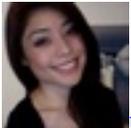
[MuslimNewMedia](#) Feb 01, 1:30pm via TweetChat

edibles however, always seemed to be ok and were consumed quickly! do it for the whole newsroom rather than a single reporter. [#SoloPR](#)



[KellyeCrane](#) Feb 01, 1:30pm via TweetDeck

A2: We've talked before about thanking reporters- appropriateness varies by industry. Many tech reporters do not like. [#solopr](#)



[taloolah](#) Feb 01, 1:30pm via TweetChat

Good one! RT [@joeldon](#): I think best gratitude to offer a reporter is promising never to ask if they got/read the news release. ;-) [#solopr](#)



[dariasteigman](#) Feb 01, 1:29pm via TweetDeck

[@TerriMallioux](#) Agreed. And ditto for reporter who accepts it. I want everyone to have "clean hands." [#solopr](#)



[farida_h](#) Feb 01, 1:29pm via TweetChat

[@karensxim](#) Thanks for clarifying! :) [@TerriMallioux](#) That was a great observation! [#solopr](#)



[karensxim](#) Feb 01, 1:29pm via TweetChat

A2: I do think that the response to gifts from "real people" are perceived as genuine, so received differently [#solopr](#)



[TerriMallioux](#) Feb 01, 1:28pm via web

A2: Used to be a reporter. If a co or PR pro would give me a gift, I wondered what was up their sleeve. I personally don't like. [#solopr](#)



[dariasteigman](#) Feb 01, 1:28pm via TweetDeck

[@jgombita](#) Good Point, & probably true. I can't bring some clients gifts or buy them a meal, but I can bring cookies to a meeting. [#solopr](#)



[LoisMarketing](#) Feb 01, 1:28pm via TweetDeck

Provide concise information and good photos in the formats requested and reporters will love you forever. [#solopr](#) A2



[joeldon](#) Feb 01, 1:28pm via TweetDeck

I think best gratitude to offer a reporter is promising never to ask if they got/read the news release. ;-)
[#solopr](#)



[MuslimNewMedia](#) Feb 01, 1:28pm via TweetChat

a2 most newsrooms have ethics policy against accepting gifts, so you have to tread with care. 1/2 [#SoloPR](#)



[makasha](#) Feb 01, 1:28pm via TweetChat

a2: I opt to send gifts/sentiments at Valentine's Day (my fav). They don't get lost in the doing it just because madness of yr end [#solopr](#)



[SoloPR Feb 01, 1:28pm via TweetGrid.com](#)

Good one! RT @JanetLFalk: A2 Only give cupcakes if you are a bakery or chef. Has the \$25 gift limit been increased? [#solopr](#)



[jgombita Feb 01, 1:27pm via TweetChat](#)

A2. Usually gifts are not accepted by newsrooms. I wonder if the fact that these are edible makes them more acceptable? Hmm. [#solopr](#)



[KristK Feb 01, 1:27pm via TweetGrid.com](#)

RT @SoloPR: Q2: Saw a newsletter suggest giving thank you gifts (like cupcakes) to reporters. Is this more acceptable from orgs than [#solopr](#)



[SoloPR Feb 01, 1:27pm via TweetGrid.com](#)

RT @makasha: Q2: I prefer sending cards over gifts to reporters/bloggers [#solopr](#)



[KellyeCrane Feb 01, 1:27pm via TweetDeck](#)

A2: Many outlets have rules against accepting gifts (even meals). If you were to do it, make sure you know policy. [#solopr](#)



[FranciscoTobon Feb 01, 1:27pm via ÜberSocial for BlackBerry](#)

A2. The relationship that you have with the reporter should give you an idea if it's appropriate, or not. [#solopr](#)



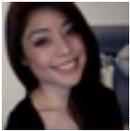
[LoisMarketing](#) Feb 01, 1:27pm via TweetDeck

Make reporters' job easy with concise info and photos or photo opps. You only buy lunch for them if you're a Formula 1 team. :) [#solopr](#) A2



[karenswim](#) Feb 01, 1:26pm via TweetChat

@[farida_h](#) You are so sweet that last nugget of wisdom though was courtesy of solo smartie
@[TerriMallioux](#) ;-)
[#solopr](#)



[taloolah](#) Feb 01, 1:26pm via TweetChat

RT @[dariasteigman](#): A2 Corollary Q: Should reporters be accepting gifts from sources, subjects they cover? [#solopr](#)



[taloolah](#) Feb 01, 1:26pm via TweetChat

RT @[SoloPR](#): Q2: ... a newsletter suggest giving thank you gifts (like cupcakes) to reporters...more acceptable from a co than PR pro? [#solopr](#)



[makasha](#) Feb 01, 1:26pm via TweetChat

Q2: I prefer sending cards over gifts to reporters/bloggers [#solopr](#)



[JanetLFalk](#) Feb 01, 1:26pm via TweetDeck

A2 Only give cupcakes if you are a bakery or chef. Has the \$25 gift limit been increased? [#solopr](#)



[joeldon](#) Feb 01, 1:26pm via TweetDeck

Have seen this when companies hire (low-cost) inexperienced @[farida_h](#) @[karenschwim](#) "sometimes aggression is due to insecurity." [#solopr](#)



[KellyeCrane](#) Feb 01, 1:26pm via [TweetDeck](#)

@[TerriMallioux](#) You bet! Hope other [#solopr](#) pros don't have to learn that one the hard way.



[karenschwim](#) Feb 01, 1:25pm via [TweetChat](#)

RT @[SoloPR](#): Q2: Saw newsletter suggest giving thank you gifts to reporters. Is this more acceptable from a co than PR pro? [#solopr](#)



[SoloPR](#) Feb 01, 1:25pm via [TweetGrid.com](#)

RT @[MuslimNewMedia](#): a1 in addition to cc ing mgmt, personally document incidents or conflicts. If you're scapegoated, u have record [#solopr](#)



[farida_h](#) Feb 01, 1:25pm via [TweetChat](#)

RT @[MuslimNewMedia](#): a1 in addition to cc ing mgmt, personally document incidents or conflicts. If ure scapegoated, u hv a record [#solopr](#)



[SoloPR](#) Feb 01, 1:24pm via [TweetGrid.com](#)

Q2: Saw a newsletter suggest giving thank you gifts (like cupcakes) to reporters. Is this more acceptable from a co than PR pro? [#solopr](#)



[TerriMallioux](#) Feb 01, 1:24pm via [Twitter for iPhone](#)

@[KellyeCrane](#) Really great tip! Thank you! [#solopr](#)



[MuslimNewMedia Feb 01, 1:23pm via TweetChat](#)

a1 in addition to cc ing mgmt, personally document any incidents or conflicts. If you're scapegoated, u have a record [#SoloPR](#)



[JanetLFalk Feb 01, 1:23pm via TweetDeck](#)

Hi friends. Been away too long. NYC-based PR pro for small biz, nonprofit, financial and law firm clients. Also subcontract. [#solopr](#)



[farida_h Feb 01, 1:23pm via TweetChat](#)

Always impressed with [@karensxim](#) 's wisdom. "Very true about age and experience, sometimes aggression is due to insecurity." [#solopr](#) [#solopr](#)



[TerriMallioux Feb 01, 1:23pm via Twitter for iPhone](#)

[@karensxim](#) Been there, seen that. Can be so frustrating! Just keep swimming [#solopr](#)



[SoloPR Feb 01, 1:22pm via TweetGrid.com](#)

Excellent discussion/tips everyone! Most of us will be in this position at some point. Q2 is up next... [#solopr](#)



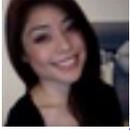
[SoloPR Feb 01, 1:21pm via TweetGrid.com](#)

RT [@aimee1986](#): cc in direct manager so they can see that the new hire is impacting workflow, always b nice, get agreements in writing [#solopr](#)



[LoisMarketing](#) Feb 01, 1:21pm via TweetDeck

You should develop solid channel of communication so that you are never 'surprised' by new pt person or other changes [#soloPR](#) A1



[taloolah](#) Feb 01, 1:21pm via TweetChat

RT @[KellyeCrane](#): A1: If they start asking for things like media lists, reports, etc., dont over-service. May be about to boot you [#solopr](#)



[KellyeCrane](#) Feb 01, 1:20pm via TweetDeck

A1: Once at an agency, my VP didn't want to believe that the new client contact was about to clean house. We way over serviced- ugh [#solopr](#)



[farida_h](#) Feb 01, 1:20pm via TweetChat

RT @[KellyeCrane](#): A1: If you're able, perhaps suggest a face-to-face meeting. How can they resist a sweet [#solopr](#) face? :-)
[#solopr](#)



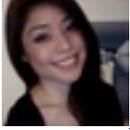
[karensim](#) Feb 01, 1:20pm via TweetChat

@[TerriMallioux](#) Very true about age and experience, sometimes aggression is due to insecurity. [#solopr](#)



[KellyeCrane](#) Feb 01, 1:20pm via TweetDeck

A1: If they start asking for things like media lists, extensive reports, etc., don't over-service. May be about to boot you [#solopr](#)



[taloolah](#) Feb 01, 1:20pm via TweetChat

RT @[LoisMarketing](#): Develop and nurture relationships throughout the org not ...also to find news/PR opps! [#solopr](#) [#solopr](#)



[karensxim](#) Feb 01, 1:20pm via TweetChat

RT @[TerriMallioux](#): Sad, but age can play a part. Newbies really trying to make their mark. Sometimes a learning curve for them. [#solopr](#)



[TerriMallioux](#) Feb 01, 1:19pm via web

A1: Sad, but age of the client can play a part. Newbies really trying to make their mark. Sometimes a learning curve for them. [#solopr](#)



[aimee1986](#) Feb 01, 1:18pm via Echofon

@[KellyeCrane](#) cc in direct manager so they can see that the new hire is impacting workflow, always b nice, get agreements in writing [#solopr](#)



[joeldon](#) Feb 01, 1:18pm via TweetDeck

Karen, good point @[karensxim](#): @[farida_h](#) seen deals go south & consultants be let go because they did not nurture wider relationships [#solopr](#)



[willshannon](#) Feb 01, 1:18pm via Twitter for BlackBerry®

@[KellyeCrane](#) thanks! [#solopr](#)



[LoisMarketing](#) Feb 01, 1:18pm via TweetDeck

Develop and nurture relationships throughout the organization not just to cement your role but also to find news/PR opps! [#solopr](#) A1



[makasha](#) Feb 01, 1:18pm via TweetChat

RT [@TerriMallioux](#): "... But trust & candidness is a must." [#solopr](#)



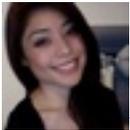
[KellyeCrane](#) Feb 01, 1:18pm via TweetDeck

A1: If you're able, perhaps suggest a face-to-face meeting (even if it means travel). How can they resist a sweet [#solopr](#) face? :-)



[karensxim](#) Feb 01, 1:18pm via TweetChat

[@LoisMarketing](#) Yes I love that point! [#solopr](#)



[taloolah](#) Feb 01, 1:18pm via TweetChat

RT [@karensxim](#): [@farida_h](#) [@joeldon](#) Ive seen deals go south and consultants be let go because they did not nurture wider relationships [#solopr](#)



[KristK](#) Feb 01, 1:17pm via TweetGrid.com

MT [@KellyeCrane](#): A1: Show the new person that you're their secret weapon. Can be a win-win! [#solopr](#)



[makasha](#) Feb 01, 1:17pm via TweetChat

RT @[KellyeCrane](#): A1: But often, you can show the new person that you're their secret weapon. Can be a win-win! [#solopr](#)



[karensim](#) Feb 01, 1:17pm via TweetChat

@[farida_h](#) @[joeldon](#) I've seen deals go south and consultants be let go because they did not nurture wider relationships [#solopr](#)



[LoisMarketing](#) Feb 01, 1:16pm via TweetDeck

Remember that how you handle the new pt person is one of the best way to showcase your PR "savvy" :) [#solopr](#) A1



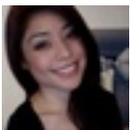
[TerriMallioux](#) Feb 01, 1:16pm via web

A1: Must let know it's a partnership - You will do all you can to make them look good & succeed. But trust & candidness is a must. [#solopr](#)



[KellyeCrane](#) Feb 01, 1:16pm via TweetDeck

A1: But often, you can show the new person that you're their secret weapon. Can be a win-win! [#solopr](#)



[taloolah](#) Feb 01, 1:16pm via TweetChat

A1. This situation can be tough, especially if you telecommute--so hard to cast wider net in the org, difficult to work politically [#solopr](#)



[makasha](#) Feb 01, 1:15pm via TweetChat

The very essence of exemplary leadership RT @[KristK](#): "... Focus on shared vision, goals." [#solopr](#)



[karensuim](#) Feb 01, 1:15pm via TweetChat

@[jgombita](#) I've led a colorful life :-) Both actually (penetrate and permeate) [#solopr](#)



[KristK](#) Feb 01, 1:15pm via TweetGrid.com

A1: Focus conversation on program and what [#solopr](#) can bring to table. We're a resource that can help them succeed.



[MuslimNewMedia](#) Feb 01, 1:15pm via TweetChat

good afternoon everyone! [#SoloPR](#)



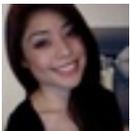
[KellyeCrane](#) Feb 01, 1:15pm via TweetDeck

A1: I've seen a co know they made a bad hire, & nothing they can do in the short term to fix. Then you must decide whether to stay. [#solopr](#)



[dconconi](#) Feb 01, 1:14pm via TweetChat

so sorry to have to miss today's [#solopr](#) chat - best part of the week and I can't even just loiter :- ([#solopr](#)



[taloolah](#) Feb 01, 1:14pm via TweetChat

A1. Show how results are shifting, if you have KPI's shift as proof, show these first to keep the convo objective, not personal [#solopr](#)



[farida_h](#) Feb 01, 1:14pm via TweetChat

RT @KristK: Recognize that new person will want to put their stamp on program and be open to change. Focus on shared vision, goals. [#solopr](#)



[joeldon](#) Feb 01, 1:14pm via TweetDeck

+1 @[farida_h](#): @[karensxim](#) makes sense. Always good to build wider support net if you don't get along with one person in the team. [#solopr](#)



[makasha](#) Feb 01, 1:13pm via TweetChat

True! RT @[karensxim](#) "... its important to penetrate org. & not depend on one ally" [#solopr](#)



[dariasteigman](#) Feb 01, 1:13pm via TweetDeck

@[TerriMallioux](#) Seen threatened translate to "blame the consultant." Not acceptable. Not going to tolerate. [#solopr](#)



[farida_h](#) Feb 01, 1:13pm via TweetChat

@[karensxim](#) That makes sense. Always good to build wider support net if you don't get along with one person in the team. [#solopr](#)



[JaChelRed](#) Feb 01, 1:13pm via web

It's chat time! [#solopr](#)



[TerriMallioux](#) Feb 01, 1:12pm via Twitter for iPhone

So true! RT @[dariasteigman](#): A1 imp't to protect YOUR reputation. May have to be blunt (to right person) abt source of problem. [#solopr](#)



[jgombita](#) Feb 01, 1:12pm via web

@[karenswym](#) very interesting (sales background). Do you mean penetrate or permeate? [#solopr](#)



[SoloPR](#) Feb 01, 1:12pm via TweetGrid.com

RT @[makasha](#): Q1: Try the sandwich approach while assuring the person that you want to see them succeed. [#solopr](#)



[SoloPR](#) Feb 01, 1:12pm via TweetGrid.com

Yes! MT @[karenswym](#): A1: ...why it's important to penetrate org. & not depend on 1 ally [#solopr](#)



[KristK](#) Feb 01, 1:11pm via TweetGrid.com

A1: Recognize that new person will want to put their stamp on the program and be open to change. Focus on shared vision, goals. [#solopr](#)



[karenswym](#) Feb 01, 1:11pm via TweetChat

RT @[KellyeCrane](#): A1: Sadly, its not uncommon for a new employee to feel threatened by long-time [#solopr](#). Be extra accommodating. [#solopr](#)



[KellyeCrane](#) Feb 01, 1:11pm via TweetDeck

@[willshannon](#) Excellent! We love new folks - don't be shy. :-) [#solopr](#)



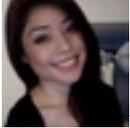
[KellyeCrane](#) Feb 01, 1:11pm via TweetDeck

@[riselah](#) Hi! Welcome to [#soloPR](#)



[KellyeCrane](#) Feb 01, 1:10pm via TweetDeck

A1: Sadly, it's not uncommon for a new employee to feel threatened by long-time [#soloPR](#). Be extra accommodating.



[taloolah](#) Feb 01, 1:10pm via TweetChat

Hi everyone, a little late but better than never. Tallulah here, PR and Social Media consultant based in LA. Nice to see everyone! [#soloPR](#)



[karenskim](#) Feb 01, 1:10pm via TweetChat

A1: Dealt with this all the time when I worked in sales which is why it's important to penetrate org. & not depend on one ally [#soloPR](#)



[farida_h](#) Feb 01, 1:10pm via TweetChat

RT @[karenskim](#): A1: It helps to understand motivation, have priv convo abt their goals & ask how you can help, will change dynamics [#soloPR](#)



[dariasteigman](#) Feb 01, 1:10pm via TweetDeck

@[willshannon](#) Glad you're joining us here. [#soloPR](#)



[dariasteigman](#) Feb 01, 1:10pm via TweetDeck

A1 Also imp't to protect YOUR reputation. Sometimes you have to be blunt (to right person) abt source of problem. [#soloPR](#)



[makasha](#) Feb 01, 1:10pm via TweetChat

Q1: Try the sandwich approach while assuring the person that you want to see them succeed. [#solopr](#)



[farida_h](#) Feb 01, 1:09pm via TweetChat

A1: Communication is always key. Discussing how things were handled in past, outlining a plan for working together may help. [#solopr](#)



[willshannon](#) Feb 01, 1:09pm via web

Hello, this is my first time joining the [#solopr](#) live chat.



[KristK](#) Feb 01, 1:09pm via TweetGrid.com

Good point! RT [@LoisMarketing](#): A1 Be positive in your conversation. Assure pt person you are ally not adversary [#solopr](#)



[karensxim](#) Feb 01, 1:09pm via TweetChat

RT [@LoisMarketing](#): Be positive in your conversation. Assure pt person you are ally not adversary [#solopr](#)
A1 [#solopr](#)



[karensxim](#) Feb 01, 1:09pm via TweetChat

A1: It helps to understand motivation, have priv convo about their goals and ask for how you can help, will change dynamics [#solopr](#)



[SoloPR](#) Feb 01, 1:09pm via TweetGrid.com

RT @LoisMarketing: Be positive in your conversation. Assure pt person you are ally not adversary [#solopr](#)



[jgombita](#) Feb 01, 1:08pm via TweetChat

A1. Don't put cart before horse. Find out why point person has changed (is it a new hire)? Don't assume you know the reasons why. [#solopr](#)



[SoloPR](#) Feb 01, 1:08pm via TweetGrid.com

Hello to our late arrivals - glad you could join us! [#solopr](#)



[LoisMarketing](#) Feb 01, 1:08pm via TweetDeck

Be positive in your conversation. Assure pt person you are ally not adversary [#solopr](#) A1



[KellyeCrane](#) Feb 01, 1:08pm via TweetDeck

A1: Going around the new pt person is usually a bad idea, but cc: managers on emails/reports whenever it makes sense. [#solopr](#)



[karensxim](#) Feb 01, 1:08pm via TweetChat

Pardon my tardiness, Good Afternoon! [#solopr](#)



[LoisMarketing](#) Feb 01, 1:07pm via TweetDeck

I know it's tough but start with a friendly but candid, private and one-to-one conversation with your pt person. [#solopr](#) A1



[joeldon](#) Feb 01, 1:07pm via TweetDeck

RT @SoloPR: Q1: Decisions by new pt person at long-time client are negatively impacting workflow, results, strategy. How to handle? [#solopr](#)



[dariasteigman](#) Feb 01, 1:07pm via TweetDeck

A1. agree w/ @[KellyeCrane](#). As long as you close the loop as soon as problems start to present. [#solopr](#)



[TerriMallioux](#) Feb 01, 1:07pm via web

Hello [#solopr](#) peeps! A little late, but here now!



[KellyeCrane](#) Feb 01, 1:06pm via TweetDeck

RT @SoloPR: Q1: Decisions by new pt person at long-time client are negatively impacting workflow, results, strategy. How to handle? [#solopr](#)



[KellyeCrane](#) Feb 01, 1:06pm via TweetDeck

A1: First, if you've been working w/client for a while, if things go wrong higher ups will know it's not you. [#solopr](#)



[makasha](#) Feb 01, 1:05pm via TweetChat

Hi. Greetings from Dorsey Group in Montgomery, AL. Glad to participate today. [#solopr](#)



[farida_h](#) Feb 01, 1:05pm via TweetChat

Tuning in to the [#solopr](#) chat. RT [@SoloPR](#): It's time for this week's [#soloPR](#) chat for independent pros in PR and related fields. [#solopr](#)



[MarketingMel](#) Feb 01, 1:05pm via [TweetChat](#)

Hi friends! Stepping in while working w/ my fab intern [@SarahERowan](#) today. [#SoloPR](#)



[KristK](#) Feb 01, 1:05pm via [TweetGrid.com](#)

I've missed my [#solopr](#) pals! Hello everyone, I'm Kristie (22 years exp, 8 as indy, APR and PR prof based on MS Gulf Coast)



[SoloPR](#) Feb 01, 1:05pm via [TweetGrid.com](#)

Q1: Decisions by new pt person at long-time client are negatively impacting workflow, results, strategy. How to handle? [#solopr](#)



[SoloPR](#) Feb 01, 1:05pm via [TweetGrid.com](#)

Welcome everyone! Q1 is up next... [#solopr](#)



[dariasteigman](#) Feb 01, 1:04pm via [TweetDeck](#)

Hi [@AshleyMassotti](#). No need to lurk. Feel free to jump. We don't have all the answers. :) [#soloPR](#)



[dariasteigman](#) Feb 01, 1:04pm via [TweetDeck](#)

Got a run in AND made it back in time for [#solopr](#). Hello [@KellyeCrane](#), [@KristK](#) (and those key to join us).



[AshleyMassotti](#) Feb 01, 1:04pm via web

My name's Ashley, I'm a PR student, and probably going to silently lurk [#soloPR](#)



[SoloPR](#) Feb 01, 1:03pm via TweetGrid.com

Twitter seems super-slow today, but we shall persevere! Q1 is coming up... [#solopr](#)



[KristK](#) Feb 01, 1:03pm via TweetGrid.com

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) [#solopr](#)



[SoloPR](#) Feb 01, 1:02pm via TweetGrid.com

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



[KellyeCrane](#) Feb 01, 1:02pm via TweetDeck

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)



[SoloPR](#) Feb 01, 1:01pm via TweetGrid.com

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](#)



[SoloPR](#) Feb 01, 2:04pm via TweetGrid.com

Gotta love a chat filled with virtual smooches...and cupcakes to boot! Have a great week everyone. [#solopr](#)



[jgombita](#) Feb 01, 2:03pm via TweetChat

I offer you (in regards to Q3), Meet Karen Swim: info.mbopartners.com/MeetTheIndepen... [#solopr](#)



[farida_h](#) Feb 01, 2:02pm via TweetChat

@[SoloPR](#) Thanks for the great chat. Leaving with some very profound thoughts today. [#solopr](#)



[MuslimNewMedia](#) Feb 01, 2:02pm via TweetChat

I'll second all of that! RT @[karenskim](#): Hug and smooches solo pals you have made this my favorite hour of the week! [#SoloPR](#)



[SoloPR](#) Feb 01, 2:02pm via TweetGrid.com

If you're new, the transcript/ recap will be up on soloprpro.com tom. You can also get free newsletter: eepurl.com/dwfFD [#solopr](#)



[MarketingMel](#) Feb 01, 2:01pm via TweetChat

RT @[7wavesCathy](#): Yes RT @[LoisMarketing](#): We solopreneurs are at the greatest risk of losing the balance but can most appreciate it! [#SoloPR](#)



[karenskim](#) Feb 01, 2:01pm via TweetChat

Hug and smooches solo pals you have made this my favorite hour of the week! [#solopr](#)



[SoloDovePR](#) Feb 01, 2:01pm via HootSuite

Welcome to Flight School! 2 years of A Dove's Flight man o man my first post ow.ly/8NDUz #pr #solopr



[TerriMallioux](#) Feb 01, 2:00pm via web

Bottom line, us [#solopr](#) folks are a different breed. Perfectionists, we want to be liked, we work our arses off and we're social. [#lovePR](#)



[karenskim](#) Feb 01, 2:00pm via TweetChat

@[jgombita](#) I know I wrote it somewhere but er I have to look too because I don't know where I wrote it, lol! [#solopr](#)



[SoloDovePR](#) Feb 01, 2:00pm via HootSuite

Welcome to Flight School! 2 years of A Dove's Flight man o man my first post ow.ly/8NDRr #pr #solopr



[dariasteigman](#) Feb 01, 2:00pm via TweetDeck

Back to work. Thanks, [#solopr](#) friends, for a fun "cupcake" hour of smarts.



[SoloPR](#) Feb 01, 1:59pm via TweetGrid.com

You all are so very wise! Thanks for participating today. Our official time is up, but we keep chatting on the hashtag all week [#solopr](#)



[jgombita](#) Feb 01, 1:59pm via TweetChat

@[karensxim](#) so where is a link? I've been trying to search it, but haven't found it just yet. Give it up...don't be shy--so beautiful [#solopr](#)



[karensxim](#) Feb 01, 1:59pm via TweetChat

@[christammiller](#) Feel free to reach out if you want someone to bounce ideas off of, I am willing :-)
[#solopr](#)



[SoloPR](#) Feb 01, 1:59pm via TweetGrid.com

Yes, @[cloudspark](#) and I have a series on setting rates/building income on the Premium site:
[soloprpro.com/become-a-pro-m...](#) [#solopr](#)



[karensxim](#) Feb 01, 1:58pm via TweetChat

@[christammiller](#) When you're really clear on what you want to give, you are better able to define the who, what and how [#solopr](#)



[KellyeCrane](#) Feb 01, 1:58pm via TweetDeck

@[willshannon](#) I'm working on more manageable goals, so they are actually achievable! Setting bar high is good, but too high notsomuch [#solopr](#)



[karensxim](#) Feb 01, 1:58pm via TweetChat

@[jgombita](#) Awww, I heart you Judy, and always happy to share :-)
[#solopr](#)



[cloudspark](#) Feb 01, 1:58pm via web

@[christammiller](#) the [#solopr](#) blog for members - it's a whole series on budgeting, setting rates, etc from
@[KellyeCrane](#) and yours truly.



[dariasteigman](#) Feb 01, 1:57pm via TweetDeck

+100 RT [@farida_h](#): 'Balance' is the secret sauce of life. It always seems to be the answer to everything! :)
[#solopr](#)



[christammiller](#) Feb 01, 1:57pm via HootSuite

[@karensxim](#) That's what I've been trying to work out. :/ Along w/ whom to work hours for. [#solopr](#)



[KateRobins](#) Feb 01, 1:57pm via Twitter for iPhone

“[@karensxim](#): [@KristK](#) Sending good wishes and prayers your way! [#solopr](#)”yes.



[joeldon](#) Feb 01, 1:57pm via TweetDeck

G1, story on network news last nite re: sitting all day is major risk. Get up! [@MuslimNewMedia](#): Sitting All Day Is Damaging.... [#solopr](#)



[LoisMarketing](#) Feb 01, 1:57pm via TweetDeck

Great thought in a blog post .. When Don Draper said "I'm gone for the day" .. he meant it. [#solopr](#)



[MarketingMel](#) Feb 01, 1:57pm via TweetChat

[@KristK](#) Hope all goes OK for you and your father! [#SoloPR](#)



[TerriMallioux](#) Feb 01, 1:57pm via TweetDeck

RT @LoisMarketing: If you are unable to turn off your computer and phone and turn on your personal life you have a problem. [#solopr](#) A3



[MuslimNewMedia](#) Feb 01, 1:57pm via TweetChat

@[KristK](#) thoughts and prayers to you and your Dad! [#SoloPR](#)



[jgombita](#) Feb 01, 1:56pm via TweetChat

So true @[karensxim](#). I invite you to share a link here to that profile of you re: big changes that happened in YOUR life. [#solopr](#)



[farida_h](#) Feb 01, 1:56pm via TweetChat

@[dariasteigman](#) I think 'balance' is the secret sauce of life. It always seems to be the answer to everything! :) [#solopr](#)



[karensxim](#) Feb 01, 1:56pm via TweetChat

@[jgombita](#)...mostly :-)) [#solopr](#)



[christammiller](#) Feb 01, 1:56pm via HootSuite

@[cloudspark](#) On the [#solopr](#) blog or your blog?



[JanetLFalk](#) Feb 01, 1:56pm via TweetDeck

"If you are not actively pursuing the person you want to be, then you are pursuing the person you don't want to be." Teddy Roosevelt [#soloPR](#)



[SoloPR Feb 01, 1:56pm via TweetGrid.com](#)

RT @cloudspark: agree, set limits and add rewards. if you're not the best boss you've ever had, you're doing something wrong [#solopr](#)



[karenswim Feb 01, 1:55pm via TweetChat](#)

RT @KristK via @LoisMarketing: If you are unable to turn off computer and phone and turn on your personal life you have a problem. [#solopr](#)



[7wavesCathy Feb 01, 1:55pm via HootSuite](#)

Sending prayers your way @KristK about your Dad [#solopr](#)



[TerriMallioux Feb 01, 1:55pm via Twitter for iPhone](#)

@KristK Love ya, friend! Mwah! [#solopr](#)



[MuslimNewMedia Feb 01, 1:55pm via HootSuite](#)

on a related note: How Sitting All Day Is Damaging Your Body and How You Can Counteract It [ow.ly/8OwgE](#) [#solopr](#)



[karenswim Feb 01, 1:55pm via TweetChat](#)

@jgombita It is and my personal shift made me realize I could care less about the quantitative measures :-)
[#solopr](#)



[dariasteigman Feb 01, 1:54pm via TweetDeck](#)

@[farida_h](#) Exactly. I don't want fame; I want balance. Sad that so many ppl can't accept the tradeoffs they make. [#solopr](#)



[cloudspark](#) Feb 01, 1:54pm via web

@[KellyeCrane](#) agree, set limits and add rewards. if you're not the best boss you've ever had, you're doing something wrong. [#solopr](#)



[KristK](#) Feb 01, 1:54pm via TweetGrid.com

RT @[LoisMarketing](#): If you are unable to turn off your computer and phone and turn on your personal life you have a problem. [#solopr](#)



[karenskim](#) Feb 01, 1:54pm via TweetChat

@[KristK](#) Sending good wishes and prayers your way! [#solopr](#)



[willshannon](#) Feb 01, 1:54pm via web

@[KellyeCrane](#) so true.. it's easy to get caught up in the work. There is always something urgent to be done [#solopr](#)



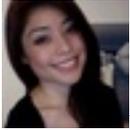
[joeldon](#) Feb 01, 1:54pm via TweetDeck

Thank you. @[cloudspark](#): ahem, well said is what i meant to type. [#solopr](#)



[7wavesCathy](#) Feb 01, 1:54pm via HootSuite

Yes RT @[LoisMarketing](#): We solopreneurs are at the greatest risk of losing the balance .. and also the 's who can most appreciate it! [#solopr](#)



[taloolah](#) Feb 01, 1:53pm via TweetChat

Thanks for the lovely chat everyone. Have to jump to a call at 11. Thanks for the convo and all ur wisdom!
[#solopr](#)



[jgombita](#) Feb 01, 1:53pm via TweetChat

@[karensxim](#) but isn't that a qualitative outcome? Remaining happy with yourself (conduct, emotions) throughout an assignment? [#solopr](#)



[cloudspark](#) Feb 01, 1:53pm via web

@[joeldon](#) ahem, well said is what i meant to type. [#solopr](#)



[LoisMarketing](#) Feb 01, 1:53pm via TweetDeck

If you are unable to turn off your computer and phone and turn on your personal life you have a problem.
[#solopr](#) A3



[TerriMallioux](#) Feb 01, 1:53pm via web

Life struggles can also help evaluate your work. Do you really want to spend hours with that client who drives you nuts? Maybe not. [#solopr](#)



[karensxim](#) Feb 01, 1:53pm via TweetChat

@[farida_h](#) So very true and one thing we older folk have learned you really cannot have it all, there are trade-offs [#solopr](#)



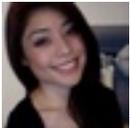
[KristK Feb 01, 1:53pm via TweetGrid.com](#)

A3: Dad is in surgery now ("minor" and will be home tonite). Hoped this chat would help me take mind off of it [#solopr](#)



[cloudspark Feb 01, 1:53pm via web](#)

[@christammiller](#) [@farida_h](#) have you seen our "show me the money!" series on the blog for [#solopr](#) pro members? it'd help with that question.



[taloolah Feb 01, 1:52pm via TweetChat](#)

wisdom RT [@farida_h](#): [@dariasteigman](#) Always believed nothing can be gained without giving up something. Know the trade-offs. [#solopr](#)



[Chrystal54 Feb 01, 1:52pm via web](#)

[@makasha](#) [@TerriMallioux](#) Unfortunately that's an unfortunate attitude a number of ppl in the biz have yet its not always the case. [#solopr](#)



[KellyeCrane Feb 01, 1:52pm via TweetDeck](#)

A3: Not to say that [#solopr](#) pros can't strive for greatness (big incomes, satisfying work, etc.)- we can! But we have to set our own limits.



[MuslimNewMedia Feb 01, 1:52pm via TweetChat](#)

and thats not even going out on the road doing music! RT [@joeldon](#): A3: Hectic travel & speaking schedule, hotel food, no exercise. [#SoloPR](#)



[KateRobins](#) Feb 01, 1:52pm via Twitter for iPhone

“@[karensxim](#): @[jgombita](#) For me it does not matter what I do but who I am through it [#solopr](#)” nice!



[karensxim](#) Feb 01, 1:52pm via TweetChat

@[christammiller](#) @[farida_h](#) aha but you can get more from the hrs you choose to give by being smarter in how you leverage that time [#solopr](#)



[farida_h](#) Feb 01, 1:51pm via TweetChat

@[dariasteigman](#) Everthing comes at a price. Always believed nothing can be gained without giving up something. Know the trade-offs. [#solopr](#)



[jgombita](#) Feb 01, 1:51pm via TweetChat

Workhorse! RT @[joeldon](#): Hectic travel & speaking schedule, hotel food, no exercise. Jays post took the glamor out of the celebrity. [#solopr](#)



[LoisMarketing](#) Feb 01, 1:51pm via TweetDeck

We solopreneurs are at the greatest risk of losing the balance .. and also the ones who can most appreciate it! [#solopr](#) A3



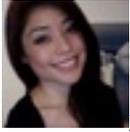
[joeldon](#) Feb 01, 1:51pm via TweetDeck

Have noticed trend in posts on health issues. @[dariasteigman](#): Celebrity isn't as glamorous as some make it out to be. [#solopr](#)



[cloudspark](#) Feb 01, 1:51pm via web

@[joeldon](#) we said "the glamour out of celebrity" [#solopr](#)



[taloolah](#) Feb 01, 1:51pm via TweetChat

Well putRT @[joeldon](#): A3: Hectic travel & speaking schedule, hotel food, no exercise. Jays post took the glamor out of the celebrity. [#solopr](#)



[SoloPR](#) Feb 01, 1:51pm via TweetGrid.com

Love this! MT @[jgombita](#): A3 ...changing measurement to qualitative outcomes: what happened as a result of my time spent working. [#solopr](#)



[dariasteigman](#) Feb 01, 1:51pm via TweetDeck

What she said. RT @[karensim](#): @[jgombita](#) For me it does not matter what I do but who I am through it [#solopr](#)



[christammiller](#) Feb 01, 1:51pm via HootSuite

To @[farida_h](#)'s point (TY!) I have struggled w/ scaling over the past few months. Trying to figure out the right work/income ratio. [#solopr](#)



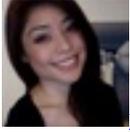
[karensim](#) Feb 01, 1:50pm via TweetChat

@[jgombita](#) For me it does not matter what I do but who I am through it [#solopr](#)



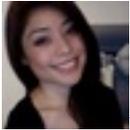
[dariasteigman](#) Feb 01, 1:50pm via TweetDeck

@[joeldon](#) That's a great point. Celebrity isn't as glamorous as some make it out to be. [#solopr](#)



[taloolah](#) Feb 01, 1:50pm via TweetChat

RT @[MuslimNewMedia](#): A3 Dad worked himself to an early grave; trying to not recreate that imprint. He didnt live to see his grandkids [#solopr](#)



[taloolah](#) Feb 01, 1:50pm via TweetChat

A3. Aside from exercise/diet, [#Meditation](#) does wonders for a busy TypeA. Has proven positive effects in reduced stress & inc. focus [#solopr](#)



[christammiller](#) Feb 01, 1:49pm via HootSuite

RT @[farida_h](#): A3: Some people can't afford to do less for financial reasons. But if you have the choice, must choose wisely. [#solopr](#)



[joeldon](#) Feb 01, 1:49pm via web

A3: Hectic travel & speaking schedule, hotel food, no exercise. Jay's post took the glamor out of the celebrity. [#solopr](#)



[Chrystal54](#) Feb 01, 1:49pm via TweetChat

RT @[makasha](#): Q2: I prefer sending cards over gifts to reporters/bloggers [#solopr](#)



[karensim](#) Feb 01, 1:49pm via TweetChat

@[TerriMallioux](#) Amen! [#solopr](#)



[KellyeCrane](#) Feb 01, 1:49pm via [TweetDeck](#)

@[LoisMarketing](#) Good point about growing -- often it may be in a different direction than you were orig. heading. [#solopr](#)



[Chrystal54](#) Feb 01, 1:49pm via [TweetChat](#)

RT @[makasha](#): Q1: Try the sandwich approach while assuring the person that you want to see them succeed. [#solopr](#)



[TerriMallioux](#) Feb 01, 1:48pm via [web](#)

Faith first. Family second. Work third. Doesn't mean you won't give your best at work. Don't want to look back & have regrets. [#solopr](#)



[jgombita](#) Feb 01, 1:48pm via [TweetChat](#)

A3, @[karensxim](#) maybe move to changing measurement to qualitative outcomes: what happened as a result of my time spent working. [#solopr](#)



[dariasteigman](#) Feb 01, 1:48pm via [TweetDeck](#)

@[cloudspark](#) Not me. But not what I value. I value "me" time. [#solopr](#)



[SoloPR](#) Feb 01, 1:48pm via [TweetGrid.com](#)

Very true RT @[7wavesCathy](#): Q3: Life interruptions can help redirect us to adjust our time spent on absolute essentials [#solopr](#)



[karenswim](#) Feb 01, 1:48pm via TweetChat

@[makasha](#) Go forth and conquer superstar! I enjoyed your input as always! [#solopr](#)



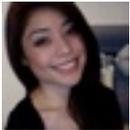
[JanetLFalk](#) Feb 01, 1:48pm via TweetDeck

No one ever said on their deathbed, "I wish I spent more time on my business." [#soloPR](#)



[FlackLikeMe](#) Feb 01, 1:48pm via TweetDeck

RT @[dariasteigman](#): A3 It's a reminder that work shouldn't define you. Impt. to make time for you -- and those around you. [#solopr](#)



[taloolah](#) Feb 01, 1:48pm via TweetChat

RT @[SoloPR](#): RT @[cloudspark](#): q3 @[jaybaer](#) the impt. question - what are you/am i trying to prove? work cant deliver health or balance [#solopr](#)



[SoloPR](#) Feb 01, 1:47pm via TweetGrid.com

Hope you're OK! RT @[makasha](#): A3 my health forced me to re-evaluate some things this year. Smelling the roses a bit more now. [#solopr](#)



[LoisMarketing](#) Feb 01, 1:47pm via TweetDeck

Such events cause us to take a step back .. but also can lead us to take a step forward. My best to @[jaybaer](#) [#solopr](#) A3



[karenswim](#) Feb 01, 1:47pm via TweetChat

@[KelleyCrane](#) it's true we spend so much time agonizing instead of enjoying life [#solopr](#)



[farida_h](#) Feb 01, 1:47pm via [TweetChat](#)

A3: Some people can't afford to do less for financial reasons. But if you have the choice, must choose wisely. [#solopr](#)



[dariasteigman](#) Feb 01, 1:47pm via [TweetDeck](#)

Bye, [@makasha](#). Have a good afternoon! [#solopr](#)



[cloudspark](#) Feb 01, 1:47pm via [web](#)

related to q3: but do my fellow [#solopr](#) pros give themselves deliberate benefits or bonuses?



[karenswim](#) Feb 01, 1:47pm via [TweetChat](#)

RT [@KellyeCrane](#): Actually, relates to [@karenswims](#) point re: cakes. More cake, more friends/family, less sweating the small stuff! [#solopr](#)



[makasha](#) Feb 01, 1:47pm via [TweetChat](#)

As usual, gotta miss the last 15 minutes. Had a blast! [#solopr](#)



[SoloPR](#) Feb 01, 1:46pm via [TweetGrid.com](#)

RT [@cloudspark](#): q3 [@jaybaer](#) delivers the important question - what are you/am i trying to prove? work can't deliver health or balance [#solopr](#)



[7wavesCathy](#) Feb 01, 1:46pm via HootSuite

Q3: Life interruptions can help redirect us to adjust our time spent on absolute essentials [#solopr](#)



[LoisMarketing](#) Feb 01, 1:46pm via TweetDeck

A life-changing event can also inspire writing a book, taking a step, branching out. Not just retreating but growing. [#solopr](#) A3



[karenswym](#) Feb 01, 1:46pm via TweetChat

Bless you! RT [@makasha](#): A3 my health forced me to re-evaluate some things this year. Smelling the roses a bit more now. [#solopr](#)



[jgombita](#) Feb 01, 1:46pm via TweetChat

A3. Agreed [@KellyeCrane](#) [@jaybaer](#). Especially the social media generated kind of nonsense aggro. [#solopr](#)



[KristK](#) Feb 01, 1:46pm via TweetGrid.com

RT [@SoloPR](#): Q3: [@jaybaer](#) posted how family tragedy prompted him to work less: [bit.ly/zDsVhi](#) What can we learn from this? [#solopr](#)



[karenswym](#) Feb 01, 1:46pm via TweetChat

A3: From experience it makes you really clarify how you will define "success" is it how much you make, accolades from work or... [#solopr](#)



[JanetLFalk](#) Feb 01, 1:46pm via TweetDeck

Change focus from REolutions to Building Good Habits. Note to self: take time for self. [#soloPR](#)



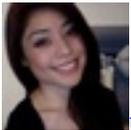
[SoloPR](#) Feb 01, 1:46pm via TweetGrid.com

Yes! Easy to get pulled off course no matter what RT [@dariasteigman](#): A3 Depends on what "right things" are. For you. No one answer. [#solopr](#)



[makasha](#) Feb 01, 1:46pm via TweetChat

RT [@KellyeCrane](#) A3 Actually, relates to [@karenswims](#) point re: cakes. More cake, more friends/family, less sweating the small stuff! [#solopr](#)



[taloolah](#) Feb 01, 1:46pm via TweetChat

A3. Read somewhr that a creative life depends on regular exercise, also best way to build grit--something solo pros need & know well [#solopr](#)



[cloudspark](#) Feb 01, 1:45pm via web

[@TerriMallioux](#) yes and yes, please. [#solopr](#)



[makasha](#) Feb 01, 1:45pm via TweetChat

A3 my health forced me to re-evaluate some things this year. Smelling the roses a bit more now. [#solopr](#)



[karenswim](#) Feb 01, 1:45pm via TweetChat

@[jgombita](#) One of the reasons I adore you is because you "get" me :-)
[#solopr](#)



[cloudspark](#) Feb 01, 1:45pm via web

@[karensxim](#) i also learned that @[jaybaer](#) is very good at picking dog names. that's one i'll remember.
[#solopr](#)



[LoisMarketing](#) Feb 01, 1:45pm via TweetDeck

@[jgombita](#) I understood what you said and I'm with you. Was just teasing with my comment
[#solopr](#)



[KristK](#) Feb 01, 1:45pm via TweetGrid.com

@[willshannon](#) Can't imagine day without the news. I keep my eyes open for stories by key reporters I work with or hope to.
[#solopr](#)



[karensxim](#) Feb 01, 1:44pm via TweetChat

Often, no RT @[KellyeCrane](#): A3: Made me think: We all put so much pressure on ourselves, but is it for the right things?
[#solopr](#)



[cloudspark](#) Feb 01, 1:44pm via web

q3 @[jaybaer](#) delivers the imporant question - what are you/am i trying to prove? work can't deliver health or balance.
[#solopr](#)



[karensxim](#) Feb 01, 1:44pm via TweetChat

A3: We can learn that life is fragile, and fleeting, you can't get back those moments you lost bc you were working
[#solopr](#)



[farida_h](#) Feb 01, 1:44pm via TweetChat

A3: (Work) life has diff cycles. Depending on age, good to stop once in a while, prioritize, take stock of what's most important. [#solopr](#)



[jgombita](#) Feb 01, 1:44pm via TweetChat

@[LoisMarketing](#) I'm not actually talking about the "free lunch" aspect. More the relationship building whilst "breaking bread." [#solopr](#)



[LoisMarketing](#) Feb 01, 1:44pm via TweetDeck

RT @[KellyeCrane](#): A3: Made me think: We all put so much pressure on ourselves, but is it for the right things? [#solopr](#)



[KateRobins](#) Feb 01, 1:43pm via Twitter for iPhone

[#soloPR](#) Back in the day someone tied helium balloons on the arm of my chair. A present, I guess. Humiliating. Just slap a scarlet letter on.



[dariasteigman](#) Feb 01, 1:43pm via TweetDeck

A3 Working out is critical to me. That time is a de facto appt. on my calendar -- and I don't double book. [#solopr](#)



[jgombita](#) Feb 01, 1:43pm via web

Why I adore @[karensxim](#). Tweets like, "I say the whole world could use a little more cake, you just can't be mad when there is cake" [#solopr](#)



[LoisMarketing](#) Feb 01, 1:43pm via [TweetDeck](#)

[@jgombita](#) Oh yes. Want good coverage? Serve lunch! :) [#solopr](#)



[karenswim](#) Feb 01, 1:43pm via [TweetChat](#)

[@makasha](#) They are a law firm and represent many former players, they get very involved in advocacy not just litigation [#solopr](#)



[TerriMallioux](#) Feb 01, 1:42pm via [Twitter for iPhone](#)

“[@cloudspark](#): joining in to [#solopr](#) till the top of the hour.” // hope you're hungry & like cake! [#solopr](#)



[MuslimNewMedia](#) Feb 01, 1:42pm via [TweetChat](#)

amen. RT [@karenswim](#): [@jgombita](#) [@makasha](#) ROFL! the whole world could use a little more cake, you just cant be mad when there is cake [#SoloPR](#)



[dariasteigman](#) Feb 01, 1:42pm via [TweetDeck](#)

A3 It's a reminder that work shouldn't define you. Impt. to make time for you -- and those around you. [#solopr](#)



[SoloPR](#) Feb 01, 1:42pm via [TweetGrid.com](#)

Q3: [@jaybaer](#) posted how a family tragedy is prompting him to work less: [bit.ly/zDsVhi](#) What can we learn from this? [#solopr](#)



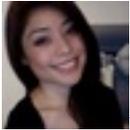
[karenswim](#) Feb 01, 1:41pm via [TweetChat](#)

@[KellyeCrane](#) @[makasha](#) @[KristK](#) Oh yea baby, my fave is SoDelicious brand yummm [#solopr](#)



[jgombita](#) Feb 01, 1:41pm via TweetChat

@[LoisMarketing](#) good, glad it didn't go to waste. Personally, I have great convos (as PR) with journos whilst noshing at events. [#solopr](#)



[taloolah](#) Feb 01, 1:41pm via TweetChat

:(Just read this b4 the chat RT @[SoloPR](#): @[jaybaer](#) posted how a family tragedy is prompting him to work less: bit.ly/zDsVhi [#solopr](#)



[farida_h](#) Feb 01, 1:41pm via TweetChat

RT @[SoloPR](#): @[jaybaer](#) posted how a family tragedy is prompting him to work less: bit.ly/zDsVhi What can we learn from this? [#solopr](#)



[karensuim](#) Feb 01, 1:41pm via TweetChat

@[jgombita](#) @[makasha](#) ROFL! I say the whole world could use a little more cake, you just can't be mad when there is cake [#solopr](#)



[makasha](#) Feb 01, 1:40pm via TweetChat

@[karensuim](#) hi. I'm curious to know your client's angle on sports injuries. Saw the link you posted. [#solopr](#)



[KellyeCrane](#) Feb 01, 1:40pm via TweetDeck

@[makasha](#) @[karensuim](#) @[KristK](#) I like cake w/a side of ice cream! [#solopr](#)



[cloudspark](#) Feb 01, 1:40pm via HootSuite

joining in to [#solopr](#) till the top of the hour.



[SoloPR](#) Feb 01, 1:40pm via TweetGrid.com

[@jaybaer](#) posted how a family tragedy is prompting him to work less: bit.ly/zDsVhi What can we learn from this? [#solopr](#)



[jgombita](#) Feb 01, 1:39pm via TweetChat

[@makasha](#) [@karensxim](#) I say Let You Both Eat (Cup)Cakes [#solopr](#)



[karensxim](#) Feb 01, 1:39pm via TweetChat

[@taloolah](#) Exactly, lol! [#solopr](#)



[LoisMarketing](#) Feb 01, 1:39pm via TweetDeck

RT [@jgombita](#): [@LoisMarketing](#) but didn't you end up with a bunch of uneaten food? [#solopr](#) << Not at all! Huge turnout for the event!



[TerriMallioux](#) Feb 01, 1:39pm via Twitter for iPhone

You're so smart! :) RT [@KristK](#): A2: Make sure reporter knows you think a story (esp not one of yours) is well done. [#solopr](#)



[karensxim](#) Feb 01, 1:39pm via TweetChat

@[makasha](#) Me too! :-) [#soloPR](#)



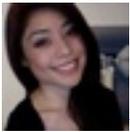
[jgombita](#) Feb 01, 1:39pm via TweetChat

@[LoisMarketing](#) but didn't you end up with a bunch of uneaten food? [#soloPR](#)



[KateRobins](#) Feb 01, 1:39pm via Twitter for iPhone

@[MuslimNewMedia](#) [#soloPR](#) Just don't. You'll waste money and they won't notice if you don't give as much as they would if you did.



[taloolah](#) Feb 01, 1:39pm via TweetChat

Depends on how bad the day was :) RT @[karensxim](#): @[KristK](#) There are days Id take a cupcake over a compliment :) [#soloPR](#)



[joeldon](#) Feb 01, 1:39pm via web

[insider humor] @[jgombita](#) has some choice press releases "pitched" to her. Ask for samples. [#soloPR](#)



[makasha](#) Feb 01, 1:38pm via TweetChat

I like cake. RT @[karensxim](#): @[KristK](#) There are days Id take a cupcake over a compliment :) [#soloPR](#)



[SoloPR](#) Feb 01, 1:38pm via TweetGrid.com

Interesting insights all (and welcome to the lurkers)! Q3 is up next... [#soloPR](#)



[KristK](#) Feb 01, 1:38pm via TweetGrid.com

@[karensxim](#) Perhaps compliments are the "icing on the cake"? or would that be the "cherry on top"?
[#solopr](#)



[KellyeCrane](#) Feb 01, 1:38pm via [TweetDeck](#)

A2: In past [#solopr](#) discussions, it seems lifestyle/local media are more receptive to thank you notes than biz press, FYI. [#solopr](#)



[MuslimNewMedia](#) Feb 01, 1:38pm via [TweetChat](#)

@[LoisMarketing](#) @[JanetLFalk](#) if it was a sit down lunch, may not have had time. Grab and go sandwiches or general snacks better choice [#SoloPR](#)



[karensxim](#) Feb 01, 1:37pm via [TweetChat](#)

@[KristK](#) There are days I'd take a cupcake over a compliment :) [#solopr](#)



[jgombita](#) Feb 01, 1:37pm via [TweetChat](#)

+1 RT @[KristK](#): A2: Compliments go further than cupcakes. Make sure reporter knows you think story esp not one of yours is well done [#solopr](#)



[TerriMallioux](#) Feb 01, 1:37pm via [Twitter for iPhone](#)

@[JanetLFalk](#) I figured we were talking food & cupcakes! Lol! Matter of fact, I'm hungry! [#solopr](#)



[LoisMarketing](#) Feb 01, 1:37pm via [TweetDeck](#)

@[SoloPR](#) @[JanetLFalk](#) We would not have thought negatively had they accepted but it was a very nice gesture on their part [#solopr](#) A2



[karens swim](#) Feb 01, 1:37pm via TweetChat

RT @[KristK](#): Compliments go further than cupcakes. Make sure reporter knows you think a story (esp not one of yours) is well done. [#solopr](#)



[joeldon](#) Feb 01, 1:37pm via TweetDeck

But they really, really mean it. Just interview the CEO to find out! @[jgombita](#): writing is abysmal...trite & over-the-top verbosity. [#solopr](#)



[karens swim](#) Feb 01, 1:37pm via TweetChat

@[KateRobins](#) We miss you but so glad you're with us in hashtag :-)
[#solopr](#)



[KristK](#) Feb 01, 1:36pm via TweetGrid.com

A2: Compliments go further than cupcakes. Make sure reporter knows you think a story (esp not one of yours) is well done. [#solopr](#)



[jgombita](#) Feb 01, 1:36pm via TweetChat

@[dariasteigman](#) red silk one for me, please. :-)
[#solopr](#)



[LoisMarketing](#) Feb 01, 1:36pm via TweetDeck

@[JanetLFalk](#) Commendable on both sides -- my client and his team for inviting and reporters for declining but remaining for event [#solopr](#)



[SoloPR](#) Feb 01, 1:36pm via TweetGrid.com

Interesting RT @[LoisMarketing](#): Recently client had ribbon cutting/lunch event. Invited media to have lunch & most graciously declined [#soloPR](#)



[farida_h](#) Feb 01, 1:36pm via TweetChat

RT @[jgombita](#): A2. You can show your appreciation by pointing journalists to (non-competitor) story ideas or resources. [#soloPR](#)



[KateRobins](#) Feb 01, 1:35pm via Twitter for iPhone

Dear [#soloPR](#) I'm lurking. iPhone tweet phone app's kaput. Runaround from echo...frustrating but there in hashtag.



[LoisMarketing](#) Feb 01, 1:35pm via TweetDeck

@[JanetLFalk](#) Actually no. They stayed for event to tape interviews and take photos. Commendable! [#soloPR](#)



[karenswim](#) Feb 01, 1:35pm via TweetChat

Lol! RT @[joeldon](#): In the days when we had newsrooms (with ashtrays), a gift was frowned upon, subject to derision by peers. [#soloPR](#)



[jgombita](#) Feb 01, 1:35pm via web

@[joeldon](#) come on. Some of the writing is abysmal. Especially the trite and over-the-top verbosity. [#soloPR](#)



[AerialEllis](#) Feb 01, 1:35pm via TweetGrid.com

RT @[KristK](#): 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) [#soloPR](#)



[dariasteigman](#) Feb 01, 1:35pm via TweetDeck

Suddenly I want a cupcake. Preferably chocolate. With icing & sparkles. [#solopr](#)



[JanetLFalk](#) Feb 01, 1:34pm via TweetDeck

@[LoisMarketing](#) May have needed to get back to their desks, for deadlines. [#soloPR](#)



[7wavesCathy](#) Feb 01, 1:34pm via HootSuite

Did I hear food? Tuning in to [#solopr](#)



[TerriMallioux](#) Feb 01, 1:34pm via Twitter for iPhone

Amen! RT “@[MarketingMel](#): A.2 I always try to thank a reporter who has helped me. Thank you's go a long way. [#SoloPR](#)”



[joeldon](#) Feb 01, 1:34pm via TweetDeck

In the days when we had newsrooms (with ashtrays), a gift was frowned upon, subject to derision by peers. [#solopr](#)



[MuslimNewMedia](#) Feb 01, 1:34pm via TweetChat

lol:) RT @[joeldon](#): There are no bad press releases, only misplaced PR objectives. @[jgombita](#): Esp bad ones [#SoloPR](#)



[KellyeCrane](#) Feb 01, 1:34pm via TweetDeck

Don't think so, but the edible angle is a gray area. RT @JanetLFalk: Repeat: Has the \$25 gift limit been raised? #solopr



[jgombita](#) Feb 01, 1:34pm via TweetChat

A2. You can show your appreciation by pointing journalists to (non-competitor) story ideas or resources. (I do this all the time.) #solopr



[makasha](#) Feb 01, 1:34pm via TweetChat

@JanetLFalk I don't think it has. The standard in most industries including govt here in #montgomery is that. #solopr



[LoisMarketing](#) Feb 01, 1:34pm via TweetDeck

Recently client had ribbon cutting/lunch event. Invited media to have lunch and most graciously declined. #solopr A2



[JanetLFalk](#) Feb 01, 1:33pm via TweetDeck

@TerriMallioux Hard to promote food-related biz without a sample. #soloPR



[joeldon](#) Feb 01, 1:33pm via TweetDeck

There are no bad press releases, only misplaced PR objectives. @jgombita: Esp bad ones #solopr



[jgombita](#) Feb 01, 1:33pm via TweetChat

Key. + right "amount" of gratitude RT @MuslimNewMedia: a2 Do it AFTER a story runs or well between pitches, never before or during. #solopr



[TerriMallioux Feb 01, 1:33pm via web](#)

A2: A gift & a promotional item could be different. Say a new product, like cupcakes from a new bakery in town you're promoting! [#solopr](#)



[JanetLFalk Feb 01, 1:33pm via TweetDeck](#)

Repeat: Has the \$25 gift limit been raised? [#soloPR](#)



[karenswim Feb 01, 1:32pm via TweetChat](#)

@[KellyeCrane](#) Yes, definitely a different playing field [#solopr](#)



[karenswim Feb 01, 1:32pm via TweetChat](#)

A2: In my position now I would not send a gift as a "thank you" for a story but dep. on relationship might do year end to big group [#solopr](#)



[SoloPR Feb 01, 1:32pm via TweetGrid.com](#)

Agree! MT @[AshleyMassotti](#): A2: My classes have discouraged gift-giving. Said it blurs lines and puts [#PR](#) pros in questionable sit [#solopr](#)



[MuslimNewMedia Feb 01, 1:32pm via TweetChat](#)

a2 and do it AFTER a story runs or well between pitches, never before or during. [#SoloPR](#)



[jgombita Feb 01, 1:31pm via TweetChat](#)

Esp bad ones RT @joeldon: I think best gratitude to offer a reporter is promising never to ask if they got/read the news release ;-)
[#solopr](#)



[karenskim](#) Feb 01, 1:31pm via TweetChat

@[MuslimNewMedia](#) Agree, food has always been received well!
[#solopr](#)



[KellyeCrane](#) Feb 01, 1:31pm via TweetDeck

@[karenskim](#) Perhaps similar to some reporters/bloggers who react better when the "pitch" comes from a company rep.
[#solopr](#)



[joeldon](#) Feb 01, 1:31pm via TweetDeck

Right, dicey, would never do it. Was done 2 me , never liked it either. @[TerriMallioux](#): ...wondered what was up sleeve-don't like.
[#solopr](#)



[MarketingMel](#) Feb 01, 1:31pm via TweetChat

A.2 I always try to thank a reporter who has helped me. Thank you's go a long way.
[#SoloPR](#)



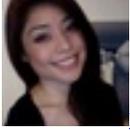
[AshleyMassotti](#) Feb 01, 1:31pm via web

A2: My classes have discouraged gift-giving. Said it does nothing but blur lines and put [#PR](#) pros in questionable situations.
[#solopr](#)



[makasha](#) Feb 01, 1:30pm via TweetChat

RT @[TerriMallioux](#): A2: Used to be a reporter. If a co or PR pro would give me a gift, I wondered what was up their sleeve.
[#solopr](#)



[taloolah](#) Feb 01, 1:30pm via TweetChat

RT @TerriMallioux: A2: Used to be a reporter. If a co or PR pro would give me a gift, I wondered what was up their sleeve..dont like [#solopr](#)



[farida_h](#) Feb 01, 1:30pm via TweetChat

:) RT @joeldon: I think best gratitude to offer a reporter is promising never to ask if they got/read the news release. :-) [#solopr](#)



[SoloPR](#) Feb 01, 1:30pm via TweetGrid.com

Good 2 know RT @TerriMallioux: A2: Used to be a reporter. If a co or PR pro would give me a gift,I wondered what was up their sleeve [#solopr](#)



[LoisMarketing](#) Feb 01, 1:30pm via TweetDeck

Gifts are not appropriate for media sources. I do not know of any who allow or accept them either. [#solopr](#)
A2



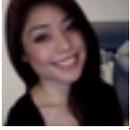
[MuslimNewMedia](#) Feb 01, 1:30pm via TweetChat

edibles however, always seemed to be ok and were consumed quickly! do it for the whole newsroom rather than a single reporter. [#SoloPR](#)



[KellyeCrane](#) Feb 01, 1:30pm via TweetDeck

A2: We've talked before about thanking reporters- appropriateness varies by industry. Many tech reporters do not like. [#solopr](#)



[taloolah](#) Feb 01, 1:30pm via TweetChat

Good one! RT @joeldon: I think best gratitude to offer a reporter is promising never to ask if they got/read the news release. ;-) [#solopr](#)



[dariasteigman](#) Feb 01, 1:29pm via TweetDeck

@[TerriMallioux](#) Agreed. And ditto for reporter who accepts it. I want everyone to have "clean hands." [#solopr](#)



[farida_h](#) Feb 01, 1:29pm via TweetChat

@[karensxim](#) Thanks for clarifying! :) @[TerriMallioux](#) That was a great observation! [#solopr](#)



[karensxim](#) Feb 01, 1:29pm via TweetChat

A2: I do think that the response to gifts from "real people" are perceived as genuine, so received differently [#solopr](#)



[TerriMallioux](#) Feb 01, 1:28pm via web

A2: Used to be a reporter. If a co or PR pro would give me a gift, I wondered what was up their sleeve. I personally don't like. [#solopr](#)



[dariasteigman](#) Feb 01, 1:28pm via TweetDeck

@[jgombita](#) Good Point, & probably true. I can't bring some clients gifts or buy them a meal, but I can bring cookies to a meeting. [#solopr](#)



[LoisMarketing Feb 01, 1:28pm via TweetDeck](#)

Provide concise information and good photos in the formats requested and reporters will love you forever. [#solopr](#) A2



[joeldon Feb 01, 1:28pm via TweetDeck](#)

I think best gratitude to offer a reporter is promising never to ask if they got/read the news release. ;-)
[#solopr](#)



[MuslimNewMedia Feb 01, 1:28pm via TweetChat](#)

a2 most newsrooms have ethics policy against accepting gifts, so you have to tread with care. 1/2 [#SoloPR](#)



[makasha Feb 01, 1:28pm via TweetChat](#)

a2: I opt to send gifts/sentiments at Valentine's Day (my fav). They don't get lost in the doing it just because madness of yr end [#solopr](#)



[SoloPR Feb 01, 1:28pm via TweetGrid.com](#)

Good one! RT @JanetLFalk: A2 Only give cupcakes if you are a bakery or chef. Has the \$25 gift limit been increased? [#solopr](#)



[jgombita Feb 01, 1:27pm via TweetChat](#)

A2. Usually gifts are not accepted by newsrooms. I wonder if the fact that these are edible makes them more acceptable? Hmm. [#solopr](#)



[KristK](#) Feb 01, 1:27pm via [TweetGrid.com](#)

RT @SoloPR: Q2: Saw a newsletter suggest giving thank you gifts (like cupcakes) to reporters. Is this more acceptable from orgs than [#solopr](#)



[SoloPR](#) Feb 01, 1:27pm via [TweetGrid.com](#)

RT @makasha: Q2: I prefer sending cards over gifts to reporters/bloggers [#solopr](#)



[KellyeCrane](#) Feb 01, 1:27pm via [TweetDeck](#)

A2: Many outlets have rules against accepting gifts (even meals). If you were to do it, make sure you know policy. [#solopr](#)



[FranciscoTobon](#) Feb 01, 1:27pm via [ÜberSocial for BlackBerry](#)

A2. The relationship that you have with the reporter should give you an idea if it's appropriate, or not. [#solopr](#)



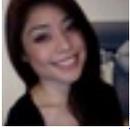
[LoisMarketing](#) Feb 01, 1:27pm via [TweetDeck](#)

Make reporters' job easy with concise info and photos or photo opps. You only buy lunch for them if you're a Formula 1 team. :) [#solopr](#) A2



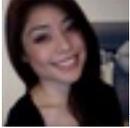
[karensxim](#) Feb 01, 1:26pm via [TweetChat](#)

@[farida_h](#) You are so sweet that last nugget of wisdom though was courtesy of solo smartie
@[TerriMallioux](#) ;-) [#solopr](#)



[taloolah](#) Feb 01, 1:26pm via TweetChat

RT @[dariasteigman](#): A2 Corollary Q: Should reporters be accepting gifts from sources, subjects they cover? [#solopr](#)



[taloolah](#) Feb 01, 1:26pm via TweetChat

RT @[SoloPR](#): Q2: .. a newsletter suggest giving thank you gifts (like cupcakes) to reporters..more acceptable from a co than PR pro? [#solopr](#)



[makasha](#) Feb 01, 1:26pm via TweetChat

Q2: I prefer sending cards over gifts to reporters/bloggers [#solopr](#)



[JanetLFalk](#) Feb 01, 1:26pm via TweetDeck

A2 Only give cupcakes if you are a bakery or chef. Has the \$25 gift limit been increased? [#solopr](#)



[joeldon](#) Feb 01, 1:26pm via TweetDeck

Have seen this when companies hire (low-cost) inexperienced @[farida_h](#) @[karensim](#) "sometimes aggression is due to insecurity." [#solopr](#)



[KellyeCrane](#) Feb 01, 1:26pm via TweetDeck

@[TerriMallioux](#) You bet! Hope other [#solopr](#) pros don't have to learn that one the hard way.



[karensim](#) Feb 01, 1:25pm via TweetChat

RT @SoloPR: Q2: Saw newsletter suggest giving thank you gifts to reporters. Is this more acceptable from a co than PR pro? [#solopr](#)



[SoloPR Feb 01, 1:25pm via TweetGrid.com](#)

RT @MuslimNewMedia: a1 in addition to cc ing mgmt, personally document incidents or conflicts. If you're scapegoated, u have record [#solopr](#)



[farida_h Feb 01, 1:25pm via TweetChat](#)

RT @MuslimNewMedia: a1 in addition to cc ing mgmt, personally document incidents or conflicts. If ure scapegoated, u hv a record [#solopr](#)



[SoloPR Feb 01, 1:24pm via TweetGrid.com](#)

Q2: Saw a newsletter suggest giving thank you gifts (like cupcakes) to reporters. Is this more acceptable from a co than PR pro? [#solopr](#)



[TerriMallioux Feb 01, 1:24pm via Twitter for iPhone](#)

@KellyeCrane Really great tip! Thank you! [#solopr](#)



[MuslimNewMedia Feb 01, 1:23pm via TweetChat](#)

a1 in addition to cc ing mgmt, personally document any incidents or conflicts. If you're scapegoated, u have a record [#SoloPR](#)



[JanetLFalk Feb 01, 1:23pm via TweetDeck](#)

Hi friends. Been away too long. NYC-based PR pro for small biz, nonprofit, financial and law firm clients. Also subcontract. [#solopr](#)



[farida_h](#) Feb 01, 1:23pm via TweetChat

Always impressed with [@karensxim](#) 's wisdom. "Very true about age and experience, sometimes aggression is due to insecurity." [#solopr](#) [#solopr](#)



[TerriMallioux](#) Feb 01, 1:23pm via Twitter for iPhone

[@karensxim](#) Been there, seen that. Can be so frustrating! Just keep swimming [#solopr](#)



[SoloPR](#) Feb 01, 1:22pm via TweetGrid.com

Excellent discussion/tips everyone! Most of us will be in this position at some point. Q2 is up next... [#solopr](#)



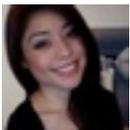
[SoloPR](#) Feb 01, 1:21pm via TweetGrid.com

RT [@aimee1986](#): cc in direct manager so they can see that the new hire is impacting workflow, always b nice, get agreements in writing [#solopr](#)



[LoisMarketing](#) Feb 01, 1:21pm via TweetDeck

You should develop solid channel of communication so that you are never 'surprised' by new pt person or other changes [#soloPR](#) A1



[taloolah](#) Feb 01, 1:21pm via TweetChat

RT [@KellyeCrane](#): A1: If they start asking for things like media lists, reports, etc., dont over-service. May be about to boot you [#solopr](#)



[KellyeCrane](#) Feb 01, 1:20pm via TweetDeck

A1: Once at an agency, my VP didn't want to believe that the new client contact was about to clean house. We way over serviced- ugh [#solopr](#)



[farida_h](#) Feb 01, 1:20pm via TweetChat

RT [@KellyeCrane](#): A1: If you're able, perhaps suggest a face-to-face meeting. How can they resist a sweet [#solopr](#) face? :-) [#solopr](#)



[karenswym](#) Feb 01, 1:20pm via TweetChat

@[TerriMallioux](#) Very true about age and experience, sometimes aggression is due to insecurity. [#solopr](#)



[KellyeCrane](#) Feb 01, 1:20pm via TweetDeck

A1: If they start asking for things like media lists, extensive reports, etc., don't over-service. May be about to boot you [#solopr](#)



[taloolah](#) Feb 01, 1:20pm via TweetChat

RT [@LoisMarketing](#): Develop and nurture relationships throughout the org not ...also to find news/PR opps! [#solopr](#) [#solopr](#)



[karenswym](#) Feb 01, 1:20pm via TweetChat

RT [@TerriMallioux](#): Sad, but age can play a part. Newbies really trying to make their mark. Sometimes a learning curve for them. [#solopr](#)



[TerriMallioux](#) Feb 01, 1:19pm via web

A1: Sad, but age of the client can play a part. Newbies really trying to make their mark. Sometimes a learning curve for them. [#solopr](#)



[aimee1986](#) Feb 01, 1:18pm via Echofon

@[KellyeCrane](#) cc in direct manager so they can see that the new hire is impacting workflow, always b nice, get agreements in writing [#solopr](#)



[joeldon](#) Feb 01, 1:18pm via TweetDeck

Karen, good point @[karensxim](#): @[farida_h](#) seen deals go south & consultants be let go because they did not nurture wider relationships [#solopr](#)



[willshannon](#) Feb 01, 1:18pm via Twitter for BlackBerry®

@[KellyeCrane](#) thanks! [#solopr](#)



[LoisMarketing](#) Feb 01, 1:18pm via TweetDeck

Develop and nurture relationships throughout the organization not just to cement your role but also to find news/PR opps! [#solopr](#) A1



[makasha](#) Feb 01, 1:18pm via TweetChat

RT @[TerriMallioux](#): "... But trust & candidness is a must." [#solopr](#)



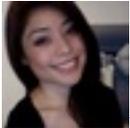
[KellyeCrane](#) Feb 01, 1:18pm via TweetDeck

A1: If you're able, perhaps suggest a face-to-face meeting (even if it means travel). How can they resist a sweet [#solopr](#) face? :-)



[karensxim](#) Feb 01, 1:18pm via TweetChat

@[LoisMarketing](#) Yes I love that point! [#solopr](#)



[taloolah](#) Feb 01, 1:18pm via TweetChat

RT @[karensxim](#): @[farida_h](#) @[joeldon](#) I've seen deals go south and consultants be let go because they did not nurture wider relationships [#solopr](#)



[KristK](#) Feb 01, 1:17pm via TweetGrid.com

MT @[KellyeCrane](#): A1: Show the new person that you're their secret weapon. Can be a win-win! [#solopr](#)



[makasha](#) Feb 01, 1:17pm via TweetChat

RT @[KellyeCrane](#): A1: But often, you can show the new person that you're their secret weapon. Can be a win-win! [#solopr](#)



[karensxim](#) Feb 01, 1:17pm via TweetChat

@[farida_h](#) @[joeldon](#) I've seen deals go south and consultants be let go because they did not nurture wider relationships [#solopr](#)



[LoisMarketing](#) Feb 01, 1:16pm via TweetDeck

Remember that how you handle the new pt person is one of the best way to showcase your PR "savvy" :)
[#solopr](#) A1



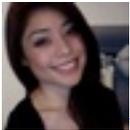
[TerriMallioux Feb 01, 1:16pm via web](#)

A1: Must let know it's a partnership - You will do all you can to make them look good & succeed. But trust & candidness is a must. [#solopr](#)



[KellyeCrane Feb 01, 1:16pm via TweetDeck](#)

A1: But often, you can show the new person that you're their secret weapon. Can be a win-win! [#solopr](#)



[taloolah Feb 01, 1:16pm via TweetChat](#)

A1. This situation can be tough, especially if you telecommute--so hard to cast wider net in the org, difficult to work politically [#solopr](#)



[makasha Feb 01, 1:15pm via TweetChat](#)

The very essence of exemplary leadership RT [@KristK](#): "... Focus on shared vision, goals." [#solopr](#)



[karensim Feb 01, 1:15pm via TweetChat](#)

[@jgombita](#) I've led a colorful life :-) Both actually (penetrate and permeate) [#solopr](#)



[KristK Feb 01, 1:15pm via TweetGrid.com](#)

A1: Focus conversation on program and what [#solopr](#) can bring to table. We're a resource that can help them succeed.



[MuslimNewMedia Feb 01, 1:15pm via TweetChat](#)

good afternoon everyone! [#SoloPR](#)



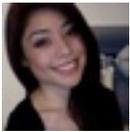
[KellyeCrane Feb 01, 1:15pm via TweetDeck](#)

A1: I've seen a co know they made a bad hire, & nothing they can do in the short term to fix. Then you must decide whether to stay. [#solopr](#)



[dconconi Feb 01, 1:14pm via TweetChat](#)

so sorry to have to miss today's [#solopr](#) chat - best part of the week and I can't even just loiter :-(
[#solopr](#)



[taloolah Feb 01, 1:14pm via TweetChat](#)

A1. Show how results are shifting, if you have KPI's shift as proof, show these first to keep the convo objective, not personal [#solopr](#)



[farida_h Feb 01, 1:14pm via TweetChat](#)

RT @[KristK](#): Recognize that new person will want to put their stamp on program and be open to change. Focus on shared vision, goals. [#solopr](#)



[joeldon Feb 01, 1:14pm via TweetDeck](#)

+1 @[farida_h](#): @[karensxim](#) makes sense. Always good to build wider support net if you don't get along with one person in the team. [#solopr](#)



[makasha Feb 01, 1:13pm via TweetChat](#)

True! RT @[karensxim](#) "... its important to penetrate org. & not depend on one ally" [#solopr](#)



[dariasteigman](#) Feb 01, 1:13pm via TweetDeck

@[TerriMallioux](#) Seen threatened translate to "blame the consultant." Not acceptable. Not going to tolerate. [#solopr](#)



[farida_h](#) Feb 01, 1:13pm via TweetChat

@[karensxim](#) That makes sense. Always good to build wider support net if you don't get along with one person in the team. [#solopr](#)



[JaChelRed](#) Feb 01, 1:13pm via web

It's chat time! [#solopr](#)



[TerriMallioux](#) Feb 01, 1:12pm via Twitter for iPhone

So true! RT @[dariasteigman](#): A1 imp't to protect YOUR reputation. May have to be blunt (to right person) abt source of problem. [#solopr](#)



[jgombita](#) Feb 01, 1:12pm via web

@[karensxim](#) very interesting (sales background). Do you mean penetrate or permeate? [#solopr](#)



[SoloPR](#) Feb 01, 1:12pm via TweetGrid.com

RT @[makasha](#): Q1: Try the sandwich approach while assuring the person that you want to see them succeed. [#solopr](#)



[SoloPR](#) Feb 01, 1:12pm via TweetGrid.com

Yes! MT @karensxim: A1: ...why it's important to penetrate org. & not depend on 1 ally [#solopr](#)



[KristK Feb 01, 1:11pm via TweetGrid.com](#)

A1: Recognize that new person will want to put their stamp on the program and be open to change. Focus on shared vision, goals. [#solopr](#)



[karensxim Feb 01, 1:11pm via TweetChat](#)

RT @KellyeCrane: A1: Sadly, its not uncommon for a new employee to feel threatened by long-time [#solopr](#). Be extra accommodating. [#solopr](#)



[KellyeCrane Feb 01, 1:11pm via TweetDeck](#)

@willshannon Excellent! We love new folks - don't be shy. :-) [#solopr](#)



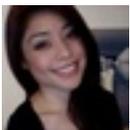
[KellyeCrane Feb 01, 1:11pm via TweetDeck](#)

@riselah Hi! Welcome to [#soloPR](#)



[KellyeCrane Feb 01, 1:10pm via TweetDeck](#)

A1: Sadly, it's not uncommon for a new employee to feel threatened by long-time [#solopr](#). Be extra accommodating.



[taloolah Feb 01, 1:10pm via TweetChat](#)

Hi everyone, a little late but better than never. Tallulah here, PR and Social Media consultant based in LA. Nice to see everyone! [#solopr](#)



[karenskim](#) Feb 01, 1:10pm via TweetChat

A1: Dealt with this all the time when I worked in sales which is why it's important to penetrate org. & not depend on one ally [#solopr](#)



[farida_h](#) Feb 01, 1:10pm via TweetChat

RT [@karenskim](#): A1: It helps to understand motivation, have priv convo abt their goals & ask how you can help, will change dynamics [#solopr](#)



[dariasteigman](#) Feb 01, 1:10pm via TweetDeck

@[willshannon](#) Glad you're joining us here. [#solopr](#)



[dariasteigman](#) Feb 01, 1:10pm via TweetDeck

A1 Also imp't to protect YOUR reputation. Sometimes you have to be blunt (to right person) abt source of problem. [#solopr](#)



[makasha](#) Feb 01, 1:10pm via TweetChat

Q1: Try the sandwich approach while assuring the person that you want to see them succeed. [#solopr](#)



[farida_h](#) Feb 01, 1:09pm via TweetChat

A1: Communication is always key. Discussing how things were handled in past, outlining a plan for working together may help. [#solopr](#)



[willshannon](#) Feb 01, 1:09pm via web

Hello, this is my first time joining the [#solopr](#) live chat.



[KristK Feb 01, 1:09pm via TweetGrid.com](#)

Good point! RT @[LoisMarketing](#): A1 Be positive in your conversation. Assure pt person you are ally not adversary [#solopr](#)



[karenswim Feb 01, 1:09pm via TweetChat](#)

RT @[LoisMarketing](#): Be positive in your conversation. Assure pt person you are ally not adversary [#solopr](#)
A1 [#solopr](#)



[karenswim Feb 01, 1:09pm via TweetChat](#)

A1: It helps to understand motivation, have priv convo about their goals and ask for how you can help, will change dynamics [#solopr](#)



[SoloPR Feb 01, 1:09pm via TweetGrid.com](#)

RT @[LoisMarketing](#): Be positive in your conversation. Assure pt person you are ally not adversary [#solopr](#)



[jgombita Feb 01, 1:08pm via TweetChat](#)

A1. Don't put cart before horse. Find out why point person has changed (is it a new hire)? Don't assume you know the reasons why. [#solopr](#)



[SoloPR Feb 01, 1:08pm via TweetGrid.com](#)

Hello to our late arrivals - glad you could join us! [#solopr](#)



[LoisMarketing Feb 01, 1:08pm via TweetDeck](#)

Be positive in your conversation. Assure pt person you are ally not adversary [#solopr](#) A1



[KellyeCrane Feb 01, 1:08pm via TweetDeck](#)

A1: Going around the new pt person is usually a bad idea, but cc: managers on emails/reports whenever it makes sense. [#solopr](#)



[karenswym Feb 01, 1:08pm via TweetChat](#)

Pardon my tardiness, Good Afternoon! [#solopr](#)



[LoisMarketing Feb 01, 1:07pm via TweetDeck](#)

I know it's tough but start with a friendly but candid, private and one-to-one conversation with your pt person. [#solopr](#) A1



[joeldon Feb 01, 1:07pm via TweetDeck](#)

RT @SoloPR: Q1: Decisions by new pt person at long-time client are negatively impacting workflow, results, strategy. How to handle? [#solopr](#)



[dariasteigman Feb 01, 1:07pm via TweetDeck](#)

A1. agree w/ @KellyeCrane. As long as you close the loop as soon as problems start to present. [#solopr](#)



[TerriMallioux Feb 01, 1:07pm via web](#)

Hello [#solopr](#) peeps! A little late, but here now!



[KellyeCrane](#) Feb 01, 1:06pm via [TweetDeck](#)

RT @SoloPR: Q1: Decisions by new pt person at long-time client are negatively impacting workflow, results, strategy. How to handle? [#solopr](#)



[KellyeCrane](#) Feb 01, 1:06pm via [TweetDeck](#)

A1: First, if you've been working w/client for a while, if things go wrong higher ups will know it's not you. [#solopr](#)



[makasha](#) Feb 01, 1:05pm via [TweetChat](#)

Hi. Greetings from Dorsey Group in Montgomery, AL. Glad to participate today. [#solopr](#)



[farida_h](#) Feb 01, 1:05pm via [TweetChat](#)

Tuning in to the [#solopr](#) chat. RT @SoloPR: It's time for this week's [#soloPR](#) chat for independent pros in PR and related fields. [#solopr](#)



[MarketingMel](#) Feb 01, 1:05pm via [TweetChat](#)

Hi friends! Stepping in while working w/ my fab intern @[SarahERowan](#) today. [#SoloPR](#)



[KristK](#) Feb 01, 1:05pm via [TweetGrid.com](#)

I've missed my [#solopr](#) pals! Hello everyone, I'm Kristie (22 years exp, 8 as indy, APR and PR prof based on MS Gulf Coast)



[SoloPR Feb 01, 1:05pm via TweetGrid.com](#)

Q1: Decisions by new pt person at long-time client are negatively impacting workflow, results, strategy. How to handle? [#solopr](#)



[SoloPR Feb 01, 1:05pm via TweetGrid.com](#)

Welcome everyone! Q1 is up next... [#solopr](#)



[dariasteigman Feb 01, 1:04pm via TweetDeck](#)

Hi [@AshleyMassotti](#). No need to lurk. Feel free to jump. We don't have all the answers. :) [#soloPR](#)



[dariasteigman Feb 01, 1:04pm via TweetDeck](#)

Got a run in AND made it back in time for [#solopr](#). Hello [@KellyeCrane](#), [@KristK](#) (and those key to join us).



[AshleyMassotti Feb 01, 1:04pm via web](#)

My name's Ashley, I'm a PR student, and probably going to silently lurk [#soloPR](#)



[SoloPR Feb 01, 1:03pm via TweetGrid.com](#)

Twitter seems super-slow today, but we shall persevere! Q1 is coming up... [#solopr](#)



[KristK Feb 01, 1:03pm via TweetGrid.com](#)

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) [#solopr](#)



[SoloPR Feb 01, 1:02pm via TweetGrid.com](#)

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



[KellyeCrane Feb 01, 1:02pm via TweetDeck](#)

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)



[SoloPR Feb 01, 1:01pm via TweetGrid.com](#)

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](#)