

#SoloPR Transcript – 3/28/2012

1. I have a client who worked w/another vendor and got burned. Now he wants me to help fix at discount. How to handle?
2. What are you using for conference calls? Any services/cos you like?
3. Do you agree w/[@KeithTrivitt](#) that PR has become a lightning rod of mistrust? <http://ow.ly/9W0T1>
4. Fun and informative discussion everyone! Looks like we're almost out of time- so Q4 is re: the PRO membership site. Any Qs for me?



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

If you're dropping off now- thanks for joining, and remember we keep chatting on the hashtag all week. [#solopr](#)



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

If you're curious about the member site or have specific questions, ask 'em now (so you can join by tomorrow and save \$)! [#solopr](#)



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

"Should not let themselves fill that role in PR" [@cloudspark](#)? You mean quit their jobs (in this economy)? c [@makasha](#) [@PRjeff](#) [#solopr](#)



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

Fun and informative discussion everyone! Looks like we're almost out of time- so Q4 is re: the PRO membership site. Any Qs for me? [#solopr](#)



[3HatsComm](#) 1:57pm via [TweetDeck](#)

Cosigned. RT @[cloudspark](#): "co's never realize they need pr, till then need pr" and the time to learn comms is not in a crisis/issue [#solopr](#)



[LoisMarketing](#) 1:55pm via [TweetDeck](#)

@[deegospel](#) LOL! I know! :) [#solopr](#)



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

@[makasha](#) @[PRjeff](#) @[jgombita](#) i'm no janitor. and pr people should not let themselves fill that roll in pr. [#solopr](#)



[makasha](#) 1:55pm via [TweetChat](#)

RT @[jgombita](#) A1 Want to point out (per @[greenbanana](#)) that [#PR](#) is often pulled in after the fact, to clean up marketing, etc. messes [#solopr](#)



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

@[PRjeff](#) not all of the time. Depends upon how much individual organization values PR-is function merely tactical? Strategic counsel? [#solopr](#)



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

Esp. such a diverse prof; again, misunderstanding of PR. RT @[KellyeCrane](#) to paint entire profession w/ broad-brush = simple-minded [#soloPR](#)



[deegospel](#) 1:55pm via [TweetGrid.com](#)

@[LoisMarketing](#) communications janitors?! lol oh boy [#solopr](#)



[akenn](#) 1:55pm via [TweetChat](#)

That's it! [#PRredefined!](#) RT @[PRjeff](#) @[jgombita](#) Are you saying we're Communications Janitors? [#solopr](#)



[deegospel](#) 1:54pm via [TweetGrid.com](#)

@[KellyeCrane](#) right. I think that statement about mistrust is an effect of some bad PR practices. [#solopr](#)



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

"co's never realize they need pr, till then need pr" and the time to learn comms is not in a crisis/issue
[#solopr](#)



[makasha](#) 1:54pm via [TweetChat](#)

It sure seems that way RT @[PRjeff](#): @[jgombita](#) Are you saying were Communications Janitors? [#solopr](#)



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

RT @[PRjeff](#): @[jgombita](#) Are you saying we're Communications Janitors? [#solopr](#) << Don't lump me into that category! LOL! :)



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

@[BRUCommunicate](#) You are right! [#solopr](#)



makasha 1:54pm via TweetChat

RT @deegospel: a3 @KellyeCrane payola is still an issue in my industry. mistrust on both sides #solopr



deegospel 1:53pm via TweetGrid.com

@makasha @karensxim very tacky, but i haven't seen it stop #solopr



KellyeCrane 1:53pm via TweetDeck

@deegospel That's frustrating-I think we all experience a little of that from time to time. E.g., reporters used to ans their phone! #solopr



PRjeff 1:53pm via TweetChat

@jgombita Are you saying we're Communications Janitors? #solopr



makasha 1:53pm via TweetChat

yes! RT @deegospel: a3 @KellyeCrane I work in entertainment ... I now have to jump over hoops for my clients consideration #solopr



deegospel 1:53pm via TweetGrid.com

a3 @KellyeCrane payola is still an issue in my industry. mistrust on both sides #solopr



jgombita 1:52pm via web

A1. Want to point out (per @greenbanana) that #PR is often pulled in after the fact, to clean up marketing, etc. messes. #solopr



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

A3: I think because what we do changes based on evolutions in tech & the public it will always req ongoing education. #solopr



[deegospel](#) 1:51pm via [TweetGrid.com](#)

a3 @KellyeCrane I work in entertainment. Media have certain expectations I now have to jump over hoops for my clients consideration #solopr



[GnosisArts](#) 1:51pm via [TweetDeck](#)

RT @KellyeCrane: A3: People who want to paint an entire profession with a broad-brush are simple-minded, IMO (yes, I said it!). #solopr



[wordymouth](#) 1:50pm via [Mobile Web](#)

Disgusting. @deegospel a good example. a pr calls into a news show after Whitney Houstons death. claims to rep someone who was there #solopr



[cloudspark](#) 1:50pm via [web](#)

hey #solopr, catching the last few minutes to say hello.



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

@3HatsComm heehee I saw it! cc@joeldon #solopr



[deegospel](#) 1:50pm via [TweetGrid.com](#)

a3 @[KellyeCrane](#) i agree. however, i see many who don't care to know the industry. they think this is a come up. it makes me angry. [#solopr](#)



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

@[makasha](#) @[deegospel](#) so tacky! [#solopr](#)



[3HatsComm](#) 1:49pm via [TweetDeck](#)

You shoulda seen my eyeroll. ;-) RT @[karensxim](#): @[joeldon](#) Laughing so hard .. I even "pictured" your expression as you typed that! [#solopr](#)



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

@[deegospel](#) now that is just tacky! [#solopr](#)



[makasha](#) 1:48pm via [TweetChat](#)

RT @[deegospel](#) @[makasha](#) a good example. a pr calls into a news show after Whitney Houstons death. claims to rep someone who was there [#solopr](#)



[BRUCommunicate](#) 1:48pm via [HootSuite](#)

SoloPR A3 Some business trust PR professionals and comp. We just have a few bad apples [#solopr](#)



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

@[deegospel](#) Yes, those of us who do good work need to help educate so it's not just the loud mouths doing it. [#solopr](#)



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

@[KellyeCrane](#) Accuracy OR inaccuracy that is! [#soloPR](#) A3



[karensxim](#) 1:47pm via [TweetChat](#)

@[KellyeCrane](#) Ha! *eyes on you* Mark Cuban! [#solopr](#)



[deegospel](#) 1:47pm via [TweetGrid.com](#)

a3 @[makasha](#) a good example. a pr calls into a news show after Whitney Houston's death and claims to rep someone who was there [#solopr](#)



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

@[KellyeCrane](#) Yes -- and also measure against the accuracy of inaccuracy of such an open forum as Wikipedia posts! [#solopr](#) A3



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

RT @[KellyeCrane](#): A3: People who want to paint an entire profession with a broad-brush are simple-minded, IMO (yes, I said it!). [#solopr](#)



[joeldon](#) 1:46pm via [TweetDeck](#)

;-) @[karensxim](#): Laughing so hard can barely type! I even "pictured" your expression as you typed that! [#solopr](#)



[akenn](#) 1:45pm via TweetChat

@[mitchellfriedmn](#) but just try to come up with a better term - that's easily and instantly understood - it's tough! [#solopr](#)



[KellyeCrane](#) 1:45pm via TweetDeck

A3: People who want to paint an entire profession with a broad-brush are simple-minded, IMO (yes, I said it!). [#solopr](#)



[deegospel](#) 1:45pm via TweetGrid.com

@[akenn](#) never lol [#solopr](#)



[karenswym](#) 1:45pm via TweetChat

@[PaulaJohns](#) Oh good to know it's good, I signed up so I could get the recording later. [#solopr](#)



[deegospel](#) 1:45pm via TweetGrid.com

a3. I have tried to be cool about it, but it does affect those of us who are trying to get media attention for our clients. [#solopr](#)



[3HatsComm](#) 1:45pm via TweetDeck

That too. RT @[joeldon](#): Same issue with new crop of SM "experts" @[karenswym](#) [#solopr](#)



[akenn](#) 1:44pm via TweetChat

@[deegospel](#) PR pros = celebrities? Does that mean I'll always get star treatment? :) [#solopr](#)



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

@[joeldon](#) Laughing so hard can barely type! I even "pictured" your expression as you typed that! [#solopr](#)



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

MT @[KeithTrivitt](#): A3: Agree w Bell on this: Like lawyers, we oft represent ppl/orgs others may not like. But we must do so ethically [#solopr](#)



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

RT @[LoisMarketing](#): We cannot control mistrust of industry by some but we can control trust of us by our clients and associates. [#solopr](#)



[makasha](#) 1:44pm via [TweetChat](#)

the status & association RT @[deegospel](#): "i see a lot of foolery and folks masquerading as PRs to gain celeb status. dont know why." [#solopr](#)



[PaulaJohns](#) 1:44pm via [TweetDeck](#)

Missing out on [#solopr](#) chat today -- participating in [#BusBlog](#) webinar hosted by @[sysomos](#) & @[Marketwire](#). Good stuff!



[SoloPR](#) 1:43pm via [TweetGrid.com](#)

Great pt! RT @[deegospel](#): a3 on my side of the PR world i see a lot of foolery and folks masquerading as PRs to gain celeb status. [#solopr](#)



[KeithTrivitt](#) 1:43pm via HootSuite

Spot on MT @[KristK](#): Term PR often co-opted to describe those trying to deceive or act up for spotlight. We must protect and protest [#solopr](#)



[joeldon](#) 1:43pm via TweetDeck

But didn't that new definition solve all our problems? @[mitchellfriedmn](#): @[akenn](#) @[SoloPR](#) ...pros who won't even use the term [#pr...](#) [#solopr](#)



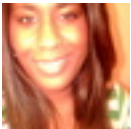
[deegospel](#) 1:43pm via TweetGrid.com

a3 on my side of the PR world i see a lot of foolery and folks masquerading as PRs to gain celeb status. don't know why. [#solopr](#)



[KristK](#) 1:42pm via TweetGrid.com

MT @[wordymouth](#): A3: Sometimes we act too aggressively to repair reputations. If we remember our ethics, we will avoid mistakes [#solopr](#)



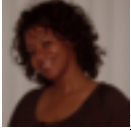
[aprilCNNpr](#) 1:42pm via bitly

RT @[makasha](#): PR in LA: Publicists vs. public relations bit.ly/GYEiGF [#solopr](#)



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

MT @[wordymouth](#) It's our nature to repair reputations. Sometimes we act too aggressively-if we remember ethics we'll avoid mistakes [#solopr](#)



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

RT @deegospel: amen! RT @karensxim: A3: Further muddled by so many non-PR pros engaging in PR activities [#solopr](#)



[KeithTrivitt](#) 1:41pm via HootSuite

A3: I do agree w/ Lord Bell on 1 pt: Like lawyers, we often represent ppl/orgs that others may not like. But we must do so ethically [#soloPR](#)



[makasha](#) 1:41pm via TweetChat

YES! RT @KeithTrivitt: "Conflating publicity w/ strategic PR causes image/reputation issues for PR" [#solopr](#)



[dariasteigman](#) 1:41pm via TweetDeck

It can't be helping that PR professionals can't even agree on what PR is. [#solopr](#)



[mitchellfriedmn](#) 1:41pm via web

@akenn @SoloPR Don't get me started :). I know pros who won't even use the term [#pr](#) to describe what they do, given the confusion [#solopr](#)



[KristK](#) 1:41pm via TweetGrid.com

A3: The term PR is often co-opted to describe those trying to deceive or act up for the spotlight. We must protect and protest. [#solopr](#)



[3HatsComm](#) 1:41pm via TweetChat

RT @[karenswym](#): A3: Further muddled by so many non-PR pros engaging in PR activities [#soloPR](#)



[karenswym](#) 1:41pm via TweetChat

@[joeldon](#) Exactly! [#soloPR](#)



[KeithTrivitt](#) 1:41pm via HootSuite

Good to be here! Sorry for joining late but thx for chatting abt my post RT @[SoloPR](#): @[KeithTrivitt](#) Hi Keith! *waving* [#soloPR](#)



[KellyeCrane](#) 1:41pm via TweetDeck

A3: Many [#PR](#) pros work for (or on behalf of) corporations, which are mistrusted/vilified frequently, which is part of the issue. [#soloPR](#)



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

so very true RT @[wordymouth](#): A3: "If we remember our ethics, we will avoid mistakes" [#soloPR](#)



[deegospel](#) 1:40pm via TweetGrid.com

amen! RT @[karenswym](#): A3: Further muddled by so many non-PR pros engaging in PR activities [#soloPR](#)



[KeithTrivitt](#) 1:40pm via HootSuite

A3: Someone may have said it already, but it's true, IMO: Conflating publicity w/ strategic PR causes image/reputation issues for PR [#soloPR](#)



[joeldon](#) 1:40pm via [TweetDeck](#)

Same issue with new crop of SM "experts" @[karensxim](#): A3: Further muddled by so many non-PR pros engaging in PR activities [#solopr](#)



[deegospel](#) 1:40pm via [TweetGrid.com](#)

RT @[makasha](#): A3: In certain instances, especially when we use publicist and PR Pro interchangeably [#solopr](#)



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

RT @[LoisMarketing](#): We cannot control mistrust of industry by some but we can control trust of us by our clients and associates. A3 [#solopr](#)



[wordymouth](#) 1:39pm via [Mobile Web](#)

A3: It's our nature to repair reputations. Sometimes we act too aggressively. If we remember our ethics, we will avoid mistakes. [#solopr](#)



[SoloPR](#) 1:39pm via [TweetGrid.com](#)

Nice! RT @[makasha](#): PR in LA: Publicists vs. public relations [bit.ly/GYEiGF](#) [#solopr](#)



[makasha](#) 1:39pm via [TweetChat](#)

RT @[karensxim](#): A3: @dariasteigmans point is right on target, not new just magnified in digital age [#solopr](#)



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

We cannot control mistrust of industry by some but we can control trust of us by our clients and associates.
[#solopr](#) A3



[deegospel](#) 1:39pm via [TweetGrid.com](#)

a3 [@3HatsComm](#) agreed [#solopr](#)



[karenskim](#) 1:39pm via [TweetChat](#)

A3: Further muddled by so many non-PR pros engaging in PR activities [#solopr](#)



[SoloPR](#) 1:39pm via [TweetGrid.com](#)

RT [@akenn](#): A3 I think plenty of businesses still trust PR and many other marketing disciplines rely on/incorporate PR best practices [#solopr](#)



[akenn](#) 1:39pm via [TweetChat](#)

The "professionals" can't even agree on how to define PR...[@SoloPR](#) [@mitchellfriedmn](#) [#solopr](#)



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

[@KeithTrivitt](#) Hi Keith! *waving* [#solopr](#)



[KeithTrivitt](#) 1:38pm via [HootSuite](#)

@akenn Have to agree. Lord Bell's argument doesn't seem to hold court w/ rest of PR industry. Mistrust is in eye of beholder [#solopr](#)



[3HatsComm](#) 1:38pm via [TweetChat](#)

A3 IDK I think it's 'bad' PR; and bad, mis-labeled "publicity, marketing, SM" - others practicing PR - and doing it poorly. [#soloPR](#)



[makasha](#) 1:37pm via [bitly](#)

PR in LA: Publicists vs. public relations [bit.ly/GYEiGF](#) [#solopr](#)



[karensnim](#) 1:37pm via [TweetChat](#)

A3: @dariasteigman's point is right on target, not new just magnified in digital age [#solopr](#)



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

The "gooroo" are rampant I'm afraid! A poor name/reputation can quickly be placed on any of a number of professions. [#solopr](#) A3



[dariasteigman](#) 1:37pm via [TweetDeck](#)

@KellyeCrane Great minds syndrome. :) [#solopr](#)



[SoloPR](#) 1:37pm via [TweetGrid.com](#)

MT @mitchellfriedmn: ...Misunderstanding of [#pr](#) rampant, and many professionals don't seem to care [#solopr](#)



[KeithTrivitt](#) 1:37pm via HootSuite

Honored! RT @SoloPR: Q3: Do you agree w/@[KeithTrivitt](#) that PR has become a lightning rod of mistrust? [ow.ly/9W0T1](#) [#solopr](#)



[akenn](#) 1:37pm via TweetChat

A3. I think plenty of businesses still trust in PR and many other marketing disciplines rely on/incorporate PR best practices [#solopr](#)



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

RT @[dariasteigman](#): I think thats an oversimplification. Theres always been skepticism of PR. now magnified by SM & 24/7 news cycle. [#solopr](#)



[makasha](#) 1:36pm via TweetChat

A3: In certain instances, especially when we use publicist and PR Pro interchangeably [#solopr](#)



[KellyeCrane](#) 1:36pm via TweetDeck

@[dariasteigman](#) Oh, jinx! :-) [#solopr](#)



[KellyeCrane](#) 1:36pm via TweetDeck

A3: On Mad Men, I think the story line w/Peggy and the beatniks is funny-they're always razzing her for being in advertising [#solopr](#)



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

Information in wrong hands with ability to share it with the masses creates challenges for many professions. PR no different. [#soloPR](#) A3



[mitchellfriedmn](#) 1:36pm via web

@[KellyeCrane](#) A3: Discussed this very issue yesterday. Misunderstanding of [#pr](#) rampant, and many professionals don't seem to care [#solopr](#)



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

A3 I think that's an oversimplification. There's always been a skepticism of PR. The diff now: magnified by SM & 24/7 news cycle. [#solopr](#)



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

A3: I think certain professions are frequently met with a dose of skepticism. Ours is one of them. [#solopr](#)



[SoloPR](#) 1:33pm via TweetGrid.com

Q3 was posed by @[John_Trader1](#) who just said bye- hopefully he'll catch the transcript! [#solopr](#)



[makasha](#) 1:33pm via TweetChat

RT @[SoloPR](#): Q3: Do you agree w/@[KeithTrivitt](#) that PR has become a lightning rod of mistrust? [ow.ly/9W0T1](#) [#solopr](#)



[KristK](#) 1:33pm via TweetGrid.com

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



SoloPR [1:31pm via TweetGrid.com](#)

Q3: Do you agree w/@[KeithTrivitt](#) that PR has become a lightning rod of mistrust? [ow.ly/9WOT1](#) [#solopr](#)



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

@[joeldon](#) I have not had any noise problems, used for a few years now [#solopr](#)



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

@[joeldon](#) I haven't so far and I've used it several times [#solopr](#)



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

@[dariasteigman](#) @[karensim](#) Good point, CC varies per the client; I've even used Facetime. [#soloPR](#)



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

A2: Anyone have problems with line noise on freeconferencecall? I think the trunk is in South Dakota. [#solopr](#)



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

@[KellyeCrane](#) Good point -- how best to manage volume of participants? I typically have no more than 2 or 3. [#solopr](#) A2



SoloPR [1:29pm via TweetGrid.com](#)

Nice input everyone - Q3 is up next... [#solopr](#)



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

A2: Things to look for when comparing: # of lines, get to use same #, scheduling, ability to have standing calls, etc. [#solopr](#)



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

Client appreciates when you point out and share the recording capability. [FreeConferenceCall](#) [#solopr](#) A2



[karenswim](#) 1:28pm via [TweetChat](#)

[@joeldon](#) Yes love the instant download feature, and ability to also playback right on site or through phone. [#solopr](#)



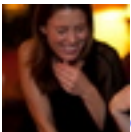
[dariasteigman](#) 1:28pm via [TweetDeck](#)

Great. The Twitter spammers have found us. [#solopr](#)



[dariasteigman](#) 1:27pm via [TweetDeck](#)

[@joeldon](#) I can see where the recording capability could come in handy. [#solopr](#)



[CMilanComm](#) 1:27pm via [Twitter for BlackBerry®](#)

[@SoloPR](#) [#solopr](#) [freeconferencecall.com](#)



[deegospel](#) 1:27pm via [TweetGrid.com](#)

a2: i use skype [#solopr](#)



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

@[joeldon](#) gonna try today on my hubby and sis [#solopr](#)



[dariasteigman](#) 1:27pm via TweetDeck

@[karensxim](#) I love Skype too. But it's not for all clients. [#solopr](#)



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

RT @[karensxim](#): I have conference calling through my phone service @[RingCentral](#) but also use and love [freeconferencecall.com](#) [#solopr](#)



[joeldon](#) 1:27pm via TweetDeck

Cool thing is you can download recordings...just in case. @[KellyeCrane](#): A2: which has some cool recording feat [#solopr](#)



[LoisMarketing](#) 1:26pm via TweetDeck

Agree with those of you recommending FreeConferenceCall. Good experience so far and agree that recording features are plus [#solopr](#) A2



[SoloPR](#) 1:26pm via TweetGrid.com

RT @[joeldon](#): Good service, w/ recording. Call quality mixed. @[dariasteigman](#): A2 Wondering if anyone has exp w/ [bit.ly/HebM3d?](#) [#solopr](#)



[karensxim](#) 1:26pm via TweetChat

A2: For clients who want/need live experience, still use skype [#solopr](#)



[dariasteigman](#) 1:26pm via TweetDeck

A2 Thanks for all the feedback on freeconference, FC call, FC calling. Wanted feedback b/f put client on there. [#solopr](#)



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

A2: Apparently, any variation of free & conference & call .com is available. :-) [#solopr](#)



[joeldon](#) 1:25pm via TweetDeck

Try the hangout mode via Google+. @[makasha](#): I haven't tried a conference call on Google Voice. I didn't realize I could. [#solopr](#)



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

@[3HatsComm](#) Completely agree. [#solopr](#)



[joeldon](#) 1:24pm via TweetDeck

Good service, w/ recording. Call quality mixed. @[dariasteigman](#): A2 Wondering if anyone has experience w/ [bit.ly/HebM3d](#)? [#solopr](#)



[makasha](#) 1:24pm via TweetChat

@[joeldon](#) I haven't tried a conference call on Google Voice. I didn't realize I could. [#solopr](#)



BRUCommunicate 1:24pm via HootSuite

@SoloPR @KellyeCrane A2. We used Freeconference.com. for the past year . Very useful [#solopr](#)



dariasteigman 1:24pm via TweetDeck

@joeldon What's been your experience w/ freeconferencecall? [#solopr](#)



John_Trader1 1:23pm via TweetChat

Shoot -- I'm so sorry I have to leave the chat for work purposes but looking forward to reading transcript!
[#solopr](#)



dariasteigman 1:23pm via TweetDeck

A2 Wondering if anyone has experience w/ freeconferencecall.com? [#solopr](#)



makasha 1:23pm via TweetChat

RT @makasha: A2: I use FreeConferenceCall.com Free Conference Call [#solopr](#)



3HatsComm 1:23pm via TweetDeck

@karensxim Discounting does a disservice to you both; client doesn't get results they want/need that way.
[#soloPR](#)



joeldon 1:23pm via TweetDeck

A2: Skype, Google Voice, freeconferencecall [dot] com [#solopr](#)



makasha 1:22pm via TweetChat

RT @SoloPR: Q2: What are you using for conference calls? Any services/cos you like? [#solopr](#)



SoloPR 1:22pm via TweetGrid.com

Thanks everyone (including some new faces) joining today! Remember to hashtag your tweets with [#solopr](#)



makasha 1:22pm via TweetChat

RT @3HatsComm: @joeldon Not a fan of playing blame game, often you find its more a case of mismanaged expectations [#solopr](#)



makasha 1:22pm via TweetChat

A2: I use [FreeConferenceCall.com](#) [#solopr](#)



dariasteigman 1:21pm via TweetGrid.com

RT @SoloPR: Q2: What are you using for conference calls? Any services/cos you like? [#solopr](#)



John_Trader1 1:21pm via TweetChat

@joeldon Ah, the old "shoe on the other foot" approach. Like it. [#solopr](#)



3HatsComm 1:21pm via TweetDeck

@joeldon Not a fan of playing blame game, often you find it's more a case of mismanaged expectations [#solopr](#)



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

Q2: What are you using for conference calls? Any services/cos you like? [#solopr](#)



[makasha](#) 1:20pm via [TweetChat](#)

RT [@LoisMarketing](#): Quietly bonus time if you wish to help the client but keep hourly rates intact. ---> do not publicize [#soloPR](#) A1 [#solopr](#)



[3HatsComm](#) 1:20pm via [TweetDeck](#)

This. RT [@joeldon](#): A1 always cautious with any client that uses the word "burned" i.e. failed expectations. finger-pointing pattern? [#solopr](#)



[joeldon](#) 1:20pm via [TweetDeck](#)

A1: I might ask client if it "discounts" products/services when presented with similar scenario from unhappy customer. [#solopr](#) [#goose&gander](#)



[SoloPR](#) 1:20pm via [TweetGrid.com](#)

[@ShryerPR](#) Hi! We're finishing up Q1 now, Q2 is up next... [#solopr](#)



[LoisMarketing](#) 1:19pm via [TweetDeck](#)

Quietly bonus time if you wish to help the client but keep hourly rates intact. Make that decision yourself but do not publicize [#soloPR](#) A1



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

MT @joeldon: A1: ...cautious w/ any client that uses the word "burned" i.e. failed expectations. Is there a finger-pointing pattern? [#solopr](#)



[makasha](#) 1:19pm via TweetChat

True MT @3HatsComm: A1 In fact I might argue - in order to clean up someone else's mess, it may actually cost more... [#solopr](#)



[socialitestatus](#) 1:19pm via TweetDeck

Lurking in [#Solopr](#)



[John_Trader1](#) 1:18pm via TweetChat

@[makasha](#) Makes sense, thanks for the feedback. [#solopr](#)



[SoloPR](#) 1:18pm via TweetGrid.com

Great pt MT @3HatsComm: A1 In fact I might argue - in order to clean up someone else's mess, it may actually cost more... [#solopr](#)



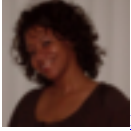
[SoloPR](#) 1:17pm via TweetGrid.com

RT @karensxim: A1: I've been hired to "fix" things too bc client chose cheaper option, which ended up being more expensive option! [#solopr](#)



[karensxim](#) 1:17pm via TweetChat

RT @3HatsComm: I might argue - in order to clean up someone else's mess, it may actually cost more. (just wary of discount precedent) [#solopr](#)



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

@[John_Trader1](#) No. Most of the people I encounter who "get burned" come to me first but go with a less expensive firm [#solopr](#)



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

A1: Another key is to not compromise on your finished product in an effort to keep costs low. Otherwise, you become part of the prob [#solopr](#)



[joeldon](#) 1:17pm via TweetDeck

A1: I am always cautious with any client that uses the word "burned" i.e. failed expectations. Is there a finger-pointing pattern? [#solopr](#)



[3HatsComm](#) 1:17pm via TweetChat

A1 In fact I might argue - in order to clean up someone else's mess, it may actually cost more. (just wary of discount precedent) [#soloPR](#)



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

@[dariasteigman](#) Exactly! A phased approach, as you say, often helps them out of the jam. [#solopr](#)



[karensxim](#) 1:16pm via TweetChat

A1: I've been hired to "fix" things too bc client chose cheaper option, which ended up being more expensive option! [#solopr](#)



[dariasteigman](#) 1:16pm via [TweetDeck](#)

@[3HatsComm](#) Isn't it often? [#soloPR](#)



[makasha](#) 1:16pm via [TweetChat](#)

RT @[karensxim](#): A1: No discount, charge what you charge for work that needs to be done. Some lessons cost money. [#soloPR](#)



[ShryerPR](#) 1:15pm via [TweetGrid.com](#)

Late to the party but I made it! What are we chatting about today? [#soloPR](#)



[dariasteigman](#) 1:15pm via [TweetDeck](#)

@[KellyeCrane](#) If they're otherwise a valuable client, you can always throw in hrs. Just don't tell, so it's UR choice not discount. [#soloPR](#)



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

@[makasha](#) Wow! For some "burned" can mean their expectations were out of line, your point was very important. [#soloPR](#)



[3HatsComm](#) 1:15pm via [TweetChat](#)

A1 Try to salvage any work done by burn vendor, but limit scope of what can be done at discount. Was discount problem in 1st place? [#soloPR](#)



[deegospel](#) 1:15pm via [TweetGrid.com](#)

a1 @makasha right. sometimes the client didn't get burned. they didn't like the outcome sometimes they were seeking cheaper svc. #solopr



[ShryerPR](#) 1:15pm via [TweetGrid.com](#)

I'm getting real-time search results at TweetGrid [tweetgrid.com](#) #solopr



[John_Trader1](#) 1:14pm via [TweetChat](#)

@[KellyeCrane](#) @makasha I see your points...are we assuming that the client is someone you don't know? #solopr



[dariasteigman](#) 1:14pm via [TweetDeck](#)

@[KellyeCrane](#) I get that. But the place to be helpful is figuring out what you CAN do w/in those parameters. #solopr



[karenswim](#) 1:14pm via [TweetChat](#)

A1: No discount, charge what you charge for work that needs to be done. Some lessons cost money. #solopr



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

@[dariasteigman](#) Sometimes I think they've learned a painful lesson, but then have budget issues to fix. #solopr



[dariasteigman](#) 1:14pm via [TweetDeck](#)

@[KellyeCrane](#) Accommodating on scope, approach. Which could = smaller project/fewer hrs. But not on rate. @[John_Trader1](#) #solopr



[deegospel](#) 1:14pm via [TweetGrid.com](#)

a1: I don't discount for that. I consider it a lesson learned. [#solopr](#)



[makasha](#) 1:14pm via [TweetChat](#)

[@karensxim](#) I had one potential client who felt as if he got burned because he did not make national tv news [#solopr](#)



[LoisMarketing](#) 1:13pm via [TweetDeck](#)

Consider offering limited-term contract to help repair/fulfill prior arrangements but do not discount. Build confidence that way [#soloPR](#) A1



[karensxim](#) 1:13pm via [TweetChat](#)

[@dariasteigman](#) *waving hello* back :))) [#solopr](#)



[BRUCommunicate](#) 1:13pm via [HootSuite](#)

[@SoloPR](#) I would find a reasonable rate equivalent to the services that would be given as well as find a great solution [#solopr](#)



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

[@John_Trader1](#) I think it lowers credibility. [#solopr](#)



[KellyeCrane](#) 1:13pm via [TweetDeck](#)

@[John Trader1](#) I think it's always good to be accommodating and helpful...up to a point. [#solopr](#)



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

@[John Trader1](#) I agree. Once you drop the price, you will never get it back up. [#solopr](#)



[karenswim](#) 1:12pm via [TweetChat](#)

A1: Agree w/[@makasha](#), need to clearly define what went wrong before accepting [#solopr](#)



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

RT [@makasha](#): A1 Burger King does not discount if you dont like the service at McDonalds, vice versa [#soloPR](#)



[dariasteigman](#) 1:12pm via [TweetDeck](#)

@[karenswim](#) [~waving hello~] [#solopr](#)



[SoloPR](#) 1:11pm via [TweetGrid.com](#)

RT [@LoisMarketing](#): I have had a similar situation where I agreed to be intermediary but I did not discount my rates. [#solopr](#)



[karenswim](#) 1:11pm via [TweetChat](#)

Good Afternoon! Hoping to lurk/join for at least a bit! [#solopr](#)



[SoloPR](#) 1:11pm via [TweetGrid.com](#)

Wise words!! RT @makasha: A1 Burger King does not discount if you don't like the service at McDonalds, vice versa [#solopr](#)



[makasha](#) 1:11pm via TweetChat

A1: Offer project plan, reporting, and accountability. Also, have client define "being burned" [#solopr](#)



[John Trader1](#) 1:11pm via TweetChat

A1: Does it add to credibility and set stage for future business if you are willing to discount and help them with their problem? [#solopr](#)



[SoloPR](#) 1:11pm via TweetGrid.com

@3HatsComm: They wasted a lot of budget, now want you to help [#solopr](#)



[deegospel](#) 1:10pm via TweetGrid.com

@VictoriaECM I write 1k before noon, another 1k before girlee gets home, then 1 k after dinner [#solopr](#)



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

A1 Burger King does not discount if you don't like the service at McDonalds, vice versa [#solopr](#)



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

This is key. RT @KellyeCrane: A1: This happens, but impt to remember you didn't make the mistake- you shouldn't have to pay for it. [#solopr](#)



[KellyeCrane](#) 1:09pm via [TweetDeck](#)

A1: This happens, but important to remember you weren't the one to make the mistake- you shouldn't have to pay for it. [#solopr](#)



[LoisMarketing](#) 1:09pm via [TweetDeck](#)

I have had a similar situation where I agreed to be intermediary but I did not discount my rates. "Being burned" may be "excuse". [#solopr](#) A1



[dariasteigman](#) 1:09pm via [TweetDeck](#)

A2 My more practical instinct: An incremental approach. No discount, but manage the scope by separating it into tasks. [#solopr](#)



[3HatsComm](#) 1:08pm via [TweetDeck](#)

@SoloPR clarification: you ([#soloPR](#)) at discount, or vendor who messed up?



[fransteps](#) 1:08pm via [HootSuite](#)

[#solopr](#) hi al. Popping in and our of the chat as I juggle 2 meetings.



[dariasteigman](#) 1:08pm via [TweetDeck](#)

A1. Great Q. My 1st instinct: you get what you pay for. Did they learn nothing? [#solopr](#)



[makasha](#) 1:07pm via [TweetChat](#)

RT @SoloPR: Q1: I have a client who worked w/another vendor and got burned. Now he wants me to help fix at discount. How to handle? [#solopr](#)



[makasha](#) 1:07pm via TweetChat

Hello from Montgomery AL [#solopr](#)



[KellyeCrane](#) 1:07pm via TweetDeck

@[dariasteigman](#) Ha! Well said. [#solopr](#)



[dariasteigman](#) 1:07pm via TweetGrid.com

RT @SoloPR: Q1: I have a client who worked w/another vendor and got burned. Now he wants me to help fix at discount. How to handle? [#solopr](#)



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

Hi [#soloPR](#) buds! Greetings from sunny Atlanta!



[jgombita](#) 1:06pm via web

Heads-up that in tomorrow's Decorum Byte: Don't be Negative; Practice Positive PR2.0 [#solopr](#)'s @[karenskim](#) & @[KellyeCrane](#) quoted extensively.



[SoloPR](#) 1:06pm via TweetGrid.com

Q1: I have a client who worked w/another vendor and got burned. Now he wants me to help fix at discount. How to handle? [#solopr](#)



[dariasteigman](#) 1:05pm via [TweetDeck](#)

Hello [#solopr](#) pals. Popping in from Washington, D.C., vacation home for crazy politicians & real home of some smart people.



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

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



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

Also, tomorrow is the last day to sign up for Solo PR Pro premium at a discount- will stay on after the chat if you have Qs [#solopr](#)



[rockstarjen](#) 1:05pm via [TweetDeck](#)

@[fransteps](#) i didn't realize how much additional info needed to be added! glad i did it. [#solopr](#)



[John_Trader1](#) 1:05pm via [TweetChat](#)

Also Atlanta based -- PR & Marketing Pro -- sitting in for first part of chat today. [#solopr](#)



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

We have room for more Qs, so if you have one @[KellyeCrane](#) without the hashtag (or DM), and we'll add them to the list! [#solopr](#)



[KellyeCrane](#) 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)



[JanetLFalk](#) 1:02pm via web

Sorry to miss [#soloPR](#). Attending Business blogging webinar suggested by [@jgombita](#).



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

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



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

RT @SoloPR Tomorrow is the last day to save up to 60% on SoloPR PRO Premium membership!
[ow.ly/9Vvet](#) [#solopr](#)



[SoloPR](#) 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](#)