

#SoloPR Transcript – 5/02/2012

1. After collecting fees, how do you tell a client they are "fired" and you are ending the relationship?
2. I know SEO is part of our jobs in PR now. Have any basic tips?
3. You go from busy to slammed. How do you manage sudden change in pace?
4. If you could take a for-credit college course for free, what would you study to help with your business?



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

As always, thanks everyone for joining! Remember, we keep chatting on the hashtag all week - transcript on the blog tomorrow. [#solopr](#)



[3HatsComm 1:59pm via TweetChat](#)

[@KristK](#) I do print design, but HTML and CSS really are totally different languages to me. Still, be nice to know.. even WordPress. [#solopr](#)



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

[@LoisMarketing](#) I LOVE teaching at comm college level. In my third year! [#solopr](#)



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

great chat. y'all have fried my brain. adult nap time. it helps my productivity. i admit. [#solopr](#)



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

As we wind down, please join me in keeping our friend [@karensxim](#) in your thoughts /prayers, in light of a recent family tragedy. [#solopr](#)



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

In addition to Q3, I think our profession has a "do everything" perception. We get called on for the smallest & largest tasks. [#soloPR](#)



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

Seriously -- look for opportunities to teach classes, particularly continuing ed, at local colleges/tech schools. Great opps. [#soloPR](#) A4



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

@[BRUCommunicate](#) that is a good course to take. :) [#soloPR](#)



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

@[KellyeCrane](#) lol understanding conversion rates and the numbers is great to know. but you won't get much sleep. dream of algorithms [#soloPR](#)



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

Love your answers to this question, everyone. What a fascinating group we have (but we knew that already). [#soloPR](#)



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

A4: look for free classes for continuing education institutions on FB [#soloPR](#) usually contest related



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

@SoloPR A4. I would you to learn social commerce . It would be very useful for the client who is selling online #solopr



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

@AerialEllis Oh wow -- thank you! #soloPR



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

Congrtas!! RT @KristK: A4: Recd teaching award from Tulane that includes 1 free class per term for 3 years. #solopr



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

@LoisMarketing is nailing it with the answers for Q3! #soloPR



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

@deegospel I'd like to know SPSS to analyze relationships between data. My hubby could actually teach me this, if we ever made time. #solopr



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

@KellyeCrane mom and dad wouldn't let us watch more tv :(#solopr



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

@KellyeCrane mom and dad wouldn #solopr



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

@[KristK](#) Rock that teaching award! [#solopr](#)



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

@[karenskim](#) blessings to you, karen [#solopr](#)



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

Why not "stretch" and teach a course? I love working with DECA students -- they keep me on my toes!
[#soloPR](#) A4



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

@[SoloPR](#) i want to make mobile apps for my clients. ergo html5 [#solopr](#)



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

A4: Recd teaching award from Tulane that includes 1 free class per term for 3 years. Fab benefit but means new time commitment [#solopr](#)



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

a4 @[KellyeCrane](#) Applied Math would be a better course for you. [#solopr](#)



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

Another busy [#soloPR](#) chat. Later, friends and colleagues.



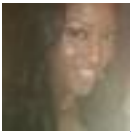
[SoloPR](#) 1:53pm via [TweetGrid.com](#)

Cool! RT @JanetLFalk: Mandarin language. [#solopr](#)



[deegospel](#) 1:53pm via [TweetGrid.com](#)

@[KellyeCrane](#) took statistics in undergrad. i was a math major. didn't give me that info you're seekin [#solopr](#)



[AerialEllis](#) 1:53pm via [TweetGrid.com](#)

RT @[KristK](#): A3: Not everything is truly urgent. Examine deadlines for those that are arbitrary and discuss adjustments with clients. [#solopr](#)



[SoloPR](#) 1:53pm via [TweetGrid.com](#)

Interesting! RT @[deegospel](#): a4 html5 [#solopr](#)



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

@[KellyeCrane](#) So who buys the Coke? ;-)
[#solopr](#)



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

Sad to have missed [#solopr](#) for two weeks but life has intervened. Looking forward to reviewing transcript and joining next week!



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

RT @WolcottPR: A4: Take a course in one of your specialty or growth areas - to demonstrate your expertise in that field [#solopr](#)



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

A4: Fun question to wine up the chat today! Thanks @SoloPR. [#solopr](#)



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

So true! MRT @KellyeCrane: A4: take statistics, as this is an increasingly important skill to [#measurepr](#) [#solopr](#)



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

RT @rockstarjen: A4 great question. i'd take a presentation/public speaking class. [#solopr](#)



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

Mandarin language. [#soloPR](#)



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

I would also like to learn more about web design, code, etc. -- interested and curious! [#soloPR](#) A4



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

@3HatsComm Jinx! :-)) [#solopr](#)



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

A4: Research and analysis! [#solopr](#)



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

Good one. @[KellyeCrane](#): A4: I would take statistics, as is increasingly important skill to [#measurepr](#) as data continues to increase [#solopr](#)



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

A4: torn on this one -- design, HTML to learn new skills or finance/mgmt to improve biz? [#solopr](#)



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

A4: I would take statistics, as this is an increasingly important skill to [#measurepr](#) as data continues to increase [#solopr](#)



[3HatsComm](#) 1:51pm via [TweetChat](#)

A4 Maybe econ or accounting; actually - statistics, something to help me w/ all the Google Analytics, measurement [#solopr](#)



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

A4: Take a course in one of your specialty or growth areas - to demonstrate your expertise in that field [#solopr](#)



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

RT @ [_CCAgencyLLC](#): @[SoloPR](#) find a balanced schedule. Make to-do lists, organize what is the highest priority and pray for patience!! [#SoloPR](#)



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

RT @ [CCAgencyLLC](#): @SoloPR find a balanced schedule. Make to-do lists, organize what is the highest priority and pray for patience!! [#SoloPR](#)



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

A3: @[rockstarjen](#) @[KellyeCrane](#) Under-promise and over-deliver, not vice versa [#solopr](#)



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

That's a cool question! [#solopr](#) A4 ... For me it would be an intermediate-level accounting course. Would like to learn more



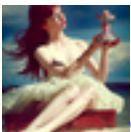
[deegospel](#) 1:50pm via TweetGrid.com

a4 html5 [#solopr](#)



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

RT @SoloPR: A4: If you could take a for-credit college course for free, what would you study to help with your business? [#solopr](#)



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

A4: Creative Writing! [#solopr](#)



[deegospel](#) 1:49pm via TweetGrid.com

a3. also i don't take client calls on Saturday. because sometimes i work weekend book events and need a day for biz housekeeping [#solopr](#)



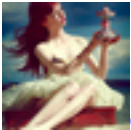
[KristK](#) 1:49pm via [TweetGrid.com](#)

RT @[SoloPR](#): A4: If you could take a for-credit college course for free, what would you study to help with your business? [#solopr](#)



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

@[KellyeCrane](#) @[KristK](#) and if you get in in earlier, even better. :) [#solopr](#)



[CarouselPR](#) 1:49pm via [TweetGrid.com](#)

RT @[SoloPR](#): A4: If you could take a for-credit college course for free, what would you study to help with your business? [#solopr](#)



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

RT @[SoloPR](#): A4: If you could take a for-credit college course for free, what would you study to help with your business? [#solopr](#)



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

A4: You should pay for good college courses! (say that because I have a client :) [#solopr](#)



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

@[KristK](#) Yes! Think of when you could have a project done by, and then make the client deadline a couple days after that. Works. [#solopr](#)



[deegospel](#) 1:48pm via [TweetGrid.com](#)

RT @[LoisMarketing](#): Don't take on unreasonable timeframes and assignments out of fear of losing client. Be confident and advise. [#solopr](#)



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

Don't take on unreasonable timeframes and assignments out of fear of losing client. Be confident and advise. [#soloPR](#) A3



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

RT @[fransteps](#): A3: Learning to manage client expectations is part of the learning, as @[LoisMarketing](#) shares. [#solopr](#)



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

RT @[LoisMarketing](#): Remember that it can work against your health, other client work -- and reputation -- if you take on too much [#solopr](#)



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

a3. my yearly calendar has slow spots because i'm on tour in the summer and write in the winter. so it balances out slow months [#solopr](#)



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

A4: If you could take a for-credit college course for free, what would you study to help with your business? [#solopr](#)



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

A3: Always hesitate before making new commitments. We are often our own worst enemy regarding time mgmt. [#solopr](#)



[mhandy1](#) 1:46pm via [TweetChat](#)

@[LoisMarketing](#) you make a great point [#SoloPR](#)



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

Help your client prioritize too. It will help through the "crunch" and strengthen ongoing relationships and communication. [#soloPR](#) A3



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

@[LoisMarketing](#) Good point. If unreasonable or impractical deadlines, make client aware, recalibrate project accordingly. [#solopr](#)



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

Great answers to Q3! Q4 is coming up... [#solopr](#)



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

A3: Don't use slammed at work to cut personal life. We assume others understand when they're not priority (Cat's in the cradle) [#solopr](#)



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

a3: @pamperry taught me ions ago to plan my day: respond to 3 emails, take/make 3 calls, complete 1 task. focus. 1 at a time. works [#solopr](#)



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

Remember that it can work against your health, other client work -- and reputation -- if you take on too much. [#soloPR](#) A3



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

A3: Learning to manage client expectations is part of the learning, as @LoisMarketing shares. [#solopr](#)



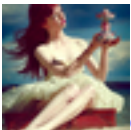
[SoloPR 1:45pm via TweetGrid.com](#)

RT @KristK: A3: Not everything is truly urgent. Examine deadlines for those that are arbitrary and discuss adjustments with clients [#solopr](#)



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

Ha! RT @AerialEllis: From busy to slammed sounds a lot like my daily routine. Which tasks have the most pending deadline? [#solopr](#)



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

RT @LoisMarketing: I have those times! It's part of being a [#soloPR](#). Don't neglect your need for rest, exercise, family time. Take care of yourself! A3



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

Manage your client's expectations -- and also important to manage your own. Are you agreeing to stressing deadlines etc? [#soloPR](#) A3



SoloPR 1:44pm via TweetGrid.com

MT @CarouselPR: A3: Keep a calendar with ongoing projects, and check it before agreeing to more [#solopr](#)



KristK 1:43pm via TweetGrid.com

A3: Not everything is truly urgent. Examine deadlines for those that are arbitrary and discuss adjustments with clients. [#solopr](#)



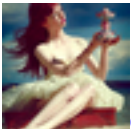
SoloPR 1:43pm via TweetGrid.com

RT @3HatsComm: A3 Prioritize. Respect that it won't always be that way and make it work. Maybe a PT intern or partner, ride the wave [#solopr](#)



deegospel 1:43pm via TweetGrid.com

q2 @celestecade you write the releases in code. when i write online releases i use windows live writer [#solopr](#)



CarouselPR 1:42pm via HootSuite

A3: Know your limits. Keep a calendar with ongoing projects, and check it before agreeing to more [#solopr](#)



LoisMarketing 1:42pm via TweetDeck

I have those times! It's part of being a [#soloPR](#). Don't neglect your need for rest, exercise, family time. Take care of yourself! A3



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

A3: Too bad [@dariasteigman](#) is not here for the "bang head on desk" response. Makes me laugh every time! [#solopr](#)



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

A3: Pull in subcontractors from your network to ensure quality doesn't suffer. Use bit.ly/H1qKtX if needed for this [#solopr](#)



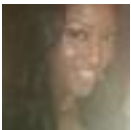
[CarouselPR](#) 1:41pm via [HootSuite](#)

A3: Time management is the key. Make lists. Prioritize. Sometimes you just have to plow through it all. Easier said than done. [#solopr](#)



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

A3 Prioritizing is key! I agree w/[@JanetLFalk](#) Keeping a calendar helps! [#SoloPR](#)



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

From busy to slammed sounds a lot like my daily routine. Focus on the priorities. Which tasks have the most pending deadline? [#solopr](#)



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

[@SoloPR](#) find a balanced schedule. Make to-do lists, organize what is the highest priority and pray for patience!! [#SoloPR](#)



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

RT @SoloPR: Q3: You go from busy to slammed. How do you manage sudden change in pace? [#solopr](#)



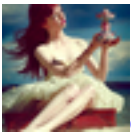
[TMariePR](#) 1:41pm via [TweetGrid.com](#)

RT @SoloPR: Q3: You go from busy to slammed. How do you manage sudden change in pace? [#solopr](#)



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

@SoloPR Prioritize and keep a calendar with deadlines . Also be open to sub-contractors, shameless self-promotion. [#soloPR](#)



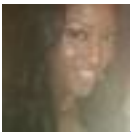
[CarouseIPR](#) 1:40pm via [TweetGrid.com](#)

RT @SoloPR: Q3: You go from busy to slammed. How do you manage sudden change in pace? [#solopr](#)



[3HatsComm](#) 1:40pm via [TweetChat](#)

A3 Prioritize. Respect that it won't always be that way and make it work. Maybe a PT intern or partner, ride the wave. [#solopr](#)



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

RT @SoloPR: Q3: You go from busy to slammed. How do you manage sudden change in pace? [#solopr](#)



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

RT @SoloPR: Q3: You go from busy to slammed. How do you manage sudden change in pace? [#solopr](#)



[mhandy1](#) 1:39pm via [TweetChat](#)

[@SoloPR](#) hide [#SoloPR](#)



[AerialEllis](#) 1:38pm via [TweetDeck](#)

Coming in late. Whirlwind day. Hello [#SoloPR](#)!



[mhandy1](#) 1:38pm via [TweetChat](#)

That is the way RT [@LoisMarketing](#): engage customers, vendors, associates and communities grow SEO organically, smartly. [#solopr](#) A2 [#SoloPR](#)



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

Q3: You go from busy to slammed. How do you manage sudden change in pace? [#solopr](#)



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

Thanks everyone - SEO is always an interesting topic! Q3 is up next... [#solopr](#)



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

Keys can be in engaging customers, vendors, associates -- and their communities -- to grow SEO organically, smartly. [#solopr](#) A2



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

Big one for me, too. Also seomoz.org RT @[fransteps](https://twitter.com/fransteps): A2: My fave resource is @[leeodden](https://twitter.com/leeodden) for relevant info. [#solopr](https://twitter.com/solopr)



[SoloPR](https://twitter.com/SoloPR) 1:36pm via [TweetGrid.com](https://www.tweetgrid.com)

RT @[mhandy1](https://twitter.com/mhandy1): Better writing, link building, those things pay dividends long term. Blogger outreach is your best SEO weapon [#solopr](https://twitter.com/solopr)



[KellyeCrane](https://twitter.com/KellyeCrane) 1:35pm via [TweetDeck](https://www.tweetdeck.com)

@[mhandy1](https://twitter.com/mhandy1) I'll have to look into that further! I guess I'm jaded from being in tech so long - that's always been the holy grail. [#SoloPR](https://twitter.com/SoloPR)



[mhandy1](https://twitter.com/mhandy1) 1:34pm via [TweetChat](https://www.tweetchat.com)

@[KellyeCrane](https://twitter.com/KellyeCrane) Better writing, link building, those things pay dividends long term. Blogger outreach is your best SEO weapon [#SoloPR](https://twitter.com/SoloPR)



[KerseyKnowsBest](https://twitter.com/KerseyKnowsBest) 1:33pm via [TweetChat](https://www.tweetchat.com)

RT @[fransteps](https://twitter.com/fransteps): A2: always include pertinent links in your press releases too. [#solopr](https://twitter.com/solopr)



[LoisMarketing](https://twitter.com/LoisMarketing) 1:33pm via [TweetDeck](https://www.tweetdeck.com)

RT @[SoloPR](https://twitter.com/SoloPR): Yes! Base it on facts RT @[mhandy1](https://twitter.com/mhandy1): @[KellyeCrane](https://twitter.com/KellyeCrane) use Google keyword tool before you swap out like that [#solopr](https://twitter.com/solopr)



[mhandy1](https://twitter.com/mhandy1) 1:33pm via [TweetDeck](https://www.tweetdeck.com)

@[KellyeCrane](https://twitter.com/KellyeCrane) Semantic is already happening... the equations are getting really really good. [#SoloPR](https://twitter.com/SoloPR)



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

Yes! Base it on facts RT @[mhandy1](#): @[KellyeCrane](#) use Google keyword tool before you swap out like that [#solopr](#)



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

@[mhandy1](#) I'll believe semantic search when I see it (though I agree it will happen eventually). [#SoloPR](#)



[KristK](#) 1:32pm via [TweetGrid.com](#)

RT @[KellyeCrane](#): A2: As others note, remove your client's jargon and use words people search for. Client education on this is key [#solopr](#)



[mhandy1](#) 1:32pm via [TweetChat](#)

@[KellyeCrane](#) use Google keyword tool before you swap out like that [#SoloPR](#)



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

Think as your client's client or customer. How are they apt to search? Helps overcome too much jargon, too many formulas [#soloPr](#) A2



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

RT @[mhandy1](#): @[KristK](#) Better yet just submit to a wire.. Semantic search is going to Kill SEO in the next 2 years anyway [#SoloPR](#)



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

A2: My fave resource is @[leeodden](#) for relevant info. [#solopr](#)



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

@[mhandy1](#) I do that too, but we do post to clients' online newsrooms and encourage media to subscribe via RSS [#solopr](#)



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

exactly RT @[mhandy1](#) @[KristK](#) Better yet just submit to a wire.. Semantic search is going to Kill SEO in the next 2 years anyway [#SoloPR](#)



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

A2: As others note, remove your client's jargon and use words people search for. Client education on this is key. [#solopr](#)



[mhandy1](#) 1:30pm via [TweetChat](#)

Semantic search is something everyone in this chat needs to look at... Google is adding semantic search Q4 2012 or Q1 2013. [#SoloPR](#)



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

RT @[mhandy1](#): @[KristK](#) Better yet just submit to a wire.. Semantic search is going to Kill SEO in the next 2 years anyway [#solopr](#)



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

Media tours...end of an era @[dlabar](#): @[rockstarjen](#) Congrats. I recall the days of doing press road shows w/ you @[Intuit!](#) [#solopr](#)



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

@[SoloPR](#) Insert links into press release & tags to increase SEO. I would read sites like Hubspot for free data information on SEO. [#solopr](#)



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

A2: always include pertinent links in your press releases too. [#solopr](#)



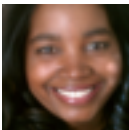
[CarouseIPR 1:29pm via HootSuite](#)

A2: Tag EVERYTHING! Use [@google](#) [@adwords](#). Keep up to date with SEO developments via tech marketing blogs [ow.ly/aEO8U](#) [#solopr](#)



[mhandy1 1:29pm via TweetChat](#)

@[KristK](#) Better yet just submit to a wire.. Semantic search is going to Kill SEO in the next 2 years anyway [#SoloPR](#)



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

q2: monitor the top three sites that pick up your client's main keywords on all search engines. look for cross promo opps with them [#solopr](#)



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

@[KristK](#) I don't go nuts w/repetition. I figure, what good is a piece of writing if it attracts eyeballs but doesn't make any sens? [#solopr](#)



[SoloDovePR 1:28pm via TweetGrid.com](#)

RT @SoloPR: RT @KristK: A2: Know enough HTML to read code, spot problems- and when to hire a pro to help [#solopr](#)



[mhandy1 1:28pm via TweetChat](#)

If you really need to find keywords and dont have help the Google Keyword tool is a great jumping off point [#SoloPR](#)



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

@KristK Exactly. People search for what they need, their problems. Optomize keywords, content for them. [#SoloPR](#)



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

Gotta check we do this RT @deegospel: a2. use heading tags when creating news releases to distribute online so news bots pick em up [#solopr](#)



[mhandy1 1:27pm via TweetChat](#)

@SoloPR SEO is something that a PR agency should go acquire talent to execute... its highly specialized [#SoloPR](#)



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

A2: Consider keywords in your writing, but also make sure it makes sense to humans. :-> [#solopr](#)



[SoloDovePR 1:26pm via HootSuite](#)

A2 learn about social networks, pick up a quick SEO book. Know when you need an expert for help
[#soloPR](#)



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

A2: trying to incorporate more keywords into news releases/online content, but the writer in me hates the repetition
[#solopr](#)



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

RT @deegospel: a2. use heading tags when creating press releases to distribute online so that news bots pick them up
[#solopr](#)



[3HatsComm 1:25pm via TweetChat](#)

RT @KristK: A2: keywords are defined by clients, not you. Think of how someone searches for a business like yours, not you by name.
[#SoloPR](#)



[MarketingMel 1:25pm via Twitter for iPhone](#)

Dropping in to say Hi to my [#soloPR](#) friends from sunny East Tennessee. Great to meet @[3HatsComm](#) IRL Friday. pic.twitter.com/aLL089MU



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

Learn about analytics RT @[SoloPR](#): Q2: I know SEO is part of our jobs in PR now. Have any basic tips?
[#solopr](#)



[deegospel](#) 1:24pm via [TweetGrid.com](#)

a2. use heading tags when creating press releases to distribute online so that news bots pick them up
[#solopr](#)



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

RT [@KristK](#): A2: Know enough HTML to read code, spot problems- and when to hire a pro to help
[#solopr](#)



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

MT [@rockstarjen](#): [@KellyeCrane](#) yes! ...i found a better-fit client soon afterward. if i hadn't "fired" myself, i'd have missed it [#solopr](#)



[KristK](#) 1:24pm via [TweetGrid.com](#)

RT [@fransteps](#): A2: All content should have tags, categories, keywords so it can be FOUND online. Especially videos! [#solopr](#)



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

RT [@KellyeCrane](#): A2: For SEO, participation in social networks can be a big boon. Blogging/creating fresh content also helps. [#solopr](#)



[KristK](#) 1:24pm via [TweetGrid.com](#)

A2: keywords are defined by clients, not you. Think of how someone searches for a business like yours, not you by name. [#solopr](#)



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

@[KellyeCrane](#) yes! both times i found a better-fit client soon afterward. if i hadn't "fired" myself, i'd have missed it. [#solopr](#)



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

A2: Know enough HTML to read code, spot problems -- and when to hire a pro to help. [#solopr](#)



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

@[rockstarjen](#) And, often you can lose money by letting go of one client, but then end up *making more* when the time suck is gone. [#solopr](#)



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

RT @[SoloPR](#): Q2: I know SEO is part of our jobs in PR now. Have any basic tips? [#solopr](#)



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

RT @[SoloPR](#): Q2: I know SEO is part of our jobs in PR now. Have any basic tips? [#solopr](#)



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

Oh yes, important! RT @[KristK](#): A1: When you give notice, offer to help client in transition once they decide on new direction. [#solopr](#)



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

late! Finally getting to [#SoloPR](#).... Getting ready for Q2



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

RT @[SoloPR](#): Q2: I know SEO is part of our jobs in PR now. Have any basic tips? [#solopr](#)



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

a1. i schedule a conference call and remind them of instances that were contract deal breakers. [#solopr](#)



[fransteps 1:21pm via TweetChat](#)

RT @[SoloPR](#): Q2: I know SEO is part of our jobs in PR now. Have any basic tips? [#solopr](#)



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

A1: When you give notice, offer to help client in transition once they decide on new direction. [#solopr](#)



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

Q2: I know SEO is part of our jobs in PR now. Have any basic tips? [#solopr](#)



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

@[KellyeCrane](#) absolutely. the money is worthless, if the time you spend making it is overwhelmingly stressful. [#solopr](#)



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

A1: if contract has 30-day out, send client a letter saying no longer a good fit and wishing them well.
[#solopr](#)



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

just joining [#solopr](#)



[3HatsComm](#) 1:19pm via [TweetDeck](#)

RT @[SocialDani](#): [#solopr](#) A1. Be honest. "I don't think my agency is your best option for continuing this project. [Insert Reasons Here]."



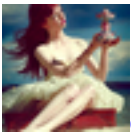
[KellyeCrane](#) 1:19pm via [TweetDeck](#)

A1: Sometimes, moving on from a client that saps your time and energy is the best thing you can do (maybe for them, too) [#solopr](#)



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

@[dlabar](#) and you're still the big agency dude. =8) [#solopr](#)



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

RT @[SoloPR](#): Welcome to everyone just joining! We're on Q1 now- Q2 is coming up... [#solopr](#)



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

RT @[KristK](#): A1: Money is not the only reason we start work for clients; and it's not the only reason we stop. [#solopr](#)



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

@[rockstarjen](#) Congrats. I recall the days of doing press road shows w/ you @[Intuit!](#) [#solopr](#)



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

RT @[LoisMarketing](#): Don't burn bridges. Be straightforward, be the professional that you are -- and meet in person whenever possible [#solopr](#)



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

Exactly RT @[SocialDani](#): B honest. "I dont think my agency is yr best option 4 continuing this project. [Insert Reasons]." dont lie. [#solopr](#)



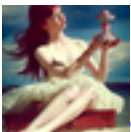
[SoloPR](#) 1:17pm via [TweetGrid.com](#)

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



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

YES! RT @[KristK](#): A1: Money is not the only reason we start work for clients; and its not the only reason we stop. [#solopr](#)



[CarouselPR](#) 1:16pm via [HootSuite](#)

Please excuse the flurry of posts for the next 45 minutes, jumping into the [#solopr](#) chat a bit late this week, helloooooo guys! x @[SoloPR](#)



[SoloPR](#) 1:16pm via [TweetGrid.com](#)

RT We have room for more Qs today - please @[KellyeCrane](#) without the hashtag (or DM), and we'll add them to the list! [#solopr](#)



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

Don't burn bridges. Be straightforward, be the professional that you are -- and meet in person whenever possible [#soloPR](#)



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

RT @[SocialDani](#): Be honest. "I don't think my agency is your best option for continuing this project. [Insert Reasons]." Don't lie. [#solopr](#)



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

RT @[SoloPR](#): Q1: After collecting fees, how do you tell a client they are "fired" and you are ending the relationship? [#solopr](#)



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

a little late to the party, but jen here in not-so-sunny san diego. 8 years solo. [#solopr](#)



[3HatsComm](#) 1:14pm via [Twitter for iPad](#)

Little late, jumping into [#soloPR](#) chat.



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

RT @[BRUCommunicate](#): We would have a meeting with them . Tell them about the changes within the contract and leave on good note [#solopr](#)



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

If a client has prepaid any fee -- and you are severing relationship, they are owed refund of difference. No questions asked. [#soloPR](#) A1



[SocialDani](#) 1:14pm via [Echofon](#)

[#solopr](#) A1. Be honest. "I don't think my agency is your best option for continuing this project. [Insert Reasons Here]." Don't lie.



[KristK](#) 1:13pm via [TweetGrid.com](#)

A1: Money is not the only reason we start work for clients; and it's not the only reason we stop. [#solopr](#)



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

If you're a Solo PR Pro premium member, we have a Q&A post on this topic: soloprpro.com/pro-qa-resigni... [#solopr](#)



[mhandy1](#) 1:13pm via [TweetChat](#)

@[KellyeCrane](#) I have encountered a few situations where the agency was willing to breach and pay [#SoloPR](#)



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

A1: If your relationship is clearly not working from both sides, it's OK to say so. Like breaking up a romance! [#solopr](#)



[KristK](#) 1:12pm via [TweetGrid.com](#)

@[fransteps](#) <waving back> students present to their IRL client Monday so I'm nervous for them. Then no classes for me til July [#solopr](#)



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

@[SoloPR](#) We would have a meeting with them . Tell them about the changes within the contract and leave on good note [#solopr](#)



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

A1: If you have a longer-term contract, make sure you abide by the terms of your agreement (e.g., 30- or 60-day notice) [#solopr](#)



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

Thankfully I have not had to dismiss a client outright but chose to end a client relationship at the conclusion of a project [#solopr](#) A1



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

A1: If you're firing them, it may be due to wrong fit, so maybe refer them to others who might be right fit. [#solopr](#)



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

Remember that it's likely as uncomfortable and painful decision for them as it is for you. They should value your professionalism [#solopr](#) A1



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

RT @[LoisMarketing](#): It's best to be candid and upfront, calm and professional. After all, you're in public relations. [#solopr](#)



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

@[KellyeCrane](#) On A1: Hopefully, you WILL be too busy next time! [#solopr](#)



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

Ha! RT @[mhandy1](#) In the advertising world, we just let them talk to a creative problem normally solves it self (I kid kind of) [#solopr](#)



[mhandy1 1:10pm via TweetChat](#)

@[KellyeCrane](#) I depends so much on why the contract is not going to be renewed or why the client is being let go [#SoloPR](#)



[SoloDovePR 1:10pm via HootSuite](#)

Hmm RT @[SoloPR](#): Q1: After collecting fees, how do you tell a client they are "fired" and you are ending the relationship? [#solopr](#)



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

It's best to be candid and upfront, calm and professional. After all, you're in public relations. [#solopr](#) A1



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

A1: The too busy excuse is a white lie, in my opinion. Often no need to ruffle feathers if you don't have to. [#solopr](#)



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

A1: If your current project ends (and there's no longer term agreement in place), you can be "too busy" next time they call. [#solopr](#)



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

RT [@SoloPR](#): [@TMariePR](#) Hi! What is [#PRCafe](#)? [#solopr](#)



[mhandy1](#) 1:07pm via [TweetChat](#)

[@dariasteigman](#) Good luck [#SoloPR](#)



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

Bummed to be missing [#solopr](#), but chugging away on a project. With an unavoidably tight turnaround time. Have fun everyone!



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

[@KristK](#) HI! <waving>...happy that school term is nearly done? I know I am! [#solopr](#)



[mhandy1](#) 1:06pm via [TweetChat](#)

[@SoloPR](#) In the advertising world, we just let them talk to a creative problem normally solves it self (I kid kind of) [#SoloPR](#)



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

RT @SoloPR: Q1: After collecting fees, how do you tell a client they are "fired" and you are ending the relationship? [#solopr](#)



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

RT@ SoloPR Q1: After collecting fees, how do you tell a client they are "fired" and you are ending the relationship? [#solopr](#)



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

RT @SoloPR: Q1: After collecting fees, how do you tell a client they are "fired" and you are ending the relationship? [#solopr](#)



[mhandy1](#) 1:06pm via [TweetChat](#)

@[KristK](#) I feel like the PR and ad-world are starting to play together a little nicer [#SoloPR](#)



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

Hello everyone, I'm Kristie (22 years exp, 8 as indy, APR and PR prof based on MS Gulf Coast). Drizzling here, but we need the rain [#solopr](#)



[MyMediaInfo](#) 1:05pm via [HootSuite](#)

Great list of 8 briefing essentials for your exec's big interview from @[MarkRaganCEO](#) [ow.ly/aCQXy](#) [#pr](#) [#solopr](#)



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

Q1: After collecting fees, how do you tell a client they are "fired" and you are ending the relationship?
[#solopr](#)



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

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



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

@TMariePR Hi! What is [#PRCafe](#)? [#solopr](#)



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

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)



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

HI all. From San Antonio, TX, been solo 2 yrs, PR 20 yrs. I teach at college level. Overcast today but headed for 90! [#solopr](#)



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

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



[TMariePR 1:03pm via TweetDeck](#)

Trying to see if I can peak into [#SoloPR](#) today too!! Hey Everyone!



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

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



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

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



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

NYC-based [#soloPR](#) Pro for small biz, nonprofit, consultants and solo-preneurs.



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

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



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

NYC-based [#soloPR](#) Pro for small biz, nonprofit, consultants and solo-preneurs.



[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)



SoloPR 1:01pm via TweetGrid.com

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