

#SoloPR Transcript – 3/21/2012

This week's chat was sponsored by PitchPen



1. What are some tips on handling international PR? Executing client programs outside the U.S.?
2. What questions should an entrepreneur ask before hiring (the right person/agency) for a PR campaign?
3. In light of [@cloudspark](#)'s post on <http://soloprpro.com> yesterday, what are you doing to be a better boss to yourself?



[SoloPR Mar 21, 1:59pm via TweetGrid.com](#)

Thanks everyone for sharing your wisdom and experiences, and remember we chat on the hashtag all week! [#solopr](#)



[olgaorda Mar 21, 1:59pm via HootSuite](#)

Thanks, it was such fun at [#soloPR](#) today! RT [@SoloPR](#): Thanks also to [@olgaorda](#) and PitchPen for sponsoring this chat! pitchpen.com/socialmedia/



[LoisMarketing Mar 21, 1:59pm via TweetDeck](#)

RT [@SoloPR](#): Thanks also to [@olgaorda](#) and PitchPen for sponsoring this chat! pitchpen.com/socialmedia/ [#solopr](#)



[cloudspark Mar 21, 1:59pm via web](#)

[@rajeen](#) now that's a pitch for cosmo magazine :-D [#solopr](#)



[LoisMarketing](#) Mar 21, 1:59pm via TweetDeck

RT @CASUDI: A3 True for any solo-entrepreneur ~ time management ~ prioritize work schedule ~ work/life balance ` have FUN [#SoloPR](#)



[SoloPR](#) Mar 21, 1:59pm via TweetGrid.com

Great pt re: efficiency MT @3HatsComm: A3 Less eating lunch at desk; stick to office hours, then step away (forces efficiency too).. [#solopr](#)



[jgombita](#) Mar 21, 1:59pm via web

Great suggestion about the livestreaming @cloudspark! (I introduced open webcasting annual economist keynote) c @KristK @janetfalk [#solopr](#)



[cloudspark](#) Mar 21, 1:59pm via web

@3HatsComm i liked @ginideitrich's comment - "it'll have to wait till monday to get done" [#solopr](#)



[rajejan](#) Mar 21, 1:58pm via web

I need to read article on @SoloPR.com - but clearly I need to stop sleeping with the boss, it's getting me nowhere! [#solopr](#)



[CASUDI](#) Mar 21, 1:58pm via TweetChat

A3 True for any solo-entrepreneur ~ time management ~ prioritize work schedule ~ work/life balance ` have FUN [#SoloPR](#)



[SoloPR](#) Mar 21, 1:58pm via [TweetGrid.com](#)

Thanks also to [@olgaorda](#) and PitchPen for sponsoring this chat! [pitchpen.com/socialmedia/ #solopr](#)



[KateRobins](#) Mar 21, 1:58pm via [TweetChat](#)

[@KristK](#) 3000 whats from where? Are there that many journos covering any one thing? [#solopr](#)



[KristK](#) Mar 21, 1:58pm via [TweetGrid.com](#)

RT [@SoloPR](#): Q3: in light of [@cloudspark](#) post on [soloprpro.com](#) yesterday, what are you doing to be a better boss to yourself? [#solopr](#)



[adprJohn](#) Mar 21, 1:57pm via [web](#)

RT [@cloudspark](#): a2: i use a dating analogy when exp. pr to new clients 1/2 [#solopr](#)



[3HatsComm](#) Mar 21, 1:57pm via [TweetChat](#)

A3 Less eating lunch at desk; stick to office hours, then step away (forces efficiency too) .. and maybe looking into naps. ;-) [#SoloPR](#)



[jgombita](#) Mar 21, 1:57pm via [web](#)

So that could be a good A2 [@KristK](#) [@janetfalk](#): other than the traditional media, who are your secondary audiences? c [@CASUDI](#) [#solopr](#)



[cloudspark](#) Mar 21, 1:57pm via [web](#)

a3: and yes, i'm a bit freaked by being 100% disconnected. [#solopr](#)



[SoloPR](#) Mar 21, 1:57pm via [TweetGrid.com](#)

As we wrap up, want to remind that the Solo PR Pro Premium site prices go up next week (so don't procrastinate, as I tend to!). [#solopr](#)



[cloudspark](#) Mar 21, 1:57pm via [web](#)

@[KateRobins](#) <adding open bar> so noted. [#solopr](#)



[jgombita](#) Mar 21, 1:57pm via [web](#)

@[MuslimNewMedia](#) I doubt the nurses had a clue about our media announcement...totally different sectors. [#solopr](#)



[KristK](#) Mar 21, 1:57pm via [TweetGrid.com](#)

@[cloudspark](#) Recent news conference had 3000+ virtual attendees. As registration rose, we pitched those [#s](#) to get more media [#solopr](#)



[SoloPR](#) Mar 21, 1:57pm via [TweetGrid.com](#)

Yay! RT @[cloudspark](#): a3: staying true to my post, i'm actually going on a retreat this weekend. no phones, no laptops allowed. [#solopr](#)



[cloudspark](#) Mar 21, 1:56pm via [web](#)

@[joeldon](#) and ha ha ha to the prenup idea. well played sir. [#solopr](#)



[SoloPR](#) Mar 21, 1:56pm via [TweetGrid.com](#)

RT @[davispr](#): A3 - taking more scheduled vacation time, not just the spontaneous long weekend. Important to recharge the batteries. [#solopr](#)



[cloudspark](#) Mar 21, 1:55pm via web

a3: staying true to my post, i'm actually going on a retreat this weekend. no phones, no laptops allowed. [#solopr](#)



[deegospel](#) Mar 21, 1:55pm via [TweetChat](#)

RT @[SoloPR](#): Q3: In light of @[CloudSparks](#) post on [soloprpro.com](#) yesterday, what are you doing to be a better boss to yourself? [#solopr](#)



[3HatsComm](#) Mar 21, 1:55pm via [TweetChat](#)

This. RT @[KellyeCrane](#): A3: I need to stop trying to do *everything* all at once. My boss is very unrealistic. :-) [#SoloPR](#)



[davispr](#) Mar 21, 1:55pm via [TweetChat](#)

A3 - taking more scheduled vacation time, not just the spontaneous long weekend. Important to recharge the batteries. [#solopr](#)



[jgombita](#) [Mar 21, 1:55pm via web](#)

@[KateRobins](#) it's like reality: PR rep speaks when it's bad news; CEO speaks when it's good news. Preferred: no one speaking. [#solopr](#)



[deegospel](#) [Mar 21, 1:55pm via TweetChat](#)

@[makasha](#) thank you [#solopr](#)



[JasMollica](#) [Mar 21, 1:55pm via TweetDeck](#)

Q3: To play off of [@cloudspark](#), be more understanding of time. Need to work/life balance. [#solopr](#)



[olgaorda](#) [Mar 21, 1:55pm via HootSuite](#)

Haha yes sounds like M2! RT [@KellyeCrane](#): A3: I need to stop trying to do *everything* all at once. My boss is very unrealistic. :-) [#solopr](#)



[SoloPR](#) [Mar 21, 1:54pm via TweetGrid.com](#)

RT [@JanetLFalk](#): Allocating ME time and quiet time [#solopr](#)



[cloudspark](#) [Mar 21, 1:54pm via web](#)

@[KristK](#) @[jgombita](#) @[janetfalk](#) same - we invite secondary audiences to pressers. not just media. (also livestreaming works well) [#solopr](#)



[LoisMarketing](#) Mar 21, 1:54pm via TweetDeck

RT @KateRobins: @LoisMarketing I get ya. [#solopr](#) << LOL! I received several messages where the analogy was missed. Good to see you!



[jgombita](#) Mar 21, 1:54pm via web

Not surprised RT @KateRobins: once had a client who paid us to keep him OUT of paper; staying out a lot more effort than getting in [#solopr](#)



[MuslimNewMedia](#) Mar 21, 1:54pm via TweetChat

@[jgombita](#) savvy on nurses' part though :) Was that strategic on their part? [#SoloPR](#)



[KellyeCrane](#) Mar 21, 1:54pm via TweetDeck

A3: I need to stop trying to do *everything* all at once. My boss is very unrealistic. :-) [#solopr](#)



[KateRobins](#) Mar 21, 1:53pm via TweetChat

@[LoisMarketing](#) I get ya. [#solopr](#)



[LoisMarketing](#) Mar 21, 1:53pm via TweetDeck

Thanks for another fun [#solopr](#) chat.



[joeldon](#) Mar 21, 1:53pm via TweetDeck

Carrying the dating analogy forward, make sure to sign a pre-nup --> bit.ly/GD51r6 @cloudspark: a2: i use a dating analogy [#solopr](#)



[JanetLFalk](#) Mar 21, 1:53pm via TweetDeck

Allocating ME time and quiet time [#soloPR](#)



[LoisMarketing](#) Mar 21, 1:53pm via TweetDeck

LOL [#solopr](#) friends! I did not advocate press conferences! I merely suggested that you treat prospect questioning as you would a PC :) :



[jgombita](#) Mar 21, 1:52pm via web

@[JanetLFalk](#) same thing happened in a past life. Nurses staged walkout/announced an hour before media conference. Goodbye journo.... [#solopr](#)



[SoloPR](#) Mar 21, 1:52pm via TweetGrid.com

Q3: In light of @cloudspark's post on soloprpro.com yesterday, what are you doing to be a better boss to yourself? [#solopr](#)



[MuslimNewMedia](#) Mar 21, 1:52pm via TweetChat

so trueRT @jgombita: @olgaorda ask permission B4 submitting awards, writing about, alluding to relationship. many NGOs want silence. [#SoloPR](#)



[SoloPR](#) Mar 21, 1:52pm via TweetGrid.com

Since we just have a little time left, here's a quick Q3.... [#solopr](#)



[cloudspark](#) Mar 21, 1:51pm via web

@[rajean](#) hello miss, hope you are well [#solopr](#)



[deegospel](#) Mar 21, 1:51pm via TweetChat

MT @[cloudspark](#): ads are like u asking for a date, good pr gets friends to talk so much about you that s/he want to be on a date w/ u [#solopr](#)



[makasha](#) Mar 21, 1:51pm via TweetChat

@[deegospel](#) hi Dee sending virtual hugs [#solopr](#)



[KateRobins](#) Mar 21, 1:51pm via TweetChat

@[deegospel](#) glad to hear you're feeling better. [#solopr](#)



[deegospel](#) Mar 21, 1:50pm via TweetChat

@[KateRobins](#) feeling better. reading through the tweets to see what i've been missing [#solopr](#)



[SoloPR](#) Mar 21, 1:50pm via TweetGrid.com

MT @[cloudspark](#): ads are like u asking for a date, good pr gets friends to talk so much about you that s/he want to be on a date w/ u [#solopr](#)



[MuslimNewMedia](#) Mar 21, 1:50pm via TweetChat

RT @cloudspark: ads are like asking for a date, good pr gets your friends to talk so much about you that s/he want to be on a date [#SoloPR](#)



[rajean](#) Mar 21, 1:50pm via web

"Seek Impact not Ink," bravo @[KristK](#)! [#solopr](#)



[JanetLFalk](#) Mar 21, 1:49pm via TweetDeck

@[jgombita](#) Voter: client TV segment was upstaged by other news and your client was low priority, time sensitive and not rescheduled. [#solopr](#)



[jgombita](#) Mar 21, 1:49pm via web

@[olgaorda](#) asking permission B4 submitting awards, writing about, even alluding to relationship. As stated, many NGOs want silence. [#solopr](#)



[KristK](#) Mar 21, 1:49pm via TweetGrid.com

@[jgombita](#) @[janetfalk](#): I always planned news conferences with secondary audience other than media (in case they were no-shows) [#solopr](#)



[MuslimNewMedia](#) Mar 21, 1:49pm via TweetChat

Press conferences are on decline, true, but if client is prone to risk, some media coaching is advisable for crisis mgmt scenarios [#SoloPR](#)



[cloudspark](#) Mar 21, 1:49pm via web

2/2 ads are like u asking for a date, good pr gets your friends to talk so much about you that s/he want to be on a date w/ u. [#solopr](#)



[SoloPR](#) Mar 21, 1:49pm via [TweetGrid.com](#)

Hi Dee!! Everyone: our friend Dee is recovering well from surgery RT [@deegospel](#): stopping in to say hi and i miss you guys. :) [#solopr](#)



[KateRobins](#) Mar 21, 1:49pm via [TweetChat](#)

[@deegospel](#) how ARE you? [#solopr](#)



[makasha](#) Mar 21, 1:49pm via [TweetChat](#)

RT [@SoloPR](#): RT [@JanetLFalk](#): [@CASUDI](#) Small biz may think they will be on front of wsj or on GMA and sales rocket. Not quite . [#solopr](#)



[cloudspark](#) Mar 21, 1:48pm via [web](#)

a2: i use a dating analogy when exp. pr to new clients 1/2 [#solopr](#)



[karensim](#) Mar 21, 1:48pm via [TweetChat](#)

[@deegospel](#) Hi Dee! We miss you too! How are you feeling? [#solopr](#)



[joeldon](#) Mar 21, 1:48pm via [TweetDeck](#)

The authors make a good argument against PR "campaigns" [amzn.to/GE8pT4](#) [@3HatsComm](#): I'll check that out, on campaign. [#solopr](#)



[3HatsComm](#) Mar 21, 1:48pm via [Twitter for iPad](#)

@[jgombita](#) Think ST objective-specific 'campaigns' can, should reinforce LT strategies, goals @[joeldon](#)
@[KellyeCrane](#) #solopr



[KellyeCrane](#) Mar 21, 1:48pm via TweetDeck

A2: As some have alluded, entrepreneurs should also pay attention to what questions the #PR pro asks. Are they smart Qs? #solopr



[KateRobins](#) Mar 21, 1:48pm via TweetChat

I once had a client who paid us to keep him OUT of the paper. Staying out a lot more effort than getting in.
#solopr



[deegospel](#) Mar 21, 1:48pm via TweetChat

stopping in to say hi and i miss you guys. :) #solopr



[rajean](#) Mar 21, 1:48pm via web

Waving to @[cloudspark](#) #solopr From the homestretch



[cloudspark](#) Mar 21, 1:47pm via web

@[CASUDI](#) those two @[KateRobins](#) @[KristK](#) are radical aren't they? #solopr



[jgombita](#) Mar 21, 1:47pm via web

Very true @[JanetLFalk](#). Plus most media events are pretty non-news. A disaster, etc., can mean a no-shows event. Worst nightmare. #solopr



[JasMollica](#) Mar 21, 1:47pm via [TweetDeck](#)

RT @[SoloPR](#): That's a quotable, for sure! RT @[KristK](#): A2: Buzz doesn't pay bills. Clients should ask about impact, not ink. [#solopr](#)



[PitchPenNews](#) Mar 21, 1:47pm via [HootSuite](#)

Well Said ! RT @[KristK](#): A2: Buzz doesn't pay bills. Clients should ask about impact, not ink. [#solopr](#)



[KateWinckler](#) Mar 21, 1:47pm via [TweetChat](#)

RT @[KateRobins](#): RT @[KristK](#): A2: Buzz doesn't pay bills. Clients should ask about impact, not ink. [#solopr](#)



[olgaorda](#) Mar 21, 1:47pm via [HootSuite](#)

Well Said ! RT @[KristK](#): A2: Buzz doesn't pay bills. Clients should ask about impact, not ink. [#solopr](#)



[CASUDI](#) Mar 21, 1:46pm via [TweetChat](#)

@[KateRobins](#):@[KristK](#): A2: Buzz ~ what a concept to tie it to the Bottom Line :-)
[#SoloPR](#)



[JasMollica](#) Mar 21, 1:46pm via [TweetDeck](#)

dipping into [#solopr](#) for the last few.



[LoisMarketing](#) Mar 21, 1:46pm via [TweetDeck](#)

@[KateRobins](#) @[KateRobins](#) So true! Important for us to manage their expectations away from 'ink' and to 'impact' [#solopr](#)



[KateRobins](#) Mar 21, 1:46pm via [TweetChat](#)

RT @[LoisMarketing](#): @[jgombita](#) In other words, put me on stage in front of a mike and ask anything you wish. I can handle it :) [#solopr](#)



[SoloPR](#) Mar 21, 1:46pm via [TweetGrid.com](#)

That's a quotable, for sure! RT @[KristK](#): A2: Buzz doesn't pay bills. Clients should ask about impact, not ink. [#solopr](#)



[cloudspark](#) Mar 21, 1:46pm via [TweetChat](#)

RT @[KateRobins](#): RT @[KristK](#): A2: Buzz doesn't pay bills. Clients should ask about impact, not ink. [#solopr](#)



[3HatsComm](#) Mar 21, 1:46pm via [Twitter for iPad](#)

@[joeldon](#) I'll check that out, on campaign. [#solopr](#)



[SoloPR](#) Mar 21, 1:46pm via [TweetGrid.com](#)

You guys are rockin' it today (as always)! Thinking we'll need to do a separate post on the blog w/output from this Q. [#solopr](#)



[olgaorda](#) Mar 21, 1:46pm via [HootSuite](#)

@[jgombita](#) Yes that is right. Asking permission is the very first step in case studies [#soloPR](#)



[cloudspark](#) Mar 21, 1:46pm via web

tuning in to the last 15 minutes of [#solopr](#)



[KateRobins](#) Mar 21, 1:45pm via TweetChat

RT @[KristK](#): A2: Buzz doesnt pay bills. Clients should ask about impact, not ink. [#solopr](#)



[jgombita](#) Mar 21, 1:45pm via web

I'm a fan of ongoing PR rather than a short-term "campaign" @[joeldon](#). Wish industry publications felt same @[KellyeCrane](#) @[3HatsComm](#) [#solopr](#)



[LoisMarketing](#) Mar 21, 1:45pm via TweetDeck

@[jgombita](#) In other words, put me on stage in front of a mike and ask anything you wish. I can handle it :)
[#solopr](#)



[CASUDI](#) Mar 21, 1:45pm via TweetChat

RT @[LoisMarketing](#): Its not wrong to answer questions with questions. Probe to find prospects needs and expectations. [#SoloPR](#)



[CASUDI](#) Mar 21, 1:45pm via TweetChat

@[karensxim](#) YES, we are all educators FIRST :-) [#SoloPR](#)



[3HatsComm](#) Mar 21, 1:45pm via Twitter for iPad

@CASUDI exactly.. my follow up questions are often what let's both parties know if we're right fit. [#solopr](#)



[joeldon](#) Mar 21, 1:44pm via [TweetDeck](#)

Or a new definition? @karensxim: @CASUDI Small biz may not even truly understand what and why of PR, so requires education [#solopr](#)



[KristK](#) Mar 21, 1:44pm via [TweetGrid.com](#)

A2: Buzz doesn't pay bills. Clients should ask about impact, not ink. [#solopr](#)



[LoisMarketing](#) Mar 21, 1:44pm via [TweetDeck](#)

@jgombita None of my clients have press conferences :) I referred to them as the 'ultimate' PR challenge. :)
:) [#solopr](#)



[JanetLFalk](#) Mar 21, 1:44pm via [TweetDeck](#)

@jgombita Media event near-impossible with smaller newsroom and compressed news cycle. [#solopr](#)



[davispr](#) Mar 21, 1:44pm via [TweetChat](#)

RT @LoisMarketing: Its not wrong to answer questions with questions. Probe to find prospects needs and expectations. [#solopr](#)



[CASUDI](#) Mar 21, 1:44pm via TweetChat

RT @makasha: A2: Who will work with my team? How often will we receive status updates? //YES ~ how will U work w my team? [#SoloPR](#)



[SoloPR](#) Mar 21, 1:44pm via TweetGrid.com

RT @JanetLFalk: @CASUDI Small biz may think they will be on front of wsj or on GMA and sales rocket. Not quite . [#solopr](#)



[jgombita](#) Mar 21, 1:44pm via web

Excellent. And quantitative or QUALITATIVE measurement RT @makasha: A2 Question to ask: How do you measure results? [#solopr](#)



[rajean](#) Mar 21, 1:44pm via web

Such a good observation @joeldon the word campaign confuses many @jgombita @KellyeCrane @3HatsComm [#solopr](#)



[MuslimNewMedia](#) Mar 21, 1:44pm via TweetChat

RT @LoisMarketing: Its not wrong to answer questions with questions. Probe to find prospects needs and expectations. [#SoloPR](#)



[karensim](#) Mar 21, 1:44pm via TweetChat

@CASUDI This is so true! Small biz may not even truly understand what and why of PR, so requires education [#solopr](#)



[KateRobins](#) Mar 21, 1:43pm via TweetChat

@[3HatsComm](#) Right. What kind of ink do you want? I don't bel that any pr is good pr. [#solopr](#)



[CASUDI](#) Mar 21, 1:43pm via TweetChat

@[3HatsComm](#) LOL "Ink for what?" my response. [#SoloPR](#)



[LoisMarketing](#) Mar 21, 1:43pm via TweetDeck

It's not wrong to answer questions with questions. Probe to find prospects' needs and expectations. [#solopr](#)



[3HatsComm](#) Mar 21, 1:43pm via TweetChat

RT @[KateRobins](#): @[SoloPR](#) Qs much better than complaints. When complaints describe the work, thats a red flag. [#SoloPR](#)



[KellyeCrane](#) Mar 21, 1:43pm via TweetDeck

A2: As @[AerialEllis](#) notes, how is the [#solopr](#) pro measuring their results? Are they talking business goals? Important to note.



[makasha](#) Mar 21, 1:43pm via TweetChat

A2: Who will work with my team? How often will we receive status updates? [#solopr](#)



[KristK](#) Mar 21, 1:43pm via TweetGrid.com

RT @3HatsComm: "Can you get us ink?" is wrong if all they want is publicity for publicity's sake, have no plan to build [#solopr](#)



[jgombita](#) Mar 21, 1:43pm via web

@[LoisMarketing](#) interesting. Many colleagues (in-house & agency) have pretty much done away w/ the media conference. Unless Applesque [#solopr](#)



[JanetLFalk](#) Mar 21, 1:42pm via TweetDeck

@[CASUDI](#) Small biz may think they will be on front of wsj or on GMA and sales rocket. Not quite . [#solopr](#)



[CASUDI](#) Mar 21, 1:42pm via TweetChat

RT @[makasha](#): A2 Question to ask: How do you measure results?//Xcellent [#SoloPR](#)



[3HatsComm](#) Mar 21, 1:42pm via Twitter for iPad

@[CASUDI](#) @[KellyeCrane](#) "Can you get us ink?" is wrong if all they want is publicity for publicity's sake, have no plan to build. [#solopr](#)



[KateRobins](#) Mar 21, 1:42pm via TweetChat

RT @[LoisMarketing](#): Your best value is being able to think on your feet and equipping clients to do so. I tell prospects to ask away! [#solopr](#)



[makasha](#) Mar 21, 1:42pm via TweetChat

A2 Question to ask: How do you measure results? [#solopr](#)



[olgaorda](#) [Mar 21, 1:42pm](#) via [HootSuite](#)

Great way to give the case studies more exposure too. RT [@jgombita](#): Which can be detailed as blog posts ... [@KellyeCrane](#) [@olgaorda](#) [#solopr](#)



[joeldon](#) [Mar 21, 1:42pm](#) via [TweetDeck](#)

If you read Brian Solis, you stop using the word "campaign" altogether [@jgombita](#): [@KellyeCrane](#). confusing PR campaign .. [@3HatsComm](#) [#solopr](#)



[LoisMarketing](#) [Mar 21, 1:41pm](#) via [TweetDeck](#)

Your best value is being able to think on your feet and equipping clients to do so. I tell prospects to ask away! [#solopr](#)



[CASUDI](#) [Mar 21, 1:41pm](#) via [TweetChat](#)

When I work w SmallBiz hiring PR ~ often they dont know how to give instructions/even define what they need. [#SoloPR](#)



[LoisMarketing](#) [Mar 21, 1:40pm](#) via [TweetDeck](#)

The ultimate PR test is the press conference. Having one with prospects is not a bad thing at all! For us and for them [#solopr](#)



[olgaorda](#) [Mar 21, 1:40pm](#) via [TweetGrid.com](#)

The thing about case studies is that SMBs can see that you solved a problem for another similar client. Double bonus points [#solopr](#)



[JanetL.Falk](#) Mar 21, 1:40pm via TweetDeck

@[rajean](#) Soon you will [#solopr](#)



[KateRobins](#) Mar 21, 1:40pm via TweetChat

@[rajean](#) Right. Would attract online searchers for your services. [#solopr](#)



[rajean](#) Mar 21, 1:40pm via web

Wonderful @[jgombita](#)! Case studies detailed as blog posts. [#solopr](#)



[AerialEllis](#) Mar 21, 1:39pm via TweetDeck

Before hiring: How can you help define/redefine our goals? What goals have you achieved for other clients? Can we have references? [#soloPR](#)



[jgombita](#) Mar 21, 1:39pm via web

Agreed @[KellyeCrane](#). For example, confusing PR campaign w/ simply media placements (in the "big" papers/mags/TV/radio) c @[3HatsComm](#) [#solopr](#)



[3HatsComm](#) Mar 21, 1:39pm via TweetChat

@[CASUDI](#) @[KellyeCrane](#) absolutely, manage expectations is crucial. [#SoloPR](#)



[CASUDI](#) Mar 21, 1:39pm via TweetChat

@3HatsComm: @KellyeCrane wrong questions? Our @EQLIST is helping Entrepreneurs ask right/best questions. Love to get yur expertise? #SoloPR



rajean Mar 21, 1:39pm via web

Good idea to have case studies on your website @JanetLFalk - I don't currently. #solopr



SoloPR Mar 21, 1:38pm via TweetGrid.com

Yes, despite planning, it can happen RT @KateRobins: @KellyeCrane I'm a bit more cynical. Think there's some truth/wish slippage. #solopr



SoloPR Mar 21, 1:38pm via TweetGrid.com

True! MT @3HatsComm: ...think SMBs need to know diff wants vs. needs, but sometimes they don't.. then ask wrong questions. #solopr



LoisMarketing Mar 21, 1:38pm via TweetDeck

RT @SoloPR: Yes! Plus, it means their eyes are open MT @AerialEllis: I love when a potential client comes with a load of questions.. #solopr



jgombita Mar 21, 1:37pm via web

Which can be detailed as blog posts @KellyeCrane @olgaorda #solopr



KateRobins Mar 21, 1:37pm via TweetChat

@SoloPR Qs much better than complaints. When complaints describe the work, that's a red flag. #solopr



[3HatsComm](#) Mar 21, 1:37pm via TweetChat

@[KellyeCrane](#) True. Just think SMBs need to know diff wants vs. needs, but sometimes they don't.. then ask wrong questions. [#SoloPR](#)



[olgaorda](#) Mar 21, 1:37pm via HootSuite

@[KellyeCrane](#) case studies - yes! Love those [#solopr](#)



[JanetLFalk](#) Mar 21, 1:36pm via TweetDeck

@[KellyeCrane](#) Case studies on mt website [#solopr](#)



[jgombita](#) Mar 21, 1:36pm via web

.@[olgaorda](#) it depends. A lot of organizations (esp. NGOs, etc.) want information to remain proprietary. Sometimes even affiliation. [#solopr](#)



[KateRobins](#) Mar 21, 1:36pm via TweetChat

@[KellyeCrane](#) I'm a bit more cynical. Think there's some truth/wish slippage. [#solopr](#)



[SoloPR](#) Mar 21, 1:36pm via TweetGrid.com

Yes! Plus, it means their eyes are open MT @[AerialEllis](#): I love when a potential client comes with a load of questions... [#solopr](#)



[AerialEllis](#) Mar 21, 1:36pm via TweetDeck

@[rajean](#) @[CASUDI](#) @[jgombita](#) @[LoisMarketing](#) I shared a few in timeline. I have list I ask & a list I hope the client will ask. [#solopr](#)



[CASUDI](#) Mar 21, 1:36pm via TweetChat

@[KellyeCrane](#): @[3HatsComm](#) EXCELLENT point ~ make sure expectations are on same page. [#SoloPR](#)



[rajean](#) Mar 21, 1:36pm via web

Yes @[olgaorda](#): present portfolio of past work, testimonials, esp. from someone who can speak to how you turned a neg to positive. [#solopr](#)



[KellyeCrane](#) Mar 21, 1:35pm via TweetDeck

@[olgaorda](#) Case studies work well for showing the full story. [#soloPR](#)



[KateRobins](#) Mar 21, 1:35pm via TweetChat

@[JanetLFalk](#) Yup. I have a few of those kinds of things too. [#solopr](#)



[CASUDI](#) Mar 21, 1:35pm via TweetChat

@[3HatsComm](#) I also want to know we will collaborate ~ have a symbiotic relationship A2 [#SoloPR](#)



[jgombita](#) Mar 21, 1:35pm via web

See this @[rajean](#) @[AerialEllis](#)? RT @[CASUDI](#): We're looking for people to share on @[listly](#) @[EQLIST](#) you share~ you get expertise credit [#SoloPR](#)



[KellyeCrane](#) Mar 21, 1:34pm via TweetDeck

@[3HatsComm](#) I just think when working arrangements don't work out, it's usually because expectations and reality didn't mesh. Thots? [#SoloPR](#)



[KateRobins](#) Mar 21, 1:34pm via TweetChat

@[KellyeCrane](#) Thanks. Will bear it in mind. A lot of qs we wished we'd asked, that forever brand our interviewing from then on. [#solopr](#)



[3HatsComm](#) Mar 21, 1:34pm via TweetChat

Agree, show why your approach will be better fit. RT @[KristK](#): A2: Questions should go beyond background to vision, perspective. [#SoloPR](#)



[LoisMarketing](#) Mar 21, 1:33pm via TweetDeck

@[3HatsComm](#) @[KellyeCrane](#) Good question and point. Knowledge of industry should be distinct over idea of similar work [#soloPR](#) A2



[CASUDI](#) Mar 21, 1:33pm via TweetChat

RT@[rajejan](#): A2. What is your client load? Do you have any clients in my industry/who? Have you worked within my industry? [#SoloPR](#)



[jgombita](#) Mar 21, 1:33pm via web

@[AerialEllis](#) agreed. You really get a sense of the vision & energy of an organization when it's people are charged up w/ questions. [#solopr](#)



[olgaorda](#) Mar 21, 1:33pm via [TweetGrid.com](#)

Curious [#soloPR](#) mavens... what is the best way to present past work or show that you achieved bottom line results? Portfolio? [#solopr](#)



[KellyeCrane](#) Mar 21, 1:33pm via [TweetDeck](#)

Good pt, but make sure new rep can do it RT [@3HatsComm](#): But what if "similar work" isn't what they need, what if they need change? [#SoloPR](#)



[CASUDI](#) Mar 21, 1:33pm via [TweetChat](#)

[@jgombita](#) We are looking for people to share on [@listly](#) ~ [@EQLIST](#) you share~ you get the expertise credit. [#SoloPR](#)



[rajean](#) Mar 21, 1:32pm via [web](#)

Gr8 proposition [@AerialEllis](#)! Let's compile a Top 10 list of questions someone should ask before hiring [#PR](#) [#solopr](#)



[KellyeCrane](#) Mar 21, 1:32pm via [TweetDeck](#)

[@KateRobins](#) Those were 2 different instances, if that wasn't clear. [#solopr](#)



[MuslimNewMedia](#) Mar 21, 1:32pm via [TweetChat](#)

This. RT [@rajean](#): A2. What is your client load? Do you have any clients in my industry/who? Have you worked within my industry? [#SoloPR](#)



[KellyeCrane](#) Mar 21, 1:32pm via TweetDeck

@[KateRobins](#) I've seen clients hire a B2C web designer for B2B site. I hired designer once w/o checking how much they did on project [#solopr](#)



[jgombita](#) Mar 21, 1:32pm via web

RT @[rajean](#): A2. What is your client load? Do you have any clients in my industry/who? Have you worked within my industry? [#solopr](#)



[AerialEllis](#) Mar 21, 1:32pm via TweetDeck

I love when a potential client comes with a load of questions. It's an opportunity to share successes & welcome challenges. [#soloPR](#)



[CASUDI](#) Mar 21, 1:31pm via TweetChat

@[AerialEllis](#) [list.ly/list/wi](#) ~ looking for questions? [#SoloPR](#)



[KristK](#) Mar 21, 1:31pm via TweetGrid.com

A2: Potential clients should ask PR pros: Why do you think you're the best fit for this project? [#solopr](#)



[jgombita](#) Mar 21, 1:31pm via web

@[AerialEllis](#) where did you share them? (Here on [#solopr](#) chat?) I'm sure @[CASUDI](#) would kill (metaphorically speaking) to see them....



[karensim](#) Mar 21, 1:31pm via TweetChat

@[jgombita](#) @[MuslimNewMedia](#) all great points! [#solopr](#)



[KristK](#) Mar 21, 1:31pm via [TweetGrid.com](#)

A2: Questions should go beyond experience and background to vision, perspective. [#solopr](#)



[JanetLFalk](#) Mar 21, 1:31pm via [TweetDeck](#)

@[KateRobins](#) Excellent 1 Ask me about branding client who keynoted in Saudia Arabia [#soloPR](#)



[LoisMarketing](#) Mar 21, 1:30pm via [TweetDeck](#)

@[AerialEllis](#) Share some of your insights and what others offered. [#soloPR](#) A2



[3HatsComm](#) Mar 21, 1:30pm via [TweetChat](#)

@[KellyeCrane](#) But what if "similar work" isn't what they need, what if they need change? [#SoloPR](#)



[CASUDI](#) Mar 21, 1:30pm via [TweetChat](#)

@[AerialEllis](#) Would you like to share your list of tweets? [#SoloPR](#)



[joeldon](#) Mar 21, 1:30pm via [TweetDeck](#)

A2: Is PR the right or only tool needed to achieve my objectives. And can you help me formulate my true v. perceived objectives? [#solopr](#)



[jgombita](#) Mar 21, 1:30pm via [TweetGrid.com](#)

RT @KristK: A2: Entrepreneurs seeking PR help should ask: how have your efforts impacted your clients' bottom line results? [#solopr](#)



[AerialEllis](#) Mar 21, 1:30pm via TweetDeck

I propose a top 10 list of questions someone should ask before hiring PR representation. [#soloPR](#)



[olgaorda](#) Mar 21, 1:30pm via TweetGrid.com

@[KellyeCrane](#) great point - I think entrepreneurs always want to minimize risk when hiring.. [#solopr](#)



[rajean](#) Mar 21, 1:29pm via web

A2. What is your client load? Do you have any clients in my industry/who? Have you worked within my industry? [#solopr](#)



[jgombita](#) Mar 21, 1:29pm via TweetChat

RT @[MuslimNewMedia](#): @[karenskim](#) @[jgombita](#) also agree re SMS; dont forget mobile, QR codes may differ as well tinyurl.com/FineTuneGlobal... [#SoloPR](#)



[KristK](#) Mar 21, 1:29pm via TweetGrid.com

A2: Entrepreneurs seeking PR help should ask: how have your efforts impacted your clients' bottom line results? [#solopr](#)



[jgombita](#) Mar 21, 1:29pm via web

Sadly, true RT @[KateRobins](#): A1. Also, if you're a woman, if it's appropriate for a woman to be presenting, discussing the topic. [#solopr](#)



CASUDI [Mar 21, 1:29pm via Seesmic](#)

@[jgombita](#) TY so much ~ we are looking for these questions for our @[Istly](#) lists bit.ly/GD4phE help GR8ly appreciated [#SoloPR](#)



KateRobins [Mar 21, 1:29pm via TweetChat](#)

@[KellyeCrane](#) A2 Sounds like you learned something the hard way. What was it? [#solopr](#)



KellyeCrane [Mar 21, 1:29pm via TweetDeck](#)

A2: For both entrepreneurs and [#solopr](#) pros hiring vendors/subcontractors, you want to see related exp (learned the hard way).



olgaorda [Mar 21, 1:29pm via HootSuite](#)

RT @[SoloPR](#): Q2: What questions should an entrepreneur ask before hiring (the right person/agency) for a PR campaign? [#solopr](#)



AerialEllis [Mar 21, 1:29pm via TweetDeck](#)

Last week, I shared a series of tweets on the right questions an entrepreneur should ask before hiring PR representation. [#soloPR](#)



MuslimNewMedia [Mar 21, 1:29pm via TweetChat](#)

@[karenskim](#) @[jgombita](#) also agree re SMs; dont forget mobile, QR codes may differ as well tinyurl.com/FineTuneGlobal... [#SoloPR](#)



[KellyeCrane](#) Mar 21, 1:28pm via [TweetDeck](#)

A2: Most important IMO: Have they done work similar to what you're asking them to do? [#solopr](#)



[olgaorda](#) Mar 21, 1:28pm via [TweetGrid.com](#)

Great question [@kristak](#) - clients always want to see proof of results and testimonials [#solopr](#)



[davispr](#) Mar 21, 1:28pm via [TweetChat](#)

RT [@SoloPR](#): Q2: What questions should an entrepreneur ask before hiring (the right person/agency) for a PR campaign? [#solopr](#)



[KateRobins](#) Mar 21, 1:28pm via [TweetChat](#)

[@JanetLFalk](#) A1. Also, if you're a woman, if it's appropriate for a woman to be presenting, discussing the topic. [#solopr](#)



[KellyeCrane](#) Mar 21, 1:27pm via [TweetDeck](#)

[@karensxim](#) [@jgombita](#) Thanks- I have a great [#solopr](#) career! As for life, I keep re-reading [@cloudspark](#)'s post from yesterday. :-)



[makasha](#) Mar 21, 1:27pm via TweetChat

RT @SoloPR: Q2: What questions should an entrepreneur ask before hiring (the right person/agency) for a PR campaign? [#solopr](#)



[jgombita](#) Mar 21, 1:27pm via web

Q2: What questions should an entrepreneur ask before hiring (the right person/agency) for a PR campaign? [#solopr](#) Hey @CASUDI @SMSJOE !



[rajejan](#) Mar 21, 1:27pm via web

Good question: Q2: What questions should an entrepreneur ask before hiring (the right person/agency) for a PR campaign? [#solopr](#)



[JanetLFalk](#) Mar 21, 1:26pm via TweetDeck

Agreed. Also formal/informal expressions RT @jgombita: @JanetLFalk or what is slang and what is proper business language! :-) [#solopr](#)



[karenswim](#) Mar 21, 1:26pm via TweetChat

RT @SoloPR: Q2: What questions should an entrepreneur ask before hiring (the right person/agency) for a PR campaign? [#solopr](#)



[jgombita](#) Mar 21, 1:26pm via web

@LoisMarketing good suggestion. Start with @Global_Alliance (the international association of PR associations). [#solopr](#)



[KristK](#) Mar 21, 1:25pm via [TweetGrid.com](#)

RT [@SoloPR](#): Q2: What questions should an entrepreneur ask before hiring (the right person/agency) for a PR campaign? [#solopr](#)



[rajejan](#) Mar 21, 1:25pm via [web](#)

Good point. RT [@LoisMarketing](#) Utilize regional/national PR orgs to help you find trusted PR partners in countries if necessary [#soloPR](#)



[SoloPR](#) Mar 21, 1:25pm via [TweetGrid.com](#)

Q2: What questions should an entrepreneur ask before hiring (the right person/agency) for a PR campaign? [#solopr](#)



[jgombita](#) Mar 21, 1:25pm via [web](#)

@[JanetLFalk](#) or what is slang and what is proper business language! :-) [#solopr](#)



[karenswym](#) Mar 21, 1:25pm via [TweetChat](#)

@[KellyeCrane](#) You have the best life! That really does sound like a fun assignment! cc [@jgombita](#) [#solopr](#)



[SoloPR](#) Mar 21, 1:25pm via [TweetGrid.com](#)

Interesting discussion on Q1! Here's Q2... [#solopr](#)



[CASUDI](#) Mar 21, 1:24pm via [TweetChat](#)

RT @LoisMarketing: Utilize regional and national PR organizations 2 help U find trusted PR partners in countries if necessary//AGREE [#SoloPR](#)



[KateRobins](#) Mar 21, 1:24pm via TweetChat

RT @LoisMarketing: Utilize regional and national PR organizations to help you find trusted PR partners in countries if necessary [#solopr](#)



[LoisMarketing](#) Mar 21, 1:23pm via TweetDeck

Utilize regional and national PR organizations to help you find trusted PR partners in countries if necessary [#soloPR](#)



[KellyeCrane](#) Mar 21, 1:23pm via TweetDeck

@[jgombita](#) Yes! Fortunately did it early in my career, too. It was for Lanier Worldwide (the copier/office machine company). [#solopr](#)



[3HatsComm](#) Mar 21, 1:23pm via TweetChat

@[davispr](#) Such a quotable movie. :) [#SoloPR](#)



[SoloPR](#) Mar 21, 1:22pm via TweetGrid.com

Welcome to everyone just joining! We're on Q1 now- Q2 is up next... [#solopr](#)



[jgombita](#) Mar 21, 1:22pm via web

@[KellyeCrane](#) sounds like an awesome client output. Was it both challenging & energizing to work on? (Did YOU learn lots in process?) [#solopr](#)



CASUDI [Mar 21, 1:22pm via Seismic](#)

[@olgaorda](#) [@JanetLFalk](#) also you need to check translations in dialects ~ some funny examples of "bloopers" ~ maybe not so funny [#SoloPR](#)



KristK [Mar 21, 1:22pm via TweetGrid.com](#)

A1: Won't soon forget: client's customer svc commitment became "servicing clients to complete satisfaction", if you get my drift [#solopr](#)



SoloPR [Mar 21, 1:22pm via TweetGrid.com](#)

RT [@AerialEllis](#): I also record phone calls with on international projects should accents, dialect, grammar be a barrier. [#solopr](#)



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

Great pt! RT [@karensxim](#): [@jgombita](#) Agree and even channels used, as example in some countries FB is not the biggest social network [#solopr](#)



davispr [Mar 21, 1:21pm via TweetChat](#)

@[JanetLFalk](#) That reminds me of the movie Princess Bride - "I don't think that word means what you think it does." [#inconceivable](#) [#solopr](#)



[KellyeCrane](#) Mar 21, 1:21pm via [TweetDeck](#)

@[jgombita](#) Oh, handbook was specific to the client. Key messages, how & when to do and say what, etc. [#solopr](#)



[KristK](#) Mar 21, 1:20pm via [TweetGrid.com](#)

A1: Agree that materials should be translated thought-for-thought, not word-for-word. [#solopr](#)



[KateRobins](#) Mar 21, 1:20pm via [TweetChat](#)

MT@[KellyeCrane](#): A1: Be v careful about working in non-English speaking countries, unless u know the lang. Translation horrors abound [#solopr](#)



[jgombita](#) Mar 21, 1:19pm via [web](#)

@[KellyeCrane](#) that would be a fabulous addition to the Solo PR Pro site. [#justsayin](#) [#solopr](#)



[SoloPR](#) Mar 21, 1:19pm via [TweetGrid.com](#)

RT @[KateRobins](#): A1. Don't get too carried away w/ "globalization." Dig deep, not just into the so what who cares, but why. [#solopr](#)



[karenswim](#) Mar 21, 1:19pm via [TweetChat](#)

@[jgombita](#) Agree and even channels used, as example in some countries FB is not the biggest social network [#solopr](#)



[3HatsComm](#) Mar 21, 1:19pm via TweetChat

RT @JanetLFalk: A1 When you translate, make sure the word means what you want it to mean. Beware of idiomatic expressions. [#SoloPR](#)



[SoloPR](#) Mar 21, 1:19pm via TweetGrid.com

MT @MuslimNewMedia: a1 summarize every phone call w/client via email. Accents, grammatical understanding can open door for miscomm [#solopr](#)



[AerialEllis](#) Mar 21, 1:19pm via TweetDeck

I also record phone calls with on international projects should accents, dialect, grammar be a barrier. [#soloPR](#)



[olgaorda](#) Mar 21, 1:18pm via HootSuite

RT @JanetLFalk: A1 When you translate, make sure the word means what you want it to mean. Beware of idiomatic expressions. [#soloPR](#)



[KellyeCrane](#) Mar 21, 1:18pm via TweetDeck

A1: Be very careful about working in non-English speaking countries, unless you know the language. Translation horror stories abound [#solopr](#)



[KateRobins](#) Mar 21, 1:18pm via TweetChat

RT @CASUDI: @LoisMarketing Locals love to be asked what is appropriate & love telling & being helpful [#solopr](#)



[makasha](#) Mar 21, 1:18pm via TweetChat

Finally logging in from Montgomery AL [#solopr](#)



[jasoncohen](#) Mar 21, 1:18pm via Twitter for Mac

Checking in with [#solopr](#) ... Hope everyone is having a great week!



[KateRobins](#) Mar 21, 1:18pm via TweetChat

MT @[MuslimNewMedia](#): a1 Also, summarize client phone calls via email. Accents, grammatical understanding can = miscommunication. [#solopr](#)



[JanetLFalk](#) Mar 21, 1:17pm via TweetDeck

A1 When you translate, make sure the word means what you want it to mean. Beware of idiomatic expressions. [#soloPR](#)



[LoisMarketing](#) Mar 21, 1:17pm via TweetDeck

RT @[CASUDI](#): @[LoisMarketing](#) Locals love to be asked what is appropriate & love telling & being helpful [#SoloPR](#)



[jgombita](#) Mar 21, 1:17pm via web

Yes. Words/colours/etc RT @[karensxim](#) If client is intl, i.e. multiple locations critical to customize strategies to fit each region [#solopr](#)



[CASUDI](#) Mar 21, 1:17pm via Seismic

@[LoisMarketing](#) Locals love to be asked what is appropriate & love telling & being helpful [#SoloPR](#)



[AerialEllis](#) Mar 21, 1:17pm via TweetDeck

Learning the cultural norms in any international market is important. I found Africa somewhat tricky, different regions, etc. [#soloPR](#)



[KellyeCrane](#) Mar 21, 1:17pm via TweetDeck

@[karensxim](#) Yes, seems to work best when you have a local client going into other regions, or an int'l client trying to go U.S. [#solopr](#)



[rajean](#) Mar 21, 1:17pm via web

A1. If working w/intl client or client w/intl presence, good idea to consult w/peer(s) familiar w/market/culture [#solopr](#)



[MuslimNewMedia](#) Mar 21, 1:16pm via TweetChat

a1 Also, summarize every phone call w/client via email. Accents, grammatical understanding can open door for miscommunication. [#SoloPR](#)



[KristK](#) Mar 21, 1:16pm via TweetGrid.com

RT @[SoloPR](#): Today's chat is sponsored by PitchPen, a site that allows social media consultants to get clients & grow their business [#solopr](#)



[jgombita](#) Mar 21, 1:16pm via web

@[MuslimNewMedia](#) you're well-positioned to speak to it; concerns of Muslim PR practitioners re: @[tonimuzifalconi](#)'s post an eyeopener! [#solopr](#)



[KateRobins](#) Mar 21, 1:16pm via TweetChat

A1. Don't get too carried away w/ "globalization." Dig deep, not just into the so what who cares, but why. [#solopr](#)



[olgaorda](#) Mar 21, 1:16pm via HootSuite

RT @[LoisMarketing](#): If concern about method of contact or customs of region, don't hesitate to ask. That is appreciated. [#solopr](#) A1



[KellyeCrane](#) Mar 21, 1:15pm via TweetDeck

A1: I once did a program where we developed communications handbooks for client regional offices in other countries-good partnership [#solopr](#)



[CASUDI](#) Mar 21, 1:15pm via Seesmic

A1 Understand the culture (really understand) & what their expectations are (ASIA is tricky:-) [#SoloPR](#)



[LoisMarketing](#) Mar 21, 1:15pm via TweetDeck

If concern about method of contact or customs of region, don't hesitate to ask. That is appreciated. [#solopr](#)
A1



[KristK](#) Mar 21, 1:15pm via TweetGrid.com

Jumping in to [#solopr](#) for a bit. Need a break from juggling projects



[RegineNelson](#) Mar 21, 1:15pm via HootSuite

RT @karensxim: A1: If client is intl, i.e. multiple locations critical to customize strategies to fit each region [#solopr](#)



[KateRobins](#) Mar 21, 1:15pm via TweetChat

RT @karensxim: A1: If client is intl, i.e. multiple locations critical to customize strategies to fit each region [#solopr](#)



[karensxim](#) Mar 21, 1:15pm via TweetChat

Yes! RT @KellyeCrane: A1: Often, partnering with a local [#solopr](#) pro in targeted regions can be the best way to go. [#solopr](#)



[KateRobins](#) Mar 21, 1:14pm via TweetChat

RT @KellyeCrane: A1: Often, partnering with a local [#solopr](#) pro in targeted regions can be the best way to go. [#solopr](#)



[karensxim](#) Mar 21, 1:14pm via TweetChat

Client with multiple locations is a little different than you dealing with one client in a different country [#solopr](#)



[jgombita](#) Mar 21, 1:14pm via web

@3HatsComm interesting, considering Nike's (international) child labo(u)r scandal it worked so hard to overcome! [#solopr](#)



[AerialEllis](#) Mar 21, 1:14pm via TweetDeck

Q1: Try an email scheduling plug-in for international media pitches & message replies to keep up with time zones. [#soloPR](#)



[karenskim](#) Mar 21, 1:14pm via TweetChat

A1: If client is intl, i.e. multiple locations critical to customize strategies to fit each region [#solopr](#)



[KellyeCrane](#) Mar 21, 1:14pm via TweetDeck

A1: Often, partnering with a local [#solopr](#) pro in targeted regions can be the best way to go.



[jgombita](#) Mar 21, 1:13pm via TweetChat

RT @3HatsComm: @jgombita Just read about Nike not getting culture in a diff country, offending potential customers w/ branding. [#SoloPR](#)



[3HatsComm](#) Mar 21, 1:13pm via TweetChat

@jgombita Just read about Nike not getting culture in a diff country, offending potential customers w/ branding. [#SoloPR](#)



[KateRobins](#) Mar 21, 1:13pm via TweetChat

late. here. [#solopr](#)



[MuslimNewMedia](#) Mar 21, 1:13pm via TweetChat

a1: cultural sensitivity & awareness is key: really understand local markets, tastes. look how Euro ads differ, for example. [#SoloPR](#)



[SoloPR](#) Mar 21, 1:13pm via TweetGrid.com

MT @LoisMarketing: Yay email, messaging, Skype! ... Media appreciate ability to readily reach you -- near or far [#solopr](#)



[karenskim](#) Mar 21, 1:13pm via TweetChat

Word! RT @jgombita: A1. Dont make the automatic assumption that the American way is the best way. Respect cultural norms and values. [#solopr](#)



[3HatsComm](#) Mar 21, 1:12pm via TweetChat

RT @jgombita: A1. Dont make the automatic assumption that the American way is the best way. Respect cultural norms and values. [#SoloPR](#)



[SoloPR](#) Mar 21, 1:12pm via TweetGrid.com

RT @jgombita: A1. Don't make the automatic assumption that the American way is the best way. Respect cultural norms and values. [#solopr](#)



[SoloPR](#) Mar 21, 1:12pm via TweetGrid.com

Reminder: No such thing as late to Solo PR chat. :-) [#solopr](#)



[RegineNelson](#) Mar 21, 1:12pm via HootSuite

RT @jgombita: A1. Don't make the automatic assumption that the American way is the best way. Respect cultural norms and values. [#solopr](#)



[LoisMarketing](#) Mar 21, 1:11pm via TweetDeck

Yay email, messaging, Skype! I work w several international clients. Media appreciate ability to readily reach you -- near or far. [#solopr](#)



[KellyeCrane](#) Mar 21, 1:11pm via TweetDeck

A1: First, know that most services can do a custom circuit for you. Buying worldwide distribution is usually a waste [#solopr](#)



[AerialEllis](#) Mar 21, 1:11pm via TweetDeck

Watching [#soloPR](#) while working. Hello everyone! Connect with me here: bit.ly/linkedAE



[olgaorda](#) Mar 21, 1:11pm via TweetGrid.com

Would love to chat after [@jgombita](#)... We sometimes call Vancouver Lotusland too. Ha! [#solopr](#)



[jgombita](#) Mar 21, 1:10pm via web

A1. Don't make the automatic assumption that the American way is the best way. Respect cultural norms and values. [#solopr](#)



[MuslimNewMedia](#) Mar 21, 1:10pm via TweetChat

a little late as well, but howdy folks! [#SoloPR](#)



[KellyeCrane](#) Mar 21, 1:10pm via TweetDeck

RT [@SoloPR](#): Today's chat is sponsored by PitchPen, a site that allows social media consultants to get new clients & grow their biz [#solopr](#)



[rajean](#) Mar 21, 1:10pm via web

Someone just tweeted pollen is devil's dust @[KellyeCrane](#) @[3HatsComm](#) :-) [#solopr](#)



[olgaorda](#) Mar 21, 1:10pm via [TweetGrid.com](#)

@[jgombita](#) we are in Vancouver, Canada but working globally :) [#solopr](#)



[karensWim](#) Mar 21, 1:09pm via [TweetChat](#)

RT @[SoloPR](#): Q1: What are some tips on handling international PR? Executing client programs outside the U.S.? [#solopr](#)



[karensWim](#) Mar 21, 1:09pm via [TweetChat](#)

A little tardy but so glad to be here! Happy spring solos! [#solopr](#)



[SoloPR](#) Mar 21, 1:09pm via [TweetGrid.com](#)

Q1: What are some tips on handling international PR? Executing client programs outside the U.S.? [#solopr](#)



[LoisMarketing](#) Mar 21, 1:08pm via [TweetDeck](#)

RT @[KellyeCrane](#): @[3HatsComm](#) *So* much pollen I can't go outside! :/ [#soloPR](#) << You and me, girl! So glad to be inside today! Hi all :)



[SoloPR](#) Mar 21, 1:08pm via [TweetGrid.com](#)

@[davispr](#) An oldie but a goodie! :-) [#solopr](#)



[SoloPR](#) Mar 21, 1:08pm via [TweetGrid.com](#)

Q1 was suggested last week-- is coming up.... [#solopr](#)



[3HatsComm](#) Mar 21, 1:07pm via Twitter for iPad

@[KellyeCrane](#) Not so bad for me, but I just washed my car and it's already green again. [#solopr](#)



[davispr](#) Mar 21, 1:07pm via TweetChat

Glad to join you all from sunny, 80 degree, pollen-covered @[columbiasc](#). Long time no see! [#solopr](#)



[SoloPR](#) Mar 21, 1:07pm via TweetGrid.com

@[olgaorda](#) Thanks for supporting [#solopr](#), Olga!



[olgaorda](#) Mar 21, 1:07pm via TweetGrid.com

Thanks for the intro Kellye. If you have any Qs, please don't hesitate to ask [#solopr](#)



[KellyeCrane](#) Mar 21, 1:06pm via TweetDeck

@[3HatsComm](#) *So* much pollen I can't go outside! :/ [#soloPR](#)



[olgaorda](#) Mar 21, 1:06pm via [TweetGrid.com](#)

Hi I'm Olga & I run PitchPen. Given big demand from clients for social, we are creating a global network of social media consultants [#solopr](#)



[SoloPR](#) Mar 21, 1:05pm via [TweetGrid.com](#)

Be the 1st to join their network when it launches mid-2012 & get their free guide to getting new clients at [pitchpen.com/socialmedia](#) [#solopr](#)



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Today's chat is sponsored by PitchPen, a site that allows social media consultants to get new clients & grow their business. [#solopr](#)



[KellyeCrane](#) Mar 21, 1:04pm via [TweetDeck](#)

@[karensxim](#) @[RegineNelson](#) Hello - waving back! [#solopr](#)



[3HatsComm](#) Mar 21, 1:04pm via [Twitter for iPad](#)

Communications pro, joining [#soloPR](#) chat from warm, sunny, pollen-covered Atlanta.



[RegineNelson](#) Mar 21, 1:04pm via [HootSuite](#)

Hi All! [#solopr](#) pro in SFBay Area. Looking forward to a great discussion today.



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If you have [#solopr](#) Qs you'd like us to discuss, please [@KellyeCrane](#) without the hashtag (or DM), and we'll add them to the list!



[KellyeCrane](#) Mar 21, 1:03pm 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](#) Mar 21, 1:02pm via [TweetGrid.com](#)

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



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