

#SoloPR Transcript – 4/11/2012

1. Working w/friend/family because they desperately needed help. Not going well-how to get out of it without damaging rel?
2. What do you do to recover from a sudden client loss? Like, goes out of biz, changes strategy, loses mind, etc?
3. When working on client social media-based PR initiative, ever involve employees from non-communication departments? How?
4. What do you do when work w/another vendor on behalf of client takes way longer than expected?



[SoloPR 2:00pm via TweetGrid.com](#)

Remember, we keep chatting on the hashtag all week -- transcript will be posted tomorrow. [#solopr](#)



[jgombita 2:00pm via web](#)

[@olgaorda](#) messaging really domain of advertising/marketing. That's why I think social media and public relations perfectly paired. [#solopr](#)



[KateRobins 2:00pm via TweetChat](#)

[@SoloPR](#) ...that and laughing at the computer bet 1 - 2 Eastern on Weds. [#solopr](#)



[dariasteigman 1:59pm via TweetDeck](#)

Enjoyed the hour of [#solopr](#) smarts, meaty topics -- and a little Rebel Yell.



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

Our official time is winding down -- thanks everyone for joining and sharing your immense wit and wisdom! [#solopr](#)



[KateRobins](#) 1:59pm via TweetChat

@[mdbarber](#) Bye,MD! [#solopr](#)



[KateRobins](#) 1:59pm via TweetChat

@[KellyeCrane](#) No, it's an UPSIDE! Hate that stuff in the house. [#solopr](#)



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

I like better than the head banging RT @[karensxim](#): I've worked with "difficult" client vendors and scream therapy is very helpful [#solopr](#)



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

Yes, yes! RT @[KellyeCrane](#): A4: This question is also a good reminder to build in extra time when you have to manage other vendors [#solopr](#)



[mdbarber](#) 1:58pm via TweetChat

Gotta go folks. GREAT conversation today. Have a good week. Enjoy the sunshine. [#solopr](#)



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

Major downside to not having kids --> RT @[fransteps](#): @[KellyeCrane](#) Think it's all the Easter chocolate lying around the house. [#solopr](#)



[olgaorda](#) 1:58pm via HootSuite

@[jgombita](#) yup. messaging is the old-school, no-go broadcast model that falls on deaf ears/jaded consumers [#solopr](#)



[3HatsComm](#) 1:58pm via [TweetChat](#)

@[pagetx](#) Nice to meet you too. :) [#solopr](#)



[KellyeCrane](#) 1:57pm via [TweetDeck](#)

A4: This question is also a good reminder to build in extra time when you have to manage other vendors [#solopr](#)



[KateRobins](#) 1:57pm via [TweetChat](#)

@[JanetLFalk](#) Indeed. [#solopr](#)



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

@[FranticF1](#) I think the story could make for a very interesting discussion in [#SoloPR](#) chat next week
@[KellyeCrane](#)



[KateRobins](#) 1:57pm via [TweetChat](#)

@[JanetLFalk](#) Put it all to the tune of My Favorite Things. When dog bites, etc. [#solopr](#)



[karenswym](#) 1:57pm via [TweetChat](#)

I've worked with "difficult" client vendors and scream therapy is very helpful [#solopr](#)



[SoloDovePR](#) 1:57pm via HootSuite

@[jgombita](#) very true. It allows you to get some much needed insight [#solopr](#)



[3HatsComm](#) 1:56pm via TweetChat

ITA can never have too many go-to people for backup. RT @[LoisMarketing](#): The more resources in your arsenal the better.. [#solopr](#)



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

@[KateRobins](#) [#soloPR](#) is a great resource.



[fransteps](#) 1:56pm via TweetChat

@[KellyeCrane](#) Think it's all the Easter chocolate lying around the house. [#solopr](#)



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

RT @[BRUCommunicate](#): @[SoloPR](#) A4 Provide the vendor with an earlier deadline from your own and informed the client as well . [#solopr](#)



[KellyeCrane](#) 1:56pm via TweetDeck

@[fransteps](#) I think you guys are all extra funny today! [#solopr](#)



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

Always be respectful and professional you don't want to throw vendor under the bus, could damage your rel. w/your client [#solopr](#)



[BRUCommunicate](#) 1:56pm via HootSuite

@[SoloPR](#) A4 Provide the vendor with an earlier deadline from your own and informed the client as well .
[#solopr](#)



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

@[JanetLFalk](#) Yes! That's it! Thank you. I love this group. [#solopr](#)



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

@[BRUCommunicate](#) @[KerseyKnowsBest](#) when I hear "messaging" I think of one-way broadcasting, not two-way, symmetrical communication. [#solopr](#)



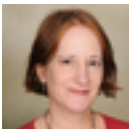
[LoisMarketing](#) 1:55pm via TweetDeck

The more resources in your arsenal the better - who can best handle last-minute short runs? who has knowledge of X code for web? etc [#soloPR](#)



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

Maybe breathalyzer testing, too? RT @[KellyeCrane](#): A4: Also, as part of learning experience, incremental checkpoints can help. [#solopr](#)



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

@[kkellerpr](#) Indeed. Much is about biz approach & attitude, isn't it? [#solopr](#)



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

@[KellyeCrane](#) Agree not fair to bill client. [#solopr](#)



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

A4 - I don't use too many vendors, but thru the years I've weeded out the laggards. Don't like to miss deadlines. [#solopr](#)



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

RT @[KellyeCrane](#): A4: Also, as part of learning experience, incremental checkpoints can help. [#solopr](#)



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

@[KateRobins](#) Exxit interview, get referrals/recos [#soloPR](#)



[SoloDovePR](#) 1:55pm via HootSuite

RT @[LoisMarketing](#): If a vendor asks "When do you need it?" I immediately counter w "When can you reasonably expect to deliver it?" [#solopr](#)



[SoloDovePR](#) 1:55pm via HootSuite

RT @[LoisMarketing](#): If a vendor asks "When do you need it?" I immediately counter w "When can you reasonably expect to deliver it?" [#solopr](#)



[BRUCommunicate](#) 1:54pm via HootSuite

@[jgombita](#) @[KerseyKnowsBest](#) it is 2way communication . Never disagreed about it . [#solopr](#)



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

Communication is essential, if client's vendor keep client in communication loop, ask for clear deadlines & work through issues [#solopr](#)



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

Two mins left. Then call 5 ppl, dig deep into network, invoice and what were the other things? Scroll, scroll, scroll... [#solopr](#)



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

A4: Also, as part of learning experience, incremental checkpoints can help. [#solopr](#)



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

@[olgaorda](#) sorry, account is @[VitalSmartsNews](#) (authors of Crucial Conversations etc) Focus on SIX VITAL BEHAVIORS needing changing. [#solopr](#)



[pagetx](#) 1:54pm via [HootSuite](#)

@[juliefhart](#) Hi back! Great topic today! [#solopr](#)



[pagetx](#) 1:53pm via [HootSuite](#)

I found my people. RT @[3HatsComm](#): Who is 'social' already? Look 2 other depts 4 ppl U want on social 4 company that fit initiative. [#solopr](#)



[3HatsComm](#) 1:53pm via TweetChat

All too familiar with that maneuver. ;) RT @dariasteigman: A4. Bang head on desk? [#solopr](#)



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

If a vendor asks "When do you need it?" I immediately counter with "When can you reasonably expect to deliver it?" [#soloPR](#) A4



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

A4. If it's client's vendor, than work w/ both to adjust schedule. If yours, do mea culpa on timing (w/ client) & reassess. [#solopr](#)



[KateRobins](#) 1:52pm via TweetChat

RT@mdbarber: A4-Again...communication w both vendor & client to minimize surprises. Approved'd milestones, checkpoints. No surprises. [#solopr](#)



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

When a vendor quotes a schedule I confirm it, reminding them that if leeway is needed it's not a problem ... in advance! [#soloPR](#) A4



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

A4: If client wants you to work w/particular vendor, keep them abreast of what's happening- and what it's doing to their bottom line [#solopr](#)



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

@[KateRobins](#) If I bang it enough, it might not matter. :) [#solopr](#)



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

@[SoloDovePR](#) you read my mind with this answer; except extend it well beyond communication dep't. Why not accountants? Reception? [#solopr](#)



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

But a lesson learned. RT @[KellyeCrane](#): A4: Depends if vendor is client's, or yours. If latter, you prob can't bill the overage. [#solopr](#)



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

Works for me! :) RT @[dariasteigman](#): A4. Bang head on desk? [#solopr](#)



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

@[dariasteigman](#) Does that work? [#solopr](#)



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

Yes- leeway! RT @[JanetLFalk](#): @[SoloPR](#) A4 Set a soft deadline for the other vendor so you can meet the hard deadline with client. [#solopr](#)



[LoisMarketing](#) 1:50pm via TweetDeck

When this has happened I'm always very upfront with my client about delays, etc. It makes all the difference to keep them in loop [#soloPR](#) A4



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

A4: Be realistic about timelines...add cushion factor in at every stage, esp. if u are managing others. [#soloPR](#)



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

A4 - Again...communication w both vendor & client to minimize surprises. Approved milestones and checkpoints. No surprises. [#soloPR](#)



[3HatsComm](#) 1:50pm via TweetChat

Is vendor at fault? RT @SoloPR: Q4: What do you do when work w/another vendor on behalf of client takes way longer than expected? [#soloPR](#)



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

A4. Bang head on desk? [#soloPR](#)



[KellyeCrane](#) 1:50pm via TweetDeck

A4: Depends on if the vendor is the client's, or if you brought them to the table. If the latter, you prob can't bill the overage. [#soloPR](#)



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

What I like to use is "organizational narrative" @KerseyKnowsBest @BRUCommunicate (much more comprehensive and inclusive). [#soloPR](#)



[LoisMarketing](#) 1:49pm via TweetDeck

This used to happen with web designers ALL the time! Thankfully I now have a group of very reliable resources [#soloPR](#) A4



[SoloDovePR](#) 1:49pm via HootSuite

RT @makasha: A3: Yes. IMO most employees impact comm strategies. [#soloPR](#)



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

Just finished reading @vitalsmartnews Influencer: The Power to Change Anything, @olgaorda @makasha. High reco re corporate culture. [#soloPR](#)



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

RT @SoloPR: Q4: What do you do when work w/another vendor on behalf of client takes way longer than expected? [#soloPR](#)



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

ouch. another good one. RT@SoloPR: Q4:What do you do when work w/another vendor on behalf of client takes way longer than expected? [#soloPR](#)



[SoloDovePR](#) 1:49pm via HootSuite

A3 you should also find what the companies social media policy is before hand as not to conflict [#soloPR](#)



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

@SoloPR A4 Set a soft deadline for the other vendor so you can meet the hard deadline with client.
[#soloPR](#)



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

RT @SoloPR: Q4: What do you do when work w/another vendor on behalf of client takes way longer than expected? [#solopr](#)



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

RT @SoloPR: Q4: What do you do when work w/another vendor on behalf of client takes way longer than expected? [#solopr](#)



[KerseyKnowsBest](#) 1:48pm via web

@jgombita @BRUCommunicate Def about 2-way comm. But you're still reaching out with a purpose. Knowing your msging is half the battle [#solopr](#)



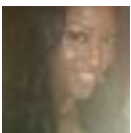
[KateRobins](#) 1:48pm via TweetChat

@karensxim yah! [#solopr](#)



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

@KateRobins Lol, oh my gosh, I can only imagine :-) [#solopr](#)



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

RT @fransteps: @KellyeCrane A3: Team coaching calls are a great idea, especially if challenged by geography. [#solopr](#)



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

A3 from there you can incorporate those employees by utilizing the tools they already use [#solopr](#)



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

Q4: What do you do when work w/another vendor on behalf of client takes way longer than expected?
[#solopr](#)



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

Great idea! RT [@fransteps](#) Another blog post theme for [@SoloPR](#) "How to go from corporate rebel to solo rebel". [#solopr](#)



[SoloDovePR 1:47pm via HootSuite](#)

A3 involving on comm depts requires finding out what they talking out on social media and what platforms they use [#SoloPR](#)



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

[@KellyeCrane](#) A3: Team coaching calls are a great idea, especially if challenged by geography. [#solopr](#)



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

Oh. looks like you guys got the original message. mine swiftly ushered me into another world. [#solopr](#)



[pagetx 1:47pm via HootSuite](#)

Bingo. RT @[fransteps](#): @[LoisMarketing](#) Yes! Comms depts can often be gatekeepers, too. They need to be champions! [#solopr](#)



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

@[dariasteigman](#) @[KateRobins](#) proof that we really are all rock stars :-) [#solopr](#)



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

Enjoying this discussion - we have time to squeeze in a Q4... [#solopr](#)



[3HatsComm](#) 1:46pm via [TweetChat](#)

Word. RT @[olgaorda](#): A3 Poor internal comms = poor external comms [#solopr](#)



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

Another blog post theme for @[SoloPR](#) "How to go from corporate rebel to solo rebel". [#solopr](#)



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

@[KateRobins](#) Hmm, mine opened without the extra l [#solopr](#)



[jgombita](#) 1:46pm via [web](#)

I like everything about your answer except the "messaging" aspect, @[BRUCommunicate](#). Isn't social media about two-way communication? [#solopr](#)



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

@[KateRobins](#) that was r-e-b-e-l-y-e-l-l-dot-com [#solopr](#)



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

A3: Having regular team calls with reps from each involved department helps ensure things don't get lost in translation [#solopr](#)



[olgaorda](#) 1:45pm via [HootSuite](#)

@[makasha](#) thanks - I found that you can only cover up internal strife for so long! [#solopr](#)



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

@[KateRobins](#) @[karensxim](#) Ha. I have the Billy Idol theme song all cued up. [#solopr](#)



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

Those who are engaging SoMe personally are many times the best communicators, vs. those "pushing out" posts each day [#SoloPR](#) A3



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

@[pagetx](#) Hi Sarah! [#solopr](#)



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

@[KateRobins](#) WT@? I put in r-e-b-e-l-l dot com and it linked to...DON'T OPEN IT. [#solopr](#)



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

Love you @KateRobins: @dariasteigman Right. We're silophobes. #solopr



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

@KateRobins ROFL!!! I love this and yes I still sing this song at the top of my lungs! :-) #solopr



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

Enjoyed #solopr today. Too bad I have to leave early. #solopr



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

@jgombita The stats are amazing on this - referrals 5x more likely to close, good ROI for strategic, focused effort #solopr



[pagetx](#) 1:44pm via HootSuite

Hell to the yeah! RT @fransteps: A3: Can find gr8 subject matter experts when you look beyond the comms team for SoMe initiatives. #solopr



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

Was just gonna say this...RT @LoisMarketing: @KellyeCrane Yes a social media policy is essential. #soloPR A3



[karenskim](#) 1:43pm via TweetChat

@KateRobins By golly you're right! #solopr



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

@[karenskim](#) There's a solo biz name waiting to happen. [Rebelyell.com](#) [#solopr](#)



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

Too funny! RT @[KateRobins](#): @[dariasteigman](#) Right. We're silophobes. [#solopr](#)



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

Precisely! RT @[olgaorda](#): A3 "Poor internal comms = poor external comms" [#solopr](#)



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

RT @[karenskim](#): Hence my term "referral network" - should be a system for generating ongoing referrals [#solopr](#)



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

RT @[dariasteigman](#): A3 Yes. But while you can guide, someone inside the org has to champion the process. [#solopr](#)



[karenskim](#) 1:43pm via TweetChat

@[LoisMarketing](#) Lol so true!! [#solopr](#)



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

@[KellyeCrane](#) Yes a social media policy is essential. Clients are engaging me to create and assist with these . Great opp! [#soloPR](#) A3



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

RT @[makasha](#): A3: Yes. IMO most employees impact comm strategies. [#solopr](#)



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

@[LoisMarketing](#) Yes! Comms depts can often be gatekeepers, too. They need to be champions! [#solopr](#)



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

@[karensxim](#) How many of us were [corp rebels]? I think that's the mark of the good solo. [#solopr](#)



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

RT @[LoisMarketing](#) Do I dare say as a communications pro? Sometimes the "communications dept" is the most limiting in communication! [#solopr](#)



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

@[LoisMarketing](#) Soemtimes Comms group is last to know. [#soloPR](#)



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

RT @[fransteps](#): A3: You can find gr8 subject matter experts when you look beyond the comms team for SoMe initiatives. [#solopr](#)



[3HatsComm](#) 1:42pm via TweetChat

And training, on-going. RT @[KellyeCrane](#): A3: Make sure client has a good, explicit social media policy (or help build one). [#solopr](#)



[BRUCommunicate](#) 1:42pm via HootSuite

@[SoloPR](#) A3 like surveys & focus group would be methods use to involve them [#solopr](#)



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

A3 - involving employees makes sense when u need to do a survey of internal org issues. Poor internal comms = poor external comms [#solopr](#)



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

A3 - Although comm may drive SM, it doesn't mean they're always the best dept to answer every question. [#solopr](#)



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

@[fransteps](#) One role of consultant is to cross-pollinate and use of SME across the org is vital. [#solopr](#)



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

A3: Make sure client has a good, explicit social media policy (or help build one). [#solopr](#)



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

@[KateRobins](#) Exactly. And client opp'ys from old work colleagues. [#solopr](#)



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

@[dariasteigman](#) Right. We're silophobes. [#solopr](#)



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

@[dariasteigman](#) True but even when I worked in Corporate I was a rebel :-)
[#solopr](#)



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

@[dariasteigman](#) Awesome! [#solopr](#)



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

Do I dare say this as a communications pro? Sometimes the "communications dept" is the most limiting in communication! [#soloPR](#) A3



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

RT @[KellyeCrane](#): A3: Keeping as many emp as possible abreast (& sometimes involved) in what youre doing w/social media always helps. [#solopr](#)



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

RT @[fransteps](#): A3: You can find gr8 subject matter experts when you look beyond the comms team for SoMe initiatives. [#solopr](#)



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

@[SoloPR](#) A3 We would involve them to hear their thoughts which would help us with messaging . The are part of the brand as well . [#solopr](#)



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

@[mdbarber](#) I don't disagree. What I was actually questioning was @[mitchellfriedmn](#)'s use of "marketing" word versus "networking" [#solopr](#)



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

A3: I often do social media readiness for orgs before we ever get to "campaign" stage [#solopr](#)



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

@[karensxim](#) It's easy for us to break the silos. We're not in one. [#solopr](#)



[MarketingMel](#) 1:40pm via Twitter for iPhone

@[karensxim](#) Thanks! Yes I'm moving and shaking today ;-) [#soloPR](#)



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

A3: You can find gr8 subject matter experts when you look beyond the comms team for SoMe initiatives. [#solopr](#)



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

@[mdbarber](#) Absolutely, re: network. See virtual remakes of previous work depts. [#solopr](#)



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

A3: Keeping as many client employees as possible abreast (and sometimes involved) in what you're doing w/social media always helps. [#solopr](#)



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

True! RT @[dariasteigman](#): A3 Yes. But while you can guide, someone inside the org has to champion the process. [#solopr](#)



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

Oh yes, definitely! There are great personalities, sources of knowledge and company insight throughout an org [#soloPR](#) A3



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

So true! RT @[karenswym](#): A3: Absolutely! Break down those silos for greater success! [#solopr](#)



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

A3 Yes. But while you can guide, someone inside the org has to champion the process. [#solopr](#)



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

A3 Yes. Who is 'social' already? Look to other depts. for the ppl you want on social for company that fit initiative goals. [#solopr](#)



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

A3: Yes. IMO most employees impact comm strategies. [#solopr](#)



[SoloDovePR](#) 1:39pm via HootSuite

RT @[KellyeCrane](#): A2: A general rule of thumb is that no single client should ever be more than 50% of your business. [#solopr](#)



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

RT @[karensxim](#): A3: Absolutely! Break down those silos for greater success! [#solopr](#)



[SoloDovePR](#) 1:39pm via HootSuite

RT @[KellyeCrane](#): A2: A general rule of thumb is that no single client should ever be more than 50% of your business. [#solopr](#)



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

@[jgombita](#) May depend on the market. I get most of my biz from my network; years of building it. [#solopr](#)



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

RT @[PaulaJohns](#): Its easy to go into denial about the prospect of client loss, but smart to plan ahead. Build a broad base. [#solopr](#)



[fransteps](#) 1:38pm via TweetChat

@[KellyeCrane](#) Now you have ME laughing. My husband works from home too so laughing at your computer is sort of normal here. [#solopr](#)



[karenswym](#) 1:38pm via TweetChat

A3: Absolutely! Break down those silos for greater success! [#solopr](#)



[jgombita](#) 1:38pm via web

@[karenswym](#) maybe best to separate a referral network from your more-general (Work the Pond!) networking c @[mdbarber](#) @[mitchellfriedmn](#) [#solopr](#)



[karenswym](#) 1:38pm via TweetChat

@[MarketingMel](#) You are such a mover and shaker :-)) We miss you but go get em! [#solopr](#)



[KateRobins](#) 1:38pm via TweetChat

RT @[SoloPR](#): Q3: When working on client social media-based PR initiative, ever involve employees from non-comm deps? How? [#solopr](#)



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

Husband working from home today. Had to explain why I keep laughing at my computer screen. [#solopr](#)



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

RT @[SoloPR](#): Q3: When working on client SoMe-based PR initiative, ever involve employees from non-communication departments? How? [#solopr](#)



[MarketingMel](#) 1:37pm via Twitter for iPhone

Missing my [#soloPR](#) peeps today. Moving from meeting to meeting!



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

RT @SoloPR: When working on client social media-based PR initiative, ever involve employees from non-communication departments? How? [#soloPR](#)



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

RT @SoloPR: Q3: When working on client social media-based PR initiative, ever involve employees from non-comm departments? How? [#soloPR](#)



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

It's easy to go into denial about the prospect of client loss, but smart to plan ahead. Build a broad base of customers. [#soloPR](#)



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

@[jgombita](#) different but building & nurturing your referral network should be systematic and ongoing cc @[mdbarber](#) @[mitchellfriedmn](#) [#soloPR](#)



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

Q3: When working on client social media-based PR initiative, ever involve employees from non-communication departments? How? [#soloPR](#)



[olgaorda](#) 1:36pm via HootSuite

@[fransteps](#) that is a VERY good post idea [#solopr](#) - early detection is always best



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

RT @[LoisMarketing](#): Many pros launch their biz with that ONE client but should commit to smartly building a broad base of clients A2 [#solopr](#)



[mdbarber](#) 1:35pm via TweetChat

RT @[LoisMarketing](#): Many pros launch their biz with that ONE client but should commit to smartly building a broad base of clients A2 [#solopr](#)



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

RT @[dariasteigman](#): @[PaulaJohns](#) Yup. Were tackling the tough stuff today. [#solopr](#)



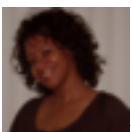
[3HatsComm](#) 1:34pm via TweetChat

ITA. RT @[LoisMarketing](#): we should be closely in tune, spot changes in client behavior, warning signs of financial trouble A2 [#solopr](#)



[SoloPR](#) 1:34pm via TweetGrid.com

Lots of smart tips, as always! Thanks everyone. Q3 is coming up... [#solopr](#)



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

RT @KateRobins: RT @fransteps: A2: Complacency kills the [#solopr](#) person right? This is why we do Net 15 billing! [#solopr](#)



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

Many [#SoloPR](#) pros launch their businesses with that ONE client but should commit to smartly building a broad base of clients A2



[mdbarber](#) 1:34pm via [TweetChat](#)

@[fransteps](#) Good idea on the post. [#solopr](#)



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

RT @fransteps: A2: I see a group post coming here: "5 signs you are about to lose a client"--gr8 dialogue today! [#solopr](#)



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

@[PaulaJohns](#) Yup. We're tackling the tough stuff today. [#solopr](#)



[SoloDovePR](#) 1:34pm via [HootSuite](#)

A2 having dealt with sudden client lost sending out the final bill quickly is also very important. Dont get stiffed [#SoloPR](#)



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

RT @mdbarber: RT @KellyeCrane: A2: A general rule of thumb is that no single client should ever be more than 50% of your business. [#solopr](#)



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

A2: I see a group post coming here: "5 signs you are about to lose a client"--gr8 dialogue today! [#solopr](#)



[PaulaJohns](#) 1:33pm via TweetDeck

Interesting conversation going on at [#solopr](#). Joining in very late here, from rainy San Diego area.



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

RT @[fransteps](#): A2: Complacency kills the [#solopr](#) person right? This is why we do Net 15 billing! [#solopr](#)



[mdbarber](#) 1:32pm via TweetChat

RT @[KellyeCrane](#): A2: A general rule of thumb is that no single client should ever be more than 50% of your business. [#solopr](#)



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

Except networking and marketing aren't really the same things, @[mitchellfriedmn](#) @[karenskim](#) @[mdbarber](#). At least I hope not. [#solopr](#)



[dariasteigman](#) 1:32pm via TweetDeck

@[EMcLovin13](#) Great point. Which is really all about whether you have the temperament to be a [#solopr](#).



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

A2: A general rule of thumb is that no single client should ever be more than 50% of your business. [#solopr](#)



[KateRobins](#) 1:32pm via TweetChat

@[dariasteigman](#) Yes there's a lot of consultant turnover in this market. [#solopr](#)



[LoisMarketing](#) 1:32pm via TweetDeck

As a [#SoloPR](#) we should be closely in tune and can spot changes in client behavior towards us, warning signs of financial trouble, etc. A2



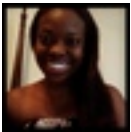
[SoloDovePR](#) 1:31pm via HootSuite

A2 tapping into your network is a very good idea also if you have a blog or website list client availability there [#SoloPR](#)



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

@[makasha](#) Thanks. Smart. [#solopr](#)



[tashaB](#) 1:31pm via TweetDeck

RT @[KellyeCrane](#): A2: Tap into your network- let folks know you now "have some availability," if they hear of anything. Really works! [#solopr](#)



[KerseyKnowsBest](#) 1:31pm via web

@[KateRobins](#) a SIGNIFICANT amount of time. will save so much time down the line. Proper 'education' kit will save you every time [#SoloPR](#)



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

RT @SoloPR: Yes! RT @karensxim: A2: Also look for red flags that could indicate a sudden loss- change in response, payment, etc. [#solopr](#)



[EMcLovin13](#) 1:31pm via Twitter for iPhone

A2: Not stressing is key because you're going to make things worse if you worry about it too much. [#solopr](#)



[olgaorda](#) 1:31pm via HootSuite

RT @dariasteigman: A2 Practical Tip 2: Make a list of 5 ppl you can call that day. Forward motion is a great antidote to panic. [#solopr](#)



[dariasteigman](#) 1:31pm via TweetDeck

@fransteps Lessons learned. I even lost one great client in a \$9.7 billion deal. They lost their jobs. Which was worse. [#solopr](#)



[KateRobins](#) 1:30pm via TweetChat

@JanetLFalk Nice! [#solopr](#)



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

Yes! RT @karensxim: A2: Also look for red flags that could indicate a sudden loss- change in response, payment, etc. [#solopr](#)



[mdbarber](#) 1:30pm via TweetChat

RT @KellyeCrane: A2: Tap into your network- let folks know you now "have some availability," if they hear of anything. Really works! [#solopr](#)



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

RT @[KellyeCrane](#): A2: Tap into your network- let folks know you now "have some availability," if they hear of anything. Really works! [#solopr](#)



[KateRobins 1:30pm via TweetChat](#)

Tweetchat's not retweeting. Going over to boot up at Tweetdeck. [#solopr](#)



[mdbarber 1:30pm via TweetChat](#)

RT @[dariasteigman](#): A2 Practical Tip 2: Make a list of 5 ppl you can call that day. Forward motion is a great antidote to panic. [#solopr](#)



[SoloDovePR 1:30pm via HootSuite](#)

RT @[KateRobins](#): @[JanetLFalk](#) Yes. My dad's magic number's always been six clients. If you lose two you only need to replace two. [#solopr](#)



[SoloDovePR 1:30pm via HootSuite](#)

RT @[KateRobins](#): @[JanetLFalk](#) Yes. My dad's magic number's always been six clients. If you lose two you only need to replace two. [#solopr](#)



[jgombita 1:30pm via web](#)

Great line from @[Ken_Rosen](#): If you put all your eggs in one basket, carry that basket carefully!
@[JanetLFalk](#) @[mdbarber](#) [#solopr](#)



[JanetL.Falk](#) 1:30pm via TweetDeck

@[KateRobins](#) Six? I have 20, including pro bono. But not all active at same time. [#soloPR](#)



[karenswim](#) 1:30pm via TweetChat

@[mitchellfriedmn](#) @[mdbarber](#) I know what you mean, I learned the hard way too! [#soloPR](#)



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

RT @[KellyeCrane](#): A2: Tap into your network- let folks know you now "have some availability," if they hear of anything. Really works! [#soloPR](#)



[BRUCommunicate](#) 1:30pm via HootSuite

@[SoloPR](#) A2 Also have an exit interview. [#soloPR](#)



[fransteps](#) 1:29pm via TweetChat

A2: Complacency kills the [#soloPR](#) person right? This is why we do Net 15 billing! [#soloPR](#)



[makasha](#) 1:29pm via TweetChat

@[KateRobins](#) client welcome kit which explains pr, social media, marketing as well as expectations, how 2 use certain software/apps [#soloPR](#)



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

A2 Practical Tip 2: Make a list of 5 ppl you can call that day. Forward motion is a great antidote to panic. [#solopr](#)



[3HatsComm](#) 1:29pm via [TweetChat](#)

Cosigned. RT @mdbarber: A2 Dont have too much of biz in 1 company, lessens the impact when one goes away. NEVER stop networking. [#solopr](#)



[John_Trader1](#) 1:29pm via [TweetChat](#)

@jgombita That was actually me Judy -- sorry my Twitter alter ego temporarily seized control over my account! [#solopr](#)



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

@JanetLFalk Yes. My dad's magic number's always been six clients. If you lose two you only need to replace two. [#solopr](#)



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

A2: Tap into your network- let folks know you now "have some availability," if they hear of anything. Really works! [#solopr](#)



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

Always be prospecting for new opportunities, keep "pipeline" flowing so as not to be at mercy of very large egg in your basket [#soloPR](#) A2



[BRUCommunicate](#) 1:28pm via [HootSuite](#)

@SoloPR A2 We would re-evaluate and look at strategies and plans why the client left [#solopr](#)



[BRUCommunicate](#) 1:28pm via HootSuite

@[SoloPR](#) A2 We would re-evaluate and look at strategies and plans why the client left [#solopr](#)



[mitchellfriedmn](#) 1:28pm via web

@[karensxim](#) @[mdbarber](#) Amen. Marketing must be nonstop, a lesson I've had to learn more than once in my career :) [#solopr](#)



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

RT @[KellyeCrane](#): A2: Hopefully a client hasn't gone out of business owing you money. A good reminder to stay on top of receivables. [#solopr](#)



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

A2: I have a friend who says don't stress bec. there is always another project around corner. Enjoy the "space" while u have it. [#solopr](#)



[ianarushing](#) 1:28pm via web

A2. Start by having a good contract, good lawyer with at least 30-day-out clause. I know a great one if you need a referral! [#solopr](#)



[jgombita](#) 1:28pm via web

LOL! Better wine over whine @[m2sys](#)! [#solopr](#)



[3HatsComm](#) 1:27pm via TweetDeck

@[lanarushing](#) I have the email drafted: "Now that rush and emergency are over.." Just need to get to that point to send. [#solopr](#)



[John Trader1](#) 1:27pm via [TweetChat](#)

A2 Depending on nature of sudden loss, maybe you can ask for referrals -- which is something that sh/be ongoing anyway? [#solopr](#)



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

@[mdbarber](#) Always keep eggs in lots of baskets. [#soloPR](#)



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

RT @[mdbarber](#): Dont have too much of your business in one company as it lessens the impact when one goes away. NEVER stop networking. [#solopr](#)



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

RT @[JanetLFalk](#): A2 Have an exit interview to learn from experience. Then learn and go forward. [#solopr](#)



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

@[SoloPR](#) Curious to know how much time ppl put into client education. [#solopr](#)



[_CCAgencyLLC](#) 1:27pm via [Echofon](#)

Ditto RT @[TMariePR](#): Peaking into [#PRCafe](#) and [#SoloPR](#) today! Hey Everyone!!



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

Try to get the client to have an exit interview and start looking for a replacement [#solopr](#)



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

[@KateRobins](#) Big clients tend to mean some inertia. You love them (for \$\$\$ & consistency), but you want to do other stuff too. [#solopr](#)



[olgaorda](#) 1:27pm via HootSuite

RT [@JanetLFalk](#): A2 Have an exit interview to learn from experience. Then learn and go forward. [#soloPR](#)



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

Watch your A/R ... first signs of trouble in the client's business or in relationship if payment or communication delay [#soloPR](#) A2



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

MT [@3HatsComm](#): A2 Stop work, send final bill ASAP. Get recs/referrals while rel is still positive. Keep bridge open, but cut losses [#solopr](#)



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

[@dariasteigman](#) Excellent! [#solopr](#)



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

A2 - Don't have too much of your business in one company as it lessens the impact when one goes away. NEVER stop networking. [#solopr](#)



[3HatsComm](#) 1:26pm via TweetChat

RT @[jgombita](#): RT @[CourtneyRami](#): Re: friends getting what you do. <<-Makes assigning proper value to the work harder if they don't. [#solopr](#)



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

Yes! RT @[dariasteigman](#): A2 Its scary (and it sucks), but usually youre ready for something new. [part 2] So embrace the challenge. [#solopr](#)



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

RT @[JanetLFalk](#): A2 Have an exit interview to learn from experience. Then learn and go forward. [#solopr](#)



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

A2: Also look for red flags that could indicate a sudden loss - change in response, payment, etc. [#solopr](#)



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

A2 - pick up the pieces and replace the work through other contacts. [#solopr](#)



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

FYI @[CourtneyRami](#) @[KateRobins](#), at last [#torontob2b](#) meetup, @[CopywriterTO](#) started her preso with awesome slide of job misperceptions. [#solopr](#)



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

@[dariasteigman](#) I love that attitude! [#solopr](#)



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

A2 It's scary (and it sucks), but usually you're ready for something new. [part 2] So embrace the challenge. [#solopr](#)



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

RT @[dariasteigman](#): A2 Losing big clients has always been an opportunity -- for change of biz direction, new projects, etc. [part 1] [#solopr](#)



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

A2: Preparation is key, always have a reserve, never assume everyone is sticking around or staying sane, NEVER stop marketing [#solopr](#)



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

A2 Have an exit interview to learn from experience. Then learn and go forward. [#soloPR](#)



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

A2 - Lots of variables here. Begin w analysis of what "went wrong" so you don't make the same mistake again. [#solopr](#)



[olgaorda](#) 1:25pm via HootSuite

Hi [#solopr](#) pros! Jumping on our chat now



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

RT @[3HatsComm](#): A2 Stop work, send final bill ASAP. Get recs, referrals while rel is still positive. Keep bridge open, cut losses. [#solopr](#)



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

@[m2sys](#) A2: Nice. Wine instead of whine? [#solopr](#)



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

A2: Hopefully a client hasn't gone out of business owing you money. A good reminder to stay on top of receivables. [#solopr](#)



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

RT @[3HatsComm](#): A2 Stop work, send final bill ASAP. Get recs while relationship still positive. Keep bridge open, cut losses. [#solopr](#)



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

NYC-based PR pro w/ Wall Street, law firm , nonprofit and sml biz clients. also subcontract. [#solopr](#)



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

RT @[SoloPR](#): Q2: What do you do to recover from a sudden client loss? Like, goes out of biz, changes strategy, loses mind, etc? [#solopr](#)



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

A2 Losing big clients has always been an opportunity -- for change of biz direction, new projects, etc. [part 1] [#solopr](#)



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

@[KerseyKnowsBest](#) @[fransteps](#) I'll explain how I do it after the chat ok? [#soloPR](#)



[lanarushing](#) 1:24pm via web

@[3HatsComm](#) Got it. That's a tough one. You could explain that you rushed normal procedures, time to get caught up, etc. Good luck! [#solopr](#)



[3HatsComm](#) 1:24pm via TweetChat

A2 Stop work, send final bill ASAP. Get recs and referrals while relationship is still positive. Keep bridge open, but cut losses. [#solopr](#)



[KerseyKnowsBest](#) 1:24pm via web

@[fransteps](#) @[LoisMarketing](#) Bonus back when working with charities. Not discounted, but 'donated' (10 hours x hourly rate = donation) [#soloPR](#)



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

Wow, this just happened to a agency client of mine... [#solopr](#)



[jgombita](#) 1:24pm via web

RT @CourtneyRami: Re: friends getting what you do. They often think I copyright (instead of write copy) or design websites. :) [#solopr](#)



[karenskim](#) 1:23pm via [TweetChat](#)

RT @SoloPR: (as submitted) Q2: What do u do 2 recover from a sudden client loss? goes out of biz, changes strategy, loses mind, etc? [#solopr](#)



[fransteps](#) 1:23pm via [TweetChat](#)

RT @SoloPR: Q2: What do you do to recover from a sudden client loss? Like, goes out of biz, changes strategy, loses mind, etc? [#solopr](#)



[dariasteigman](#) 1:23pm via [TweetDeck](#)

@[bethschillaci](#) I so get that. And the current [#solopr](#) question seems on point.



[mdbarber](#) 1:23pm via [TweetChat](#)

The best kind! RT @SoloPR: Q2 is another sticky wicket - up next... [#solopr](#)



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

@[lanarushing](#) It's just the emergency did not allow for any expectation settings; current attempt to mng and educate.. unsuccessful. [#solopr](#)



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

@[LoisMarketing](#) Oh, it is on! :-) [#solopr](#)



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

(as submitted) Q2: What do you do to recover from a sudden client loss? Like, goes out of biz, changes strategy, loses mind, etc? [#solopr](#)



[KerseyKnowsBest](#) 1:22pm via [web](#)

THIS! MT@LoisMarketing I do not reduce my hourly rate for a project. I may bonus hours but I never quote a reduced rate. [#soloPR](#)



[makasha](#) 1:22pm via [TweetChat](#)

RT @SoloPR: Q2 is another sticky wicket - up next... [#solopr](#)



[fransteps](#) 1:22pm via [TweetChat](#)

@LoisMarketing Bonus hours...interesting concept. By percentage of total or how? [#solopr](#)



[LoisMarketing](#) 1:22pm via [TweetDeck](#)

@SoloPR You and your sticky wickets! :) :) Bring it! [#solopr](#)



[3HatsComm](#) 1:22pm via [TweetChat](#)

ITA RT @lanarushing: Also, remember some arent equipped to handle their side of the PR relationship even with education. [#solopr](#)



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

RT @SoloPR: Q2 is another sticky wicket - up next... [#solopr](#)



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

MT @lanarushing: some aren't equipped to handle their side of the PR relationship even w/education. Set expectations + roles early. [#solopr](#)



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

Yes. Including volunteer work. RT @KateRobins: Often it's friends who "get" what we do least. Prefer to find ppl thru prof channels [#solopr](#)



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

As a rule, I do not reduce my hourly rate or my fixed-fee for a project. I may bonus hours but I never quote a reduced rate. [#soloPR A2](#)



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

Q2 is another sticky wicket - up next... [#solopr](#)



[SoloDovePR 1:20pm via HootSuite](#)

RT @KellyeCrane: A1: maybe counterintuitive, even more imp to put all in writing when working w/friends. [#solopr](#)



[SoloDovePR 1:20pm via HootSuite](#)

RT @KellyeCrane: A1: maybe counterintuitive, even more imp to put all in writing when working w/friends. [#solopr](#)



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

@[KellyeCrane](#) If wishing made it so. ;) [#solopr](#)



[lanarushing 1:20pm via web](#)

Also, remember some aren't equipped to handle their side of the PR relationship even with education. Set expectations + roles early. [#solopr](#)



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

I 2nd that RT @[LoisMarketing](#): Work for family and friends becomes a drain on your time, energy and resources only if you let it. [#soloPR A2](#)



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

If offering work pro bono or at a special rate, give your full-pay clients priority and advise others you must do this. [#soloPR A2](#)



[SoloDovePR 1:20pm via HootSuite](#)

RT @[mdbarber](#): Good point! RT @[dariasteigman](#): Its a Q of understanding WHICH friends you can work with / for. A very useful skill. [#solopr](#)



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

Great input everyone - seems to be a consensus that you should help them determine next steps, but no need to stick around. [#solopr](#)



[anjemiami](#) 1:19pm via web

A1: Let them know that, it is too much of a conflict & that u could refer them 2 someone that is willing 2 work within their budget. [#solopr](#)



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

Work for family and friends becomes a drain on your time, energy and resources only if you let it. [#soloPR](#)
A2



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

Often it's friends who "get" what we do least. I prefer to find people thru prof channels. [#solopr](#)



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

@[makasha](#) I don't have that kind of family :-> [#solopr](#)



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

@[3HatsComm](#) Yes, a person can suddenly become very busy with other opportunities. :-> [#solopr](#)



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

Good point! RT @[dariasteigman](#): Its a Q of understanding WHICH friends you can work with / for. A very useful skill. [#solopr](#)



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

@[dariasteigman](#) @[mdbarber](#) You are 100% right Daria! [#solopr](#)



[3HatsComm](#) 1:18pm via [TweetChat](#)

A1 Good feedback all. FYI this is my question; the emergency nature did allow for contracts, negotiations, mngmt of expectations [#solopr](#)



[lanarushing](#) 1:18pm via [web](#)

@[KellyeCrane](#) A1. Agreed about putting it in writing with EVERYONE. No exceptions. It professionalizes everything. [#solopr](#)



[SoloDovePR](#) 1:18pm via [HootSuite](#)

Going to try and peek in on [#PRCafe](#) and [#SoloPR](#)



[SoloDovePR](#) 1:18pm via [HootSuite](#)

Going to try and peek in on [#PRCafe](#) and [#SoloPR](#)



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

RT @[fransteps](#): THIS! RT @[KellyeCrane](#): A1: maybe counterintuitive, even more imp to put all in writing when working w/friends. [#solopr](#)



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

Draw up same level of proposal and contract with friends/family as you would with any client. Treat same in every respect [#soloPR](#)



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

Yes! RT [@igornaming](#): [@KellyeCrane](#) yes because the assumptions of familiarity fly more freely if you don't [#solopr](#)



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

[@karensxim](#) I will only work with certain family members. [#solopr](#)



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

[@karensxim](#) And I have better success w one family member than two friends. Just depends I think. A lot is personality & expectations [#solopr](#)



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

RT [@KerseyKnowsBest](#): RT [@KellyeCrane](#): A1: Often, if you feel something isnt working, the other party feels it too. [#solopr](#)



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

MT [@KerseyKnowsBest](#) No one will fault you if a rel isn't working..They will, however, fault you for blinding continuing on [#solopr](#)



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

[@karensxim](#) [@mdbarber](#) It's a Q of understanding WHICH friends you can work with / for. A very useful skill. [#solopr](#)



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

Just crashed in. Scrolling back to see Q1 and where you're all at. [#solopr](#)



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

But don't go postal! RT [@fransteps](#): A1 OR you could go all corporate, do a re-org and tell them their position has been eliminated. [#solopr](#)



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

THIS! RT [@KellyeCrane](#): A1: It may be counterintuitive, but I think its even more imp to put all in writing when working w/friends. [#solopr](#)



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

[@mdbarber](#) Totally agree, I refer family to others, but have had success with good friends [#solopr](#)



[KerseyKnowsBest](#) 1:16pm via web

Sorry Mom, it's not you :) [@fransteps](#) A1: OR you could go all corporate, do a re-org and tell them the position has been eliminated. [#solopr](#)



[3HatsComm](#) 1:16pm via TweetChat

[@KellyeCrane](#) Have similar idea for stop point; once major 'emergency' deadlines are passed, time to take a breather and reassess [#solopr](#)



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

Nice! RT @[fransteps](#): A1: OR you could go all corporate, do a re-org and tell them their position has been eliminated. [#solopr](#)



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

A1: It may be counterintuitive, but I think it's even more imp to spell everything out in writing when working w/friends. [#solopr](#)



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

There should be clear points within a project where you can wrap up a step and conclude there. Don't deliver unfinished work [#soloPR](#) A2



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

RT @[KerseyKnowsBest](#): No one will fault you because relationship isnt working.. They will, however, fault you for blinding continuing [#solopr](#)



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

A1. A formal contract regarding timeline, amount/type of work and goals/objectives @[KellyeCrane](#) (No deviation, despite pleas.) [#solopr](#)



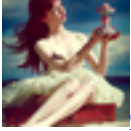
[fransteps](#) 1:14pm via [TweetChat](#)

A1: OR you could go all corporate, do a re-org and tell them their position has been eliminated. [#solopr](#)



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

Peaking into [#PRCafe](#) and [#SoloPR](#) today! Hey Everyone!!



[CarouseIPR](#) 1:14pm via HootSuite

Q1: Project itself? Fine. Overbearing client? Not so much.... [#solopr](#)



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

A1-- Doing business with family is always a challenge. Good friends can be as well but I rarely do biz w family. [#solopr](#)



[3HatsComm](#) 1:14pm via TweetChat

True enough. RT @[fransteps](#): A1: Maybe make a pact never to mix biz and family again? Just a thought... [#solopr](#)



[EMcLovin13](#) 1:14pm via Twitter for iPhone

I agree with @[karensxim](#) in that you need to give them another name of someone to help so they don't feel completely abandoned [#solopr](#)



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

Ha! RT @[fransteps](#): A1: Maybe make a pact never to mix biz and family again? Just a thought... [#solopr](#)



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

A1 -- Like so many things, it's about communication. If you are both talking about + &- from beginning it will make this easier. [#solopr](#)



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

RT @LoisMarketing: Abide by same principles regardless of level of personal relationship with the client. #soloPR A1 #solopr



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

Q1: If you're sure they can't stomach honesty, is there a natural stopping point in the near future? Can use that pt to break away #solopr



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

Exactly - RT @KerseyKnowsBest: No one will fault u 'cuz a relationship isnt working. They will fault you for blinding continuing on #solopr



[KerseyKnowsBest](#) 1:13pm via web

Business and pleasure is TRICKY @fransteps A1: Maybe make a pact never to mix biz and family again? Just a thought... #solopr



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

Abide by same principles regardless of level of personal relationship with the client. #soloPR A1



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

@fransteps similar to discussing politics or religion at parties or online: Just Say No. :-) #solopr



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

RT @KellyeCrane: A1: Often, if you feel something isn't working, the other party feels it too. #solopr



[BRUCommunicate](#) 1:12pm via HootSuite

@[SoloPR](#) A2. We would have a conversation and tell them the truth in the right tone [#solopr](#)



[KerseyKnowsBest](#) 1:12pm via web

@[mdbarber](#) No one will fault you because a relationship isn't working.. They will, however, fault you for blinding continuing on [#solopr](#)



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

A1: Maybe make a pact never to mix biz and family again? Just a thought... [#solopr](#)



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

RT @[LoisMarketing](#): Set a transitional time with a definite schedule and parameters of work. [#SoloPR](#) A1 [#solopr](#)



[3HatsComm](#) 1:11pm via TweetChat

RT @[mdbarber](#): A1 -Agree with @[KerseyKnowsBest](#). Honesty is best. offer options for others who can help. Dont leave person w nothing. [#solopr](#)



[dariasteigman](#) 1:11pm via TweetDeck

@[kellerpr](#) I'm with you. I have no idea how to answer w/out knowing the root cause of the issue. [#solopr](#)



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

Set a transitional time with a definite schedule and parameters of work. [#SoloPR](#) A1



[lanarushing](#) 1:11pm via web

@[SoloPR](#) A1 - best to offer advice + perhaps point them to another PR colleague. Try to get out before things get tricky. [#solopr](#)



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

A1: Often, if you feel something isn't working, the other party feels it too. [#solopr](#)



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

RT @[KerseyKnowsBest](#): Be honest.. If its not working, own up early on...Offer solutions to move forward. Dont wait - act now [#solopr](#)



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

@[makasha](#) Like the concept of exit strategy for Q1. Give the project an end date! [#solopr](#)



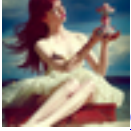
[shamonpr](#) 1:09pm via TweetGrid.com

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 about it). [#solopr](#)



[mdbarber](#) 1:09pm via TweetChat

A1 -Agree with @[KerseyKnowsBest](#). Honesty is best. I would also offer options for others who can help. Don't leave person w nothing. [#solopr](#)



[CarouseIPR](#) 1:09pm via HootSuite

Q1 - Great question, in a similar predicament at the moment :/ [#solopr](#)



[jgombita](#) 1:09pm via web

A1. "How about we bring in an objective, third-party Solo PR consultant? I'm feeling constrained; I'm sure you are, too." [#solopr](#)



[makasha](#) 1:09pm via TweetChat

A1 Devise an exit strategy where family implements plan and you evaluate monthly, quarterly, and then semi-annually [#solopr](#)



[mndbarber](#) 1:09pm via TweetChat

RT @KerseyKnowsBest: Be honest..own up to it early on in the process.. Offer solutions to move forward. Dont wait - act now [#solopr](#)



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

A1. Depends on source of the problem. Unrealistic expectations? Eating up your life? Ppl who don't get that a biz is a biz? [#solopr](#)



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

@EMcLovin13 Welcome! [#solopr](#)



[karensim](#) 1:08pm via TweetChat

A1: Tell them that you value the relationship and so think it's best that you not continue working together, recommend another pro [#solopr](#)



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

@[AerialEllis](#) We see you. :-) [#solopr](#)



[KerseyKnowsBest 1:08pm via web](#)

Be honest.. If it's not working, own up to it early on in the process.. Offer solutions to move forward. Don't wait - act now [#SoloPR](#)



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

RT @[SoloPR](#): Q1: Working w/friend/family bec they desperately needed help. Not going well-how to get out of it without damaging rel? [#solopr](#)



[mdbarber 1:08pm via TweetChat](#)

RT @[SoloPR](#): Q1: Working w/friend/family because they desperately needed help. Not going well-how to get out of it wo damaging rel? [#solopr](#)



[makasha 1:08pm via TweetChat](#)

RT @[SoloPR](#) Q1 Working w/friend/family because they desperately needed help. Not going well-how 2 get out of it without damaging rel? [#solopr](#)



[karensim 1:08pm via TweetChat](#)

RT @[SoloPR](#): Q1: Working w/friend/family bc they desperately needed help. Not going well-how to get out of it without damaging rel? [#solopr](#)



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

@[fransteps](#) Yep. It's all perspective isn't it. Yesterday the sun was streaming in my window and felt warm. It's the little things. [#solopr](#)



[KerseyKnowsBest](#) 1:07pm via web

[#SoloPR](#) time! Hopefully my phone will keep quiet for an hour this week!



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

Q1: Working w/friend/family because they desperately needed help. Not going well-how to get out of it without damaging rel? [#solopr](#)



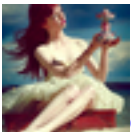
[makasha](#) 1:07pm via TweetChat

Hi. I'm so happy to join in for the first 40 minutes of [#solopr](#)



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

@[karensxim](#) Thanks. It's new/old one. Seemed a bit springy. [#solopr](#)



[CarouselPR](#) 1:07pm via HootSuite

Please forgive the flurry of tweets as I dip in & out of the @[SoloPR](#) chat for the next hour [#solopr](#) - Checking on from Berlin Germany :)



[jgombita](#) 1:07pm via web

@[karensxim](#) I missed you last week oh Queen of Decorum (together with @[KellyeCrane](#)). [#solopr](#)



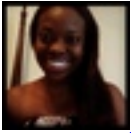
[dariasteigman](#) 1:06pm via [TweetDeck](#)

@[karensxim](#) Hi Karen! Well, peanuts & cracker jacks tomorrow. (Opening Day in D.C.) [#solopr](#)



[fransteps](#) 1:06pm via [TweetChat](#)

@[mdbarber](#) 50 is a winter temp here :). [#solopr](#)



[tashaB](#) 1:06pm via [Echofon](#)

@[SoloPR](#) Hello! Greetings from NYC! Freelance PR pro & NYU PR & Corporate comm grad stdnt. Glad to be joining [#soloPR](#) :)



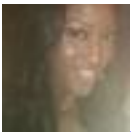
[3HatsComm](#) 1:06pm via [TweetChat](#)

Chatting and blogging - bit.ly/AcxIYb - from Atlanta, where it's way too nice to be stuck inside. ;-) [#solopr](#)



[karensxim](#) 1:06pm via [TweetChat](#)

@[mdbarber](#) Hey look at you, new photo! I love it! [#solopr](#)



[AerialEllis](#) 1:06pm via [TweetDeck](#)

Peeking in [#soloPR](#)



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

@[dariasteigman](#) Hi Daria! All that's missing is the apple pie :-)
[#solo](#)



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

@[fransteps](#) Too warm for me. So happy to be hitting 50 here!
[#solo](#)



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

Good morning all. Mary from Anchorage on for at least a bit. It's break-up in AK. Sun's shining & snow's melting.
[#solo](#)



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

Hello [#solo](#) pals. Classic multitasking today: a little work, a little tweetchat, a little baseball.



[BRUCommunicate](#) 1:04pm via [HootSuite](#)

@[SoloPR](#) Hi This is (@[LuvShanaJ](#)) From NYC ...
[#solo](#)



[SoloPR](#) 1:04pm via [TweetGrid.com](#)

Hi everyone - great to see a crowd of wise, fun [#PR](#) pros joining us today! Q1 is up next...
[#solo](#)



[fransteps](#) 1:04pm via [TweetChat](#)

Greetings from San Antonio, TX! Solo PR and p-t prof. It's 80 here today.
[#solo](#)



[EMcLovin13](#) 1:04pm via [Twitter for iPhone](#)

I will be joining the [#soloPR](#) chat today to learn more about PR



[LoisMarketing](#) 1:04pm via [TweetDeck](#)

Hi [#SoloPR](#) I'm in the midst of enjoying a classic PR breakdown (not mine! ha!) so lunch has been extended :)



[lanarushing](#) 1:03pm via [web](#)

@[SoloPR](#) @[KellyeCrane](#) Lana Rushing here, principal of Rushing PR, based in Los Angeles. Nice to join the chat! [#soloPR](#)



[karenswim](#) 1:03pm via [TweetChat](#)

Greetings from Michigan! Back from my staycation and ready to get my chat on! [#soloPR](#)



[lanarushing](#) 1:02pm via [TweetDeck](#)

RT @[KellyeCrane](#): RT @[SoloPR](#): It's time for this week's [#soloPR](#) chat for independent pros in PR and related fields (and those who want to learn more about it)



[jgombita](#) 1:02pm via [TweetDeck](#)

RT @[KellyeCrane](#): RT @[SoloPR](#): It's time for this week's [#soloPR](#) chat for independent pros in PR and related fields (and those who want to learn more about it)



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

@[fransteps](#) Awesome - hello! [#soloPR](#)



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

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 1:01pm 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 1:01pm via TweetGrid.com](#)

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



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

Getting ready for my weekly dose of pro dev, thanks to [@SoloPR](#) and my friends all over the world!
[#solopr](#)



[SoloPR 1:00pm 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](#)