

## #SoloPR Transcript – 9/19/2012

1. How do you handle new crisis clients who need immediate advice? Contract 1st/half up front? Or can't help on short notice? [#solopr](#)
2. As a newly emerging freelance PR rep in the events/music industry, what do you think is the No. 1 rookie mistake? [#solopr](#)
3. [@prtini](#) discusses a (lame, IMO) attempt at humor on Twitter: [http://prtini.com/social-media-jokes/ ...](http://prtini.com/social-media-jokes/) Does it ever work? [#prsolo](#)



**SoloPR** Sep 19, 2:00pm via TweetGrid.com

Remember, we chat on the [#solopr](#) hashtag all week. Transcript will be up tomorrow. Thanks everyone for another great chat! [#prsolo](#)



**AerialEllis** Sep 19, 2:00pm via TweetDeck

Yes! RT [@deegospel](#): RT [@KellyeCrane](#): A2: Don't be afraid to partner with other [#solopr](#) pros who have expertise you may lack. [#prsolo](#)



**deegospel** Sep 19, 1:58pm via TweetGrid.com

RT [@KellyeCrane](#): A2: Don't be afraid to partner with other [#solopr](#) pros who have expertise you may lack. We do it all the time! [#prsolo](#)



**LoisMarketing** Sep 19, 1:58pm via TweetDeck

[@3HatsComm](#) [@KellyeCrane](#) But SomeECards has allowed so many copycats they've given away control of brand [#soloPR](#)



**LoisMarketing** Sep 19, 1:54pm via TweetDeck

[#PRSolo](#) Does client benefit most from broad and narrow exposure? Or vertical and deep? Structure of searches/interaction [#soloPR](#)



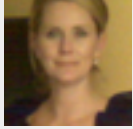
**KateRobins** Sep 19, 1:49pm via Twitter for iPhone

RT [@RebeccaEdgar](#): Keep forgetting ANY hashtag. (Equiv to talking to myself?) [#solopr](#) [#prsolo](#)



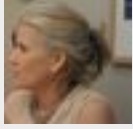
**AerialEllis** Sep 19, 1:48pm via TweetDeck

RT @deegospel: PR isn't cheap. ;) RT @makasha: a2. promising the world on a low budget ... music PR is not cheap#solopr #prsolo



**RebeccaEdgar** Sep 19, 1:47pm via HootSuite

Keep forgetting ANY hashtag. (Equiv to talking to myself?)#solopr #prsolo



**KateRobins** Sep 19, 1:46pm via Twitter for iPhone

@SoloPR hello spam moths #soloPR



**KateRobins** Sep 19, 1:45pm via Twitter for iPhone

RT @makasha: a2. promising the world on a low budget ... music PR is not cheap #solopr



**rockstarjen** Sep 19, 1:44pm via Echofon

Waving to my #solopr peeps. Sorry to miss the chat again!



**KateRobins** Sep 19, 1:44pm via Twitter for iPhone

RT @KellyeCrane: A2: Don't be afraid to partner with other#solopr pros who have expertise you may lack. We do it all the time!



**KateRobins** Sep 19, 1:44pm via Twitter for iPhone

RT @karensim: @cloudspark Yes and it is a great resource, I read it even though I've been in biz for years cc @mlaffs#solopr



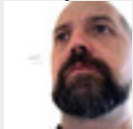
**MuslimNewMedia** Sep 19, 1:42pm via TweetChat

@mlaffs my problem is the opposite,i can get too eager , lol :)#solopr



**KateRobins** Sep 19, 1:41pm via Twitter for iPhone

RT @cloudspark: @karensim @mlaffs and the soloprpro community has an ebook series "show me the money!" on those topics #solopr



**MuslimNewMedia** Sep 19, 1:40pm via TweetChat

Muslim issues and media relations, Mid Eastern affairs :) RT @RebeccaEdgar:  
@MuslimNewMedia interesting! what is your niche? #solopr



**KellyeCrane** Sep 19, 1:40pm via TweetDeck

Reminder, we switch hashtags to pr solo mid-chat to keep away the spammers. #solopr



**makasha** Sep 19, 1:40pm via TweetChat

RT @rockstarjen: Save the Date: Solo PR Summit set for Feb 20-21, 2013 in Atlanta! [ow.ly/dlGaG](http://ow.ly/dlGaG) #solopr #prsolo



**makasha** Sep 19, 1:39pm via TweetChat

YES, thank you. RT @deegospel: PR isnt cheap. ;) #solopr



**mlaffs** Sep 19, 1:39pm via TweetDeck

@MuslimNewMedia some of the musicians i've encountered were scared to be too overt about promoting their work, fear of criticism #soloPR



**SoloPR** Sep 19, 1:39pm via TweetGrid.com

Q3 is coming up on our new hashtag... #solopr



**mikebayes** Sep 19, 1:39pm via web

RT @ashleykingsley: RT @KateRobins: If you're ex corp pr , new to consulting, #soloPR has the bench depth of a fortune 500 pr dept.



**KellyeCrane** Sep 19, 1:38pm via TweetDeck

RT @SoloPR: ...Time to change hashtags - please start using #pr solo (one word) #solopr



**makasha** Sep 19, 1:38pm via TweetChat

more than music industry clients RT @deegospel: a2 @mlaffsyes or clients who want you to be there personal assistant not the PR #solopr



**deegospel** Sep 19, 1:38pm via TweetGrid.com

PR isn't cheap. ;) RT @makasha: a2. promising the world on a low budget ... music PR is not cheap #solopr #prsolo



**3HatsComm** Sep 19, 1:38pm via TweetChat

+1. Gold star. Any biz. RT @makasha: a2. promising the world on a low budget ... [sic] PR is not cheap #soloPR



**SoloPR** Sep 19, 1:59pm via TweetGrid.com

Hard to believe our official time is up! Don't forget: dates for the Solo PR Summit are set: [bit.ly/OgZTYp](http://bit.ly/OgZTYp) #prsolo



**RebeccaEdgar** Sep 19, 1:59pm via TweetChat

@KristK Cute. An ex use to say to me "the funniest thing about you is how funny you think you are." #prsolo



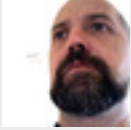
**deegospel** Sep 19, 1:58pm via TweetGrid.com

RT @KellyeCrane: A2: Don't be afraid to partner with other #solopr pros who have expertise you may lack. We do it all the time! #prsolo



**LoisMarketing** Sep 19, 1:58pm via TweetDeck

@3HatsComm @KellyeCrane But SomeECards has allowed so many copycats + user freedom they've given away control of brand #PRsolo



**MuslimNewMedia** Sep 19, 1:58pm via TweetChat

+1 RT @karensxim: A3: highlights why students should not be left without clear boundaries/guidelines to run brand acct #prsolo



**3HatsComm** Sep 19, 1:58pm via TweetChat

Great point! RT @KellyeCrane: A3: Also the audience and the \*customer\* (in most cases, parents) are not [necessarily] the same #prsolo



**SoloPR** Sep 19, 1:58pm via TweetGrid.com

Thanks again to @prtini for highlighting an interesting issue! #prsolo



**makasha** Sep 19, 1:57pm via TweetChat

very true RT @LoisMarketing: How it should be promoted is key #prsolo



**deegospel** Sep 19, 1:57pm via TweetGrid.com

RT @cloudspark: @KristK so true. when i was in sports pr, we didn't hire "fans" you need to be there for the job. #prsolo



**CjShaffer1** Sep 19, 1:57pm via TweetDeck

@KellyeCrane Not evacuation.....that's just college these days based on some of the stories I've read lately #iguess#prsolo



**deegospel** Sep 19, 1:57pm via TweetGrid.com

RT @rajean: Rookie mistake, across industries...'hounding, trying to sell before engagement, relationship, knowing needs.' #prsolo



**KristK** Sep 19, 1:57pm via TweetGrid.com

A3: This convo reminds me of my Dad teasing me with "you're not just funny. You're funny-looking too" Still makes me laugh.#prsolo



**LoisMarketing** Sep 19, 1:57pm via TweetDeck

How it should be promoted is key RT @makasha: @LoisMarketing depends if the brand or a product within the brand is being promoted. I #prsolo



**SoloPR** Sep 19, 1:56pm via TweetGrid.com

This! RT @karensxim: A3: ...highlights why students should not be left without clear boundaries/guidelines to run brand acct #prsolo



**MuslimNewMedia** Sep 19, 1:56pm via TweetChat

true this RT @KellyeCrane: A3: Also, the audience and the \*customer\* (in most cases, parents) are not the same in this instance. #prsolo



**karensxim** Sep 19, 1:56pm via TweetChat

A3: Humor is tricky, it can work but it can backfire big time#prsolo



**makasha** Sep 19, 1:56pm via TweetChat

@LoisMarketing depends if the brand or a product within the brand is being promoted. I #prsolo



**KarensWim** Sep 19, 1:56pm via TweetChat

A3: Agree it was in poor taste and highlights why students should not be left without clear boundaries/guidelines to run brand acct #prsolo



**KellyeCrane** Sep 19, 1:55pm via TweetDeck

A3: Also, the audience and the \*customer\* (in most cases, parents) are not the same in this instance. #prsolo



**KarensWim** Sep 19, 1:55pm via TweetChat

RT @KellyeCrane: @3HatsComm Good pt- certain things are always off limits. Sexual assault (part of this example) is one of them. #prsolo



**LoisMarketing** Sep 19, 1:55pm via TweetDeck

#PRSolo Does client benefit most from broad and narrow exposure? Or vertical and deep? Structure of searches/interaction from there



**LoisMarketing** Sep 19, 1:54pm via TweetDeck

#PRSolo Does client benefit most from broad and narrow exposure? Or vertical and deep? Structure of searches/interaction #soloPR



**KellyeCrane** Sep 19, 1:54pm via TweetDeck

@3HatsComm Good pt- certain things are always off limits. Sexual assault (part of this example) is one of them. #prsolo



**deegospel** Sep 19, 1:54pm via TweetGrid.com

@SoloPR lol #prsolo



**makasha** Sep 19, 1:54pm via TweetChat

of course RT @SoloPR You mean us? :- ) RT @makasha a3 I inform my clients that Im not funny but I do have access to a few comedians #prsolo



**MuslimNewMedia** Sep 19, 1:54pm via TweetChat

a3 had they been clear they were referring to \*consensual\* hanky panky, it may have worked. Implication of rape is NEVER, ever funny #prsolo



**SoloPR** Sep 19, 1:53pm via TweetGrid.com

You mean us? :-) RT @makasha: a3 I inform my clients that I'm not funny but I do have access to a few comedians #prsolo



**3HatsComm** Sep 19, 1:53pm via TweetChat

@KellyeCrane I think some brands can push envelope, but even so.. there's still a balance and you'll still run risk of offending. #prsolo



**SoloPR** Sep 19, 1:53pm via TweetGrid.com

Well said! RT @MuslimNewMedia: a3. Twitter is the platform, not the message. but its a global platform, so message clearly.#prsolo



**KristK** Sep 19, 1:52pm via TweetGrid.com

RT @MuslimNewMedia: a3. Twitter is the platform, not the message. but its a global platform, so message clearly.#prsolo



**3HatsComm** Sep 19, 1:52pm via TweetChat

@KellyeCrane follow-up ?: even though it fit brand @someecards got flack on FB for 9/11 humor. Some felt it's off limits, period. #prsolo



**JenMarsikFriess** Sep 19, 1:52pm via TweetDeck

A3: I try to add humor, but @KristK is so right: Snarky humor - ANY attempt - is easy to misinterpret. Must be VERY careful.#prsolo



**KellyeCrane** Sep 19, 1:52pm via TweetDeck

@CjShaffer1 Does evacuation = excuse for anonymous hookups? I just don't get it! #prsolo



**mlaffs** Sep 19, 1:52pm via TweetDeck

RT @MuslimNewMedia: a3. Twitter is the platform, not the message. but its a global platform, so message clearly.#prsolo



**hopwood** Sep 19, 1:52pm via web

@KellyeCrane Ahhh, now I understand the #prsolo thing



**deegospel** Sep 19, 1:51pm via TweetGrid.com

@mlaffs lol i know #prsolo



**KellyeCrane** Sep 19, 1:51pm via TweetDeck

A3: Dating myself big time, but there was a condom brand yrs ago w/"wrap that" in its slogan. Made sense there, but not for a univ. #prsolo



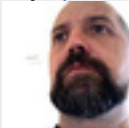
**makasha** Sep 19, 1:51pm via TweetChat

Always RT @mlaffs: @makasha "be responsible for making sure that the project meets your standards" #prsolo



**CjShaffer1** Sep 19, 1:51pm via TweetDeck

@KellyeCrane It's not just you (maybe it's the big ten rivalry, for me) but i'm a youngin and find it beyond silly #prsolo



**MuslimNewMedia** Sep 19, 1:51pm via TweetChat

a3. Twitter is the platform, not the message. but its a global platform, so message clearly. #prsolo



**deegospel** Sep 19, 1:51pm via TweetGrid.com

@KateRobins switch to #prsolo



**mlaffs** Sep 19, 1:51pm via TweetDeck

@deegospel sometimes, not even then (recent celeb comedians that have crossed the line) #prsolo



**deegospel** Sep 19, 1:51pm via TweetGrid.com

RT @dariasteigman: That goes to the big challenge w/ "voice" broadly on SM: eyeballs way bigger than just your target audience. #prsolo



**makasha** Sep 19, 1:50pm via TweetChat

a3 I inform my clients that I'm not funny but I do have access to a few comedians #prsolo



**deegospel** Sep 19, 1:50pm via TweetGrid.com



a3. agree very subjective. professional comedians can get away with it, but that's about it. #prsolo



**KateRobins** Sep 19, 1:50pm via Twitter for iPhone

RT @KristK: A3: When humor makes light of bad situation, odds are someone will be offended. #prsolo



**mlaffs** Sep 19, 1:50pm via TweetDeck

@makasha you know what it takes to succeed, and you have to be responsible for making sure that the project meets your standards. #prsolo



**hopwood** Sep 19, 1:49pm via web

RT @KellyeCrane: A3: I think humor can work, but it has to be part of the brand. #prsolo



**KateRobins** Sep 19, 1:49pm via Twitter for iPhone

RT @RebeccaEdgar: Keep forgetting ANY hashtag. (Equiv to talking to myself?) #solopr #prsolo



**SoloPR** Sep 19, 1:49pm via TweetGrid.com

RT @dariasteigman: That goes to the big challenge w/ "voice" broadly on SM: eyeballs way bigger than just your target audience. #prsolo



**deegospel** Sep 19, 1:49pm via TweetGrid.com

RT @CjShaffer1: this just isn't funny. It's crude and inappropriate for ANY audience they may be targeting #prsolo



**SoloPR** Sep 19, 1:49pm via TweetGrid.com

Ha! RT @3HatsComm: A3 I think I'm funny but ain't quitting day job. ;- ) Humor has place, but always subjective and therefore, risks. #prsolo



**makasha** Sep 19, 1:48pm via TweetChat

RT @mlaffs @makasha @deegospel ... know your timeline, what it takes to be successful, & turn down projects that dont allow for it #prsolo



**deegospel** Sep 19, 1:48pm via TweetGrid.com

@mlaffs right and that is frustrating around the holidays. lol#prsolo



**AerialEllis** Sep 19, 1:48pm via TweetDeck

RT @deegospel: PR isn't cheap. ;) RT @makasha: a2. promising the world on a low budget ... music PR is not cheap #solopr #prsolo



**AerialEllis** Sep 19, 1:48pm via TweetDeck

Peeking in late. Hello all #prsolo



**SoloPR** Sep 19, 1:48pm via TweetGrid.com

Subject matter counts! RT @CjShaffer1: this just isn't funny. It's crude and inappropriate for ANY audience they may be targeting #prsolo



**KristK** Sep 19, 1:48pm via TweetGrid.com

@3HatsComm I think you're funny too, but you do day job too well to start new career. #prsolo



**makasha** Sep 19, 1:48pm via TweetChat

a3. just read it ... the tweets were not in good taste ... poorly executed #prsolo



**karenswym** Sep 19, 1:48pm via TweetChat

Ha! RT @3HatsComm: A3 I think Im funny but aint quitting day job. ;-) Humor has place, but always subjective and therefore, risks. #prsolo



**deegospel** Sep 19, 1:48pm via TweetGrid.com

@makasha ooh i know wachootalkin #prsolo



**AerialEllis** Sep 19, 1:48pm via TweetDeck

RT @SoloPR: Q3: @prtini discusses a (lame, IMO) attempt at humor on Twitter: prtini.com/social-media-j... Does it ever work? #prsolo



**mlaffs** Sep 19, 1:48pm via TweetDeck

@makasha @deegospel you have to know your timeline, what it takes to be successful, and turn down projects that don't allow for it #prsolo



**cloudspark**Sep 19, 1:48pm via web

@3HatsComm you are funny. #prsolo



**AerialEllis**Sep 19, 1:47pm via TweetDeck

RT @KristK: A3: Snarky humor is easy to misinterpret. Easy to forget that Twitter's reach goes beyond those who follow you.#prsolo



**karenswim**Sep 19, 1:47pm via TweetChat

RT @dariasteigman: Of course humor can work. ...know your audience, recognize context. And know that the potential stage is global. #prsolo



**RebeccaEdgar**Sep 19, 1:47pm via HootSuite

Keep forgetting ANY hashtag. (Equiv to talking to myself?)#solopr #prsolo



**cloudspark**Sep 19, 1:47pm via web

@KellyeCrane i agree, primary audience it worked fine but social reaches beyond that realm. c:  
@CjShaffer1 #prsolo



**deegospel**Sep 19, 1:47pm via TweetGrid.com

RT @mlaffs: @deegospel getting to the vision requires honesty, candor from clients. in music biz, this can be masked by insecurities #prsolo



**KellyeCrane**Sep 19, 1:47pm via TweetDeck

A3: Maybe I'm an old lady, but the tweets tell me that OSU students must be a bunch of horndogs. :-)  
)#prsolo



**CjShaffer1**Sep 19, 1:47pm via TweetDeck

@KellyeCrane this just isn't funny. It's crude and inappropriate for ANY audience they may be targeting A3. #prsolo



**KristK**Sep 19, 1:47pm via TweetGrid.com

A3: When humor makes light of bad situation, odds are someone will be offended. #prsolo



**makasha** Sep 19, 1:46pm via TweetChat

@deegospel @mlaffs music reviews are challenge especially when artists don't seek PR until a week before a CD releases#prsolo



**deegospel** Sep 19, 1:46pm via TweetGrid.com

@mlaffs so true. sometimes even though you know what they need to leverage themselves... convincing them can be a chore... #prsolo



**dariasteigman** Sep 19, 1:46pm via TweetDeck

@KellyeCrane That goes to the big challenge w/ "voice" broadly on SM: eyeballs way bigger than just your target audience. #prsolo



**3HatsComm** Sep 19, 1:45pm via TweetChat

A3 I think I'm funny but ain't quitting day job. ;-) Humor has place, but always subjective and therefore, risks. #prsolo



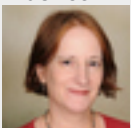
**deegospel** Sep 19, 1:45pm via TweetGrid.com

a3. i'm gobsmacked. lol. that example is horribly wrong. but i don't fault twitter. i fault who wrote the tweets. in poor taste#prsolo



**KellyeCrane** Sep 19, 1:45pm via TweetDeck

@CjShaffer1 In this case, I think maybe they knew their primary audience, but the problem was with OSU's wider community/audience? #prsolo



**dariasteigman** Sep 19, 1:45pm via TweetDeck

RT @CjShaffer1: i'm constatnly surprised at how few brands actually pay attn to target audience. Do an audience profile people! #prsolo



**mlaffs** Sep 19, 1:45pm via TweetDeck

@deegospel getting to the vision requires honesty, candor from clients. in music biz, this can be masked by insecurities.#prsolo



**KristK** Sep 19, 1:45pm via TweetGrid.com

A3: Snarky humor is easy to misinterpret. Easy to forget that Twitter's reach goes beyond those who follow you. #prsolo



**KellyeCrane** Sep 19, 1:44pm via TweetDeck

A3: An official Twitter account from a learning insitution needs to tread carefully. #prsolo



**CjShaffer1** Sep 19, 1:44pm via TweetDeck

A3. #prsolo i'm constatnly surprised at how few brands/profiles actually pay attention to target audience. Do an audience profile people!



**dariasteigman** Sep 19, 1:44pm via TweetDeck

A3 Of course humor can work. But you have to know your audience, recognize context. And know that the potential stage is global. #prsolo



**mlaffs** Sep 19, 1:44pm via TweetDeck

@deegospel not just recording artists. most music writers have limited scope for preview/long-form articles, focus on reviews only #prsolo



**CjShaffer1** Sep 19, 1:43pm via TweetDeck

A3 #prsolo Humor on SM, like anywhere else, involves knowing your audience



**KellyeCrane** Sep 19, 1:43pm via TweetDeck

A3: I think humor can work, but it has to be part of the brand.#prsolo



**deegospel** Sep 19, 1:43pm via TweetGrid.com

@KateRobins exactly #prsolo



**makasha** Sep 19, 1:43pm via TweetChat

@deegospel same here. I've been letting people go & spending more time educating during the pitching/onboarding process #prsolo



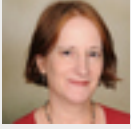
**deegospel** Sep 19, 1:42pm via TweetGrid.com

a2 @mlaffs however, one of the key activities to get recording artists in the community convo are music reviews. it's a challenge #prsolo



**KristK**Sep 19, 1:42pm via TweetGrid.com

RT @SoloPR: Q3: @prtini discusses a (lame, IMO) attempt at humor on Twitter: prtini.com/social-media-j... Does it ever work? #prsolo



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**mdbarber**Sep 19, 1:42pm via TweetChat

RT @SoloPR: Q3: @prtini discusses a (lame, IMO) attempt at humor on Twitter: prtini.com/social-media-j... Does it ever work? #prsolo



**KristK**Sep 19, 1:42pm via TweetGrid.com

RT @deegospel: i ask music clients what their vision is first. Lets me know if we're working local, regional or national#prsolo



**deegospel**Sep 19, 1:42pm via TweetGrid.com

a2 @mlaffs the artists who fear criticism sometimes want to remain local. however others want more but can't take critique.#prsolo



**SoloPR**Sep 19, 1:41pm via TweetGrid.com

Q3: @prtini discusses a (lame, IMO) attempt at humor on Twitter: prtini.com/social-media-j... Does it ever work?#prsolo



**mlaffs**Sep 19, 1:41pm via TweetDeck

@JenMarsikFriess but there has to be a limit to this - at a certain point you stop researching and start working#remindertoself #prsolo



**cloudspark**Sep 19, 1:41pm via web

a4: tiny habits (see @bjfogg) help with daily efforts to not stay planted in front of a screen at a desk. #prsolo



**deegospel**Sep 19, 1:40pm via TweetGrid.com

@mlaffs i ask my music clients what their vision is first. that lets me know if we're working local, regional or national. #prsolo



**makasha** Sep 19, 1:40pm via TweetChat

RT @rockstarjen: Save the Date: Solo PR Summit set for Feb 20-21, 2013 in Atlanta! [ow.ly/dlGaG](http://ow.ly/dlGaG) #solopr #prsolo



**deegospel** Sep 19, 1:39pm via TweetGrid.com

a2. correct. I also see this in Book PR. RT @makasha: more than music industry clients... #prsolo



**deegospel** Sep 19, 1:38pm via TweetGrid.com

PR isn't cheap. ;) RT @makasha: a2. promising the world on a low budget ... music PR is not cheap #solopr #prsolo



**JenMarsikFriess** Sep 19, 1:38pm via TweetDeck

A2 Also across industries - not researching client enough so you're able to talk in their language and think like them on the fly. #prsolo



**MuslimNewMedia** Sep 19, 1:38pm via TweetChat

@mlaffs definitely category 1. lack of objectivity, too focused on music to worry about rep. #solopr



**cloudspark** Sep 19, 1:38pm via web

to quote @lizmarshall "establish a rapport before making a request." #solopr #spiffyadvice



**ashleykingsley** Sep 19, 1:37pm via HootSuite

RT @KateRobins: If you're ex corp pr , new to consulting, #soloPR has the bench depth of a fortune 500 pr dept.



**deegospel** Sep 19, 1:37pm via TweetGrid.com

a2 @mlaffs yes or clients who want you to be there personal assistant not the PR #solopr



**SoloPR** Sep 19, 1:37pm via TweetGrid.com

If you're using Tweetgrid or Tweetchat, you can put both hashtags in the Search field with an OR between them. #solopr



**kcwriter** Sep 19, 1:37pm via TweetChat

@karensxim You too! Hope you've been well. #solopr



**SoloPR** Sep 19, 1:37pm via TweetGrid.com

@fransteps \*waving bye\* #solopr



**RebeccaEdgar** Sep 19, 1:37pm via HootSuite

RT @KellyeCrane: A2: Don't be afraid to partner with other #solopr pros who have expertise you may lack. We do it all the time!



**SoloPR** Sep 19, 1:37pm via TweetGrid.com

You all are so smart. Really! Time to change hashtags - please start using #pr solo (one word) #solopr



**makasha** Sep 19, 1:37pm via TweetChat

a2. promising the world on a low budget ... music PR is not cheap #solopr



**#typeacon rajean** Sep 19, 1:36pm via Mobile Web

Rookie mistake, across industries @fransteps @SoloPR'hounding, trying to sell before engagement, relationship, knowing needs.' #solopr



**LoisMarketing** Sep 19, 1:36pm via TweetDeck

@fransteps And I am doing the same! Always good to see you. Thanks all in #soloPR



**RebeccaEdgar** Sep 19, 1:36pm via HootSuite

@MuslimNewMedia interesting! what is your niche? #solopr



**mlaffs** Sep 19, 1:36pm via TweetDeck

@deegospel @KristK I've stopped accepting clients who are obviously looking for a "yes man" #soloPR



**karensxim** Sep 19, 1:36pm via TweetChat

@kcwriter I jumped in late but it is great to see you! #solopr





**KellyeCrane** Sep 19, 1:36pm via TweetDeck

A2: Don't be afraid to partner with other #solopr pros who have expertise you may lack. We do it all the time!



**fransteps** Sep 19, 1:36pm via TweetChat

Ducking out to a meeting, friends. Sorry to cut short...c u next week! Gr8 chat! #solopr



**karenswim** Sep 19, 1:36pm via TweetChat

@cloudspark Yes and it is a great resource, I read it even though I've been in biz for years cc @mlaffs #solopr



**mlaffs** Sep 19, 1:35pm via TweetDeck

@deegospel @KristK and need someone experienced and professional to help them do best work. #soloPR



**cloudspark** Sep 19, 1:35pm via web

@KristK so true. when i was in sports pr, we didn't hire "fans" you need to be there for the job. #solopr



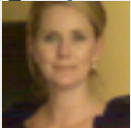
**MuslimNewMedia** Sep 19, 1:35pm via TweetChat

i like the energy -- and my niche is still in denial, by and large... @RebeccaEdgar #solopr



**kcwriter** Sep 19, 1:35pm via TweetChat

@KellyeCrane Thanks! #solopr



**RebeccaEdgar** Sep 19, 1:35pm via HootSuite

A2: I've made too many to fit in 140 ;-) #solopr



**cloudspark** Sep 19, 1:34pm via web

@karenswim @mlaffs and the soloprpro community has an ebook series "show me the money!" on those topics #solopr



**KateRobins** Sep 19, 1:34pm via Twitter for iPhone

RT @KellyeCrane: A2: Probably one of the biggest mistakes new #solopr pros make is to let new biz activities slide. Always be networking.



**deegospel** Sep 19, 1:34pm via TweetGrid.com

Amen. They need to know who's behind the veil. RT [@KristK](#): A1: Party PR doesn't mean partying. Music PR doesn't mean be a groupie. [#solopr](#)



**makasha** Sep 19, 1:34pm via TweetChat

RT [@mlaffs](#): RT [@KristK](#): Music PR doesn't mean be a groupie. Set limits and stay professional, whatever your clientele. [#solopr](#)



**makasha** Sep 19, 1:34pm via TweetChat

a2 - fishing for information. If you want to know something, ask. [#solopr](#)



**KateRobins** Sep 19, 1:34pm via Twitter for iPhone

[@mlaffs](#) [@SoloPR](#) I submitted a1 [#soloPR](#)



**KellyeCrane** Sep 19, 1:34pm via TweetDeck

[@kcwriter](#) Welcome back. :- ) [#solopr](#)



**karensxim** Sep 19, 1:34pm via TweetChat

[@mlaffs](#) oops that should have been a DM [#solopr](#)



**mlaffs** Sep 19, 1:34pm via TweetDeck

RT [@KristK](#): Music PR doesn't mean be a groupie. Set limits and stay professional, whatever your clientele. [#solopr](#)



**mlaffs** Sep 19, 1:33pm via TweetDeck

[@MuslimNewMedia](#) in my exp w/ musicians, there are two extremes: not wanting to rep your project, not wanting to trust some1 else [#soloPR](#)



**LoisMarketing** Sep 19, 1:33pm via TweetDeck

Look at a broader base of PR experience before a focus on music/event. Exp in other areas will help you best manage expectations [#soloPR](#)



**KristK** Sep 19, 1:33pm via TweetGrid.com

A1: Party PR doesn't mean partying. Music PR doesn't mean be a groupie. Set limits and stay professional, whatever your clientele. #solopr



**SoloPR** Sep 19, 1:33pm via TweetGrid.com

MT @MuslimNewMedia: to avoid being scapegoat...don't agree to be spox. Provide msging, points, strategy, but make them face cameras #solopr



**deegospel** Sep 19, 1:33pm via TweetGrid.com

a2. #1 mistake. not providing a radio ready single. PRs need to be able to decipher and if necessary provide the correct media copy #solopr



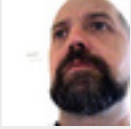
**dariasteigman** Sep 19, 1:33pm via TweetDeck

@RebeccaEdgar It's b/c it's hard to walk away from work. But at of day, you want right work, clients. #solopr



**cloudspark** Sep 19, 1:32pm via web

@RebeccaEdgar yep. never shake hands in a crisis. build relationships before (or at least intros!). #solopr



**MuslimNewMedia** Sep 19, 1:32pm via TweetChat

a2, lol good question. not liking to rep my own music project, cobblers shoes syndrome... #solopr



**#typeacon rajean** Sep 19, 1:32pm via Mobile Web

RT @KateRobins: If you're ex corp pr , new to consulting, #soloPR has the bench depth of a fortune 500 pr dept.



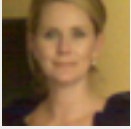
**karensxim** Sep 19, 1:32pm via TweetChat

@mlaffs Here is great tool to help understand how to price services [mbopartners.com/#billrate](http://mbopartners.com/#billrate) #solopr



**dariasteigman** Sep 19, 1:32pm via TweetDeck

Not just newbies. RT @KellyeCrane: A2: One of biggest mistakes new #solopr pros make letting new biz activities slide. Always be networking.



**RebeccaEdgar** Sep 19, 1:32pm via HootSuite

@dariasteigman ugh. I still have so much to learn...:-0 #solopr



**SoloPR** Sep 19, 1:32pm via TweetGrid.com

Yes- they don't come back up MT @dariasteigman: A2 Pricing. Especially dropping your rates to please a client... #solopr



**JenMarsikFriess** Sep 19, 1:32pm via TweetDeck

Absolutely! RT @KateRobins: If you're ex corp pr , new to consulting, #soloPR has the bench depth of a fortune 500 pr dept.



**karensxim** Sep 19, 1:31pm via TweetChat

RT @deegospel: a2. creating the wrong media kit for your client, especially music comparisons in the cd release kit.#solopr



**mlaffs** Sep 19, 1:31pm via TweetDeck

@dariasteigman pricing is really tough, esp if you don't know how to benchmark in your market/niche #soloPR



**makasha** Sep 19, 1:31pm via TweetChat

RT @deegospel: a2. creating the wrong media kit for your client, especially music comparisons in the cd release kit.#solopr



**KristK** Sep 19, 1:31pm via TweetGrid.com

RT @LoisMarketing: Keep eyes and options open to work w variety of venues, genres and artists. Avoid "tunnel vision" around faves #solopr



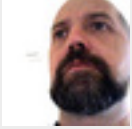
**SoloPR** Sep 19, 1:31pm via TweetGrid.com

Yes! RT @deegospel: a2. mass email pitches. i get these all day. i needed to be pitched. use my name. know what i write.#solopr



**makasha** Sep 19, 1:31pm via TweetChat

A2 mass email pitches and misdirected pitches #solopr



**MuslimNewMedia** Sep 19, 1:31pm via TweetChat

@KristK: 1 thing to avoid being scapegoat...don't agree to be spox. Provide messaging, points, strategy, but make them face cameras #solopr



**KateRobins** Sep 19, 1:31pm via Twitter for iPhone

RT @SoloPR: Q2: As a newly emerging freelance PR rep in the events/music industry, what do you think is the No. 1 rookie mistake? #solopr



**cloudspark** Sep 19, 1:30pm via web

a2: undervaluing their service, not understanding expenses, not investing in networking. all rookie mistakes. #solopr



**deegospel** Sep 19, 1:30pm via TweetGrid.com

a2. creating the wrong media kit for your client, especially music comparisons in the cd release kit. #solopr



**KristK** Sep 19, 1:30pm via TweetGrid.com

RT @cloudspark: trained pros on crisis comms post 9/11. training was vital "you don't send in firemen who've never held a hose" #solopr



**fransteps** Sep 19, 1:30pm via TweetChat

A2: My guess is that music PR has changed radically from the days of pitching radio. Find who the influencers are in the space. #solopr



**KellyeCrane** Sep 19, 1:30pm via TweetDeck

@mlaffs It was @JennAllen24, who submitted it earlier today.#soloPR



**mlaffs** Sep 19, 1:30pm via TweetDeck

@LoisMarketing i wish someone had told me that a year ago! had to learn it the hard way #soloPR



**RebeccaEdgar** Sep 19, 1:30pm via HootSuite

@MuslimNewMedia Smart. it is a growing opp - and if you have head/heart for it, lucrative. #solopr



**karenswym** Sep 19, 1:29pm via TweetChat

Yes! RT @KellyeCrane: one of the biggest mistakes new #solopr pros make is to let new biz activities slide. Always be networking. #solopr



**LoisMarketing** Sep 19, 1:29pm via TweetDeck

Keep your eyes and options open to work with a variety of venues, genres and artists. Avoid "tunnel vision" around favorites #soloPR A2



**KristK** Sep 19, 1:29pm via TweetGrid.com

Good advice! MT @deegospel: a2. mass email pitches. If you need to pitch me, use my name. know what i write #solopr



**KellyeCrane** Sep 19, 1:29pm via TweetDeck

Would luv a guest post from you if you do that RT @MuslimNewMedia: I'm thinking of expanding niche but concentrating on crisis mgmt #solopr



**3HatsComm** Sep 19, 1:29pm via TweetChat

A2 any industry, really - off target pitches and not knowing what the biz is about, who stakeholders really are. #soloPR



**dariasteigman** Sep 19, 1:29pm via TweetDeck

A2 Pricing. Especially dropping your rates to please a client (wrong client, & you rate has to acct for all your costs). #solopr



**fransteps** Sep 19, 1:29pm via TweetChat

A2. @deegospel....ALL mass email pitches = bad. Right?#solopr



**KellyeCrane** Sep 19, 1:28pm via TweetDeck

A2: Probably one of the biggest mistakes new #solopr pros make is to let new biz activities slide. Always be networking.



**mlaffs** Sep 19, 1:28pm via TweetDeck

@SoloPR i'm curious to know who submitted that question!#soloPR



**cloudspark** Sep 19, 1:28pm via web

trained fed/state level pros on crisis comm post 9/11. training was vital "you don't send in firemen who've never held a hose" #soloPR



**LoisMarketing** Sep 19, 1:28pm via TweetDeck

I would likely decline a "crisis" situation to step in and be media liaison. "urgent" to help meet a deadline/be HERO can be great #soloPR



**deegospel** Sep 19, 1:28pm via TweetGrid.com

a2. mass email pitches. from my entertainment journ pov i get these all day. i needed to be pitched. use my name. know what i write. #soloPR



**MuslimNewMedia** Sep 19, 1:27pm via TweetChat

@RebeccaEdgar personally, I'm thinking of expanding niche but concentrating on crisis mgmt #soloPR



**KristK** Sep 19, 1:27pm via TweetGrid.com

RT @SoloPR: Q2: As a newly emerging freelance PR rep in the events/music industry, what do you think is the No. 1 rookie mistake? #soloPR



**cloudspark** Sep 19, 1:27pm via web

RT @KateRobins: If you're ex corp pr , new to consulting, #soloPR has the bench depth of a fortune 500 pr dept.



**mdbarber** Sep 19, 1:27pm via TweetChat

RT @SoloPR: Q2: As a newly emerging freelance PR rep in the events/music industry, what do you think is the No. 1 rookie mistake? #soloPR



**fransteps** Sep 19, 1:26pm via TweetChat

RT @SoloPR: Q2: As a newly emerging freelance PR rep in the events/music industry, what do you think is the No. 1 rookie mistake? #soloPR



**fransteps** Sep 19, 1:26pm via TweetChat

Yes! RT @KateRobins: If youre ex corp pr , new to consulting, #soloPR has the bench depth of a fortune 500 pr dept. #soloPR



**LoisMarketing** Sep 19, 1:26pm via TweetDeck

In a "crisis" or "urgent", short-term quick turnaround situation -- that may or may not result in long term work -- 50% up front. #soloPR



**cloudspark** Sep 19, 1:26pm via web

@RebeccaEdgar true, outside in counsel helps but you need the internal to help with media, stakeholders. need those relationships. #solopr



**SoloPR** Sep 19, 1:26pm via TweetGrid.com

Q2: As a newly emerging freelance PR rep in the events/music industry, what do you think is the No. 1 rookie mistake? #solopr



**makasha** Sep 19, 1:25pm via TweetChat

RT @KellyeCrane: @mdbarber Also, I often dont make the same kinds of up front payment requests with long-standing clients. #solopr



**KateRobins** Sep 19, 1:25pm via Twitter for iPhone

If you're ex corp pr , new to consulting, #soloPR has the bench depth of a fortune 500 pr dept.



**3HatsComm** Sep 19, 1:25pm via TweetChat

RT @RebeccaEdgar: Crisis preparedness is not done commonly (or as well) as PRs advise. - True; 'what ifs' get skipped, shortcut. #soloPR



**LoisMarketing** Sep 19, 1:25pm via TweetDeck

RT @KellyeCrane: @mdbarber Also, I often don't make the same kinds of up front payment requests with long-standing clients. #solopr



**mdbarber** Sep 19, 1:25pm via TweetChat

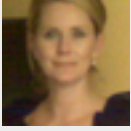
Good point; RT @KellyeCrane: Also, I often dont make the same kinds of up front payment requests with long-standing clients. #solopr



**SoloPR** Sep 19, 1:25pm via TweetGrid.com

Very interesting discusion, everyone! Q2 is coming up...#solopr





**RebeccaEdgar** Sep 19, 1:25pm via HootSuite

So true @jgombita Another EPIC word that's lost it's meaning. Difference between issue and crisis. #solopr



**kcwriter** Sep 19, 1:25pm via TweetChat

Joined solopr and had to step away again. Glad to be back for the rest of the chat. It's been a while! #solopr



**KellyeCrane** Sep 19, 1:25pm via TweetDeck

@mdbarber Also, I often don't make the same kinds of up front payment requests with long-standing clients. #solopr



**MuslimNewMedia** Sep 19, 1:24pm via TweetChat

+1, this! RT @RebeccaEdgar: Crisis preparedness is not done as commonly (or as well) as PRs might advise. #solopr



**makasha** Sep 19, 1:24pm via TweetChat

RT @KristK: A1: research includes knowing what happened to clients past PR counsel. Dont be the rat that runs onto the sinking ship #solopr



**SoloPR** Sep 19, 1:24pm via TweetGrid.com

Social media, too MT @LoisMarketing: As I suggested earlier "crisis" may not be news item... #solopr



**mdbarber** Sep 19, 1:23pm via TweetChat

RT @fransteps: Think the upfront is a good idea, makes more sense w/ larger companies I think...long timeline to pay.#solopr



**MuslimNewMedia** Sep 19, 1:23pm via TweetChat

OMG, this this this. RT @KristK: A1: Make sure theyre not hiring you as a potential scapegoat. Crisis may get worse.#solopr



**deegospel** Sep 19, 1:23pm via TweetGrid.com

RT @KristK: A1: research includes knowing what happened to client's past PR counsel.Don't be the rat that runs onto the sinking ship #solopr



**dariasteigman** Sep 19, 1:23pm via TweetDeck

@mdbarber I usually ask for 1/3. #solopr



**KellyeCrane** Sep 19, 1:23pm via TweetDeck

One month in advance is another option. RT @mdbarber: Interesting to see how many of you take 50% upfront. #solopr



**fransteps** Sep 19, 1:23pm via TweetChat

@KristK Rats....hah! #solopr



**LoisMarketing** Sep 19, 1:23pm via TweetDeck

As I suggested earlier "crisis" may not be news item. It could result from dismissal of former staffer/advisor, urgent deadline#soloPR A1



**KellyeCrane** Sep 19, 1:22pm via TweetDeck

@mlaffs Very true, but I think especially in a crisis situation. We aren't miracle workers! #soloPR



**RebeccaEdgar** Sep 19, 1:22pm via HootSuite

Some of the best crisis comm mgmt I've seen comes from "outsider"s not familiar with org but expert at crisis mgmt principles. #solopr



**MuslimNewMedia** Sep 19, 1:22pm via TweetChat

i like aspects of crisis mgmt on a prof. level. Clients are more willing to listen; preps way for proactive crisis planning#solopr



**mdbarber** Sep 19, 1:22pm via TweetChat

LOL! Some would disagree. RT @karensxim: @mdbarberYou live in the land of honesty :- ) #solopr



**KristK** Sep 19, 1:22pm via TweetGrid.com

A1: research includes knowing what happened to client's past PR counsel. Don't be the rat that runs onto the sinking ship.#solopr



**KateRobins** Sep 19, 1:22pm via Twitter for iPhone

RT @KristK: A1: Make sure they're not hiring you as a potential scapegoat. Crisis may get worse. #solopr



**mlaffs** Sep 19, 1:22pm via TweetDeck

@KellyeCrane this happens in every area of PR, not just crisis control (think of clients who expect massive hits) #soloPR



**fransteps** Sep 19, 1:22pm via TweetChat

@mdbarber Think the upfront is a good idea, makes more sense w/ larger companies I think...long timeline to pay. #solopr



**SoloPR** Sep 19, 1:21pm via TweetGrid.com

For sure! RT @KristK: A1: Make sure they're not hiring you as a potential scapegoat. Crisis may get worse. #solopr



**karensxim** Sep 19, 1:21pm via TweetChat

@mdbarber You live in the land of honesty :- ) #solopr



**KellyeCrane** Sep 19, 1:21pm via TweetDeck

A1: Important to get \$\$ up front, since they may not like outcome (out of your control). #solopr



**karensxim** Sep 19, 1:21pm via TweetChat

So true RT @RebeccaEdgar: Crisis preparedness is not done as commonly (or as well) as PRs might advise. #solopr



**mlaffs** Sep 19, 1:21pm via TweetDeck

@KristK i had a job (for a brief time) where the org had a track record of turning whoever was in this 1 position into the scapegoat #soloPR



**LoisMarketing** Sep 19, 1:21pm via TweetDeck

If you are named the contact or the person "of record" for the media, do you have the ability/knowledge to handle? #soloPRA1



**mdbarber** Sep 19, 1:20pm via TweetChat

Interesting to see how many of you take 50% upfront. I don't do that and haven't had an issue but maybe it's my market?#solopr



**makasha** Sep 19, 1:20pm via TweetChat

RT @RebeccaEdgar "Crisis preparedness is not done as commonly (or as well) as PRs might advise" <--- TRUE#solopr



**KateRobins** Sep 19, 1:20pm via Twitter for iPhone

RT @RebeccaEdgar: A1: Prevent your own financial crisis & contract up front. #solopr



**karenswim** Sep 19, 1:20pm via TweetChat

RT @mdbarber: RT @KristK: A1: Make sure theyre not hiring you as a potential scapegoat. Crisis may get worse. #solopr



**KristK** Sep 19, 1:20pm via TweetGrid.com

RT @mlaffs: Sometimes, this happens even w/o crisis RT @KristK: A1: Make sure they're not hiring you as a potential scapegoat #solopr



**SoloPR** Sep 19, 1:20pm via TweetGrid.com

MT @MuslimNewMedia: [clients] internal constituents are different ,so that audience has to be considered in their messaging #solopr



**3HatsComm** Sep 19, 1:20pm via TweetChat

@KellyeCrane Part of due diligence: why you, why now, what's the real story and very impt., what power will you get to fix it? #soloPR



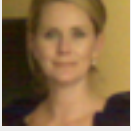
**mdbarber** Sep 19, 1:19pm via TweetChat

RT @KristK: A1: Make sure theyre not hiring you as a potential scapegoat. Crisis may get worse. #solopr



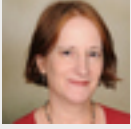
**makasha** Sep 19, 1:19pm via web

RT @SoloPR: Oh yes! RT @fransteps: A1: Contracts...ALWAYS! Crisis doesn't matter, you have templates ready, don't you? #solopr



**RebeccaEdgar** Sep 19, 1:19pm via HootSuite

Crisis preparedness is not done as commonly (or as well) as PRs might advise. Often orgs struck by something outside of imagination. #solopr



**dariasteigman** Sep 19, 1:19pm via TweetDeck

@LoisMarketing We're on same page. Defining & being comfortable w/ scope is #1 (and you need it for contract/\$\$ anyway!) #soloPR



**mlaffs** Sep 19, 1:19pm via TweetDeck

Sometimes, this happens even w/o crisis RT @KristK: A1: Make sure they're not hiring you as a potential scapegoat. #solopr



**KateRobins** Sep 19, 1:19pm via Twitter for iPhone

@MuslimNewMedia interesting again #soloPR



**LoisMarketing** Sep 19, 1:18pm via TweetDeck

@dariasteigman Thanks :) I don't want someone to say "the contract is this .. and the retainer is this..." and then discover scope #soloPR



**SoloPR** Sep 19, 1:18pm via TweetGrid.com

RT @makasha: A1 If I take on client (big if after research), I'd project man hours and bill 1/2 up front. #solopr



**KristK** Sep 19, 1:18pm via TweetGrid.com

A1: Make sure they're not hiring you as a potential scapegoat. Crisis may get worse. #solopr



**fransteps** Sep 19, 1:18pm via TweetChat

RT @KellyeCrane: A1: Also, mid-crisis look why prospect is coming to u: do they not have existing counsel? History of listening~no? #solopr



**KateRobins** Sep 19, 1:18pm via Twitter for iPhone

@3HatsComm @mdbarber corp exp ain't #solopr exp. that's why I need you guys



**SoloPR** Sep 19, 1:18pm via TweetGrid.com

RT @fransteps: A1: Think you also need to evaluate- weekly, monthly- if crisis drags on. Make sure client is prepared to keep going #solopr



**karenswym** Sep 19, 1:18pm via TweetChat

Hi @rajean I joined late and am trying to catch up, loving the answers so far cc: @deegospel #solopr



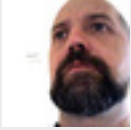
**SoloPR** Sep 19, 1:18pm via TweetGrid.com

RT @KristK: A1: If client is completely new and I don't have pal on staff, I'd prob decline. If pal asks, I'd want to help them #solopr



**dariasteigman** Sep 19, 1:17pm via TweetDeck

@LoisMarketing Aah... now that makes sense. And, agree, you have to know what the work is b/f making any decisions. #soloPR



**MuslimNewMedia** Sep 19, 1:17pm via TweetChat

@KellyeCrane pretty much, but their internal constituents are different, so that audience has to be considered in their messaging #solopr



**LoisMarketing** Sep 19, 1:17pm via TweetDeck

@dariasteigman Key is to first understand the scope of the crisis and what's required to respond -- then insist on contract/\$ to fit #soloPR



**3HatsComm** Sep 19, 1:17pm via TweetChat

@rajean Atlanta is too.. sunny, cool, fall day. :) #soloPR



**mlaffs** Sep 19, 1:17pm via TweetDeck

@KateRobins i'm always impressed and a little jealous of the confidence everyone has in knowing their needs + process #solopr



**cloudspark** Sep 19, 1:17pm via web

@KellyeCrane agree, never shake hands in a crisis - only work in space where you have relationships #solopr



**KellyeCrane** Sep 19, 1:17pm via TweetDeck

A1: Also, mid-crisis look at why the prospect is coming to you: do they not have existing counsel? A history of listening, or no? [#solopr](#)



**dariasteigman** Sep 19, 1:17pm via TweetDeck

[@deegospel](#) Like the "play detective" analogy. If it's a cold client, I almost always want a % upfront. Learn a lot in that process. [#solopr](#)



**LoisMarketing** Sep 19, 1:17pm via TweetDeck

[@dariasteigman](#) Sometimes if it's a serious violation or risk to company survival you don't want to be involved -- contract/\$ or no [#soloPR](#)



**makasha** Sep 19, 1:16pm via TweetChat

A1 If I take on client (big if after research), I'd project man hours and bill 1/2 up front. [#solopr](#)



**KateRobins** Sep 19, 1:16pm via Twitter for iPhone

[#solopr](#) is my scar tissue bank



**#typeacon rajean** Sep 19, 1:16pm via Mobile Web

I'll try to catch a little of [#solopr](#) today [@karensim](#)[@deegospel](#), hi all! [#Denver](#) is sunny & lovely.



**LoisMarketing** Sep 19, 1:16pm via TweetDeck

[@dariasteigman](#) I'm not speaking of advising in the crisis -- determine if it's a "hot potato" you really want to handle! :))[#soloPR](#)



**KellyeCrane** Sep 19, 1:15pm via TweetDeck

A1: I would definitely caution against trying to help an org you haven't worked with in an industry where you don't have solid rel. [#solopr](#)



**dariasteigman** Sep 19, 1:15pm via TweetDeck

[@LoisMarketing](#) I disagree: you have to have contract/scope first (esp. with new clients) or you have zero protection.[#soloPR](#)



**KristK**Sep 19, 1:15pm via TweetGrid.com

A1: If client is completely new and I don't have pal on staff, I'd prob decline. If pal asks, I'd want to help them thru it. #solopr



**deegospel**Sep 19, 1:15pm via TweetGrid.com

a1 @dariasteigman definitely. I play detective first before I take on those projects. They also must be referred or past client. #solopr



**fransteps**Sep 19, 1:14pm via TweetChat

A1: Think you also need to evaluate -- weekly, monthly -- if crisis drags on. Make sure client is prepared to keep going.#solopr



**KateRobins**Sep 19, 1:14pm via Twitter for iPhone

RT @KellyeCrane: A1: I once tried to help an agency that hadn't planned their resources properly out of a jam. Once. :-)#solopr



**LoisMarketing**Sep 19, 1:13pm via TweetDeck

Don't think in terms of contract and upfront \$ first. First on if this is crisis you want to step into and try to answer #soloPR



**KristK**Sep 19, 1:13pm via TweetGrid.com

A1: considered mktg my svcs to agencies that may need PIO during Hurricane season but found I like freedom to Not Work during storm #solopr



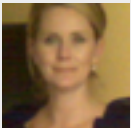
**KellyeCrane**Sep 19, 1:13pm via TweetDeck

A1: @MuslimNewMedia Your situation is very interesting in light of this Q. Assume many of your clients have overlapping msgs? #solopr



**karenswym**Sep 19, 1:13pm via TweetChat

RT @SoloPR: RT @LoisMarketing: If you are not comfortable handling the client and responding to their situation...walk away #solopr



**RebeccaEdgar**Sep 19, 1:13pm via HootSuite

A1: Prevent your own financial crisis & contract up front.#solopr





**cloudspark** Sep 19, 1:13pm via web

late coming in to [#solopr](#)



**KateRobins** Sep 19, 1:13pm via Twitter for iPhone

RT [@SoloPR](#): Oh yes! RT [@fransteps](#): A1: Contracts...ALWAYS! Crisis doesn't matter, you have templates ready, don't you? [#solopr](#)



**dariasteigman** Sep 19, 1:13pm via TweetDeck

[@mlaffs](#) You can't let them suck you in; you always have to protect yourself first. [#soloPR](#)



**karenswim** Sep 19, 1:13pm via TweetChat

[@deegospel](#) Hi Dee :- ) [#solopr](#)



**dariasteigman** Sep 19, 1:12pm via TweetDeck

[@mlaffs](#) Easy: I don't work for free. It's abt explaining in the context of scoping the work (so they're talking & you learn). [#soloPR](#)



**SoloPR** Sep 19, 1:12pm via TweetGrid.com

RT [@LoisMarketing](#): If you are not comfortable handling the client and responding to their situation...walk away [#solopr](#)



**makasha** Sep 19, 1:12pm via TweetChat

joining late ... hello from Montgomery, AL [#solopr](#)



**KateRobins** Sep 19, 1:12pm via Twitter for iPhone

RT [@SoloPR](#): RT [@deegospel](#): a1. if I have time and I know I can help this client. then contract + half first [#solopr](#)



**MuslimNewMedia** Sep 19, 1:12pm via TweetChat

[@KellyeCrane](#) true; if youre niche, its easier. I'm seeing the same mistakes from client to client re niche issues. [#solopr](#)



**3HatsComm** Sep 19, 1:12pm via TweetChat

Lived, learned. RT @mdbarber: A1 - always talk money b4 working. An emergency on their part doesnt mean I cant protect myself. #soloPR



**deegospel** Sep 19, 1:12pm via TweetGrid.com

@karensxim hi #solopr



**SoloPR** Sep 19, 1:12pm via TweetGrid.com

Good pt re: role RT @KristK: A1: Too many variables for Yes/No response. Role (lead vs support)? Situation? Outlook?#solopr



**KateRobins** Sep 19, 1:12pm via Twitter for iPhone

RT @fransteps: A1: Agree w/ @KellyeCrane. Must know something about client B4 u can take on their crisis. #solopr



**karensxim** Sep 19, 1:11pm via TweetChat

Wow time got away from me, tardy greetings everyone!#solopr



**fransteps** Sep 19, 1:11pm via TweetChat

Scarred? RT @KellyeCrane: A1: I once tried to help an agency that hadnt planned their resources properly out of a jam. Once. :- ) #solopr



**LoisMarketing** Sep 19, 1:11pm via TweetDeck

Define extent, background, etc. of crisis first. Determine if expectations real, how it can properly be answered. Then \$/contract #soloPR



**mlaffs** Sep 19, 1:11pm via TweetDeck

@dariasteigman how do you make sure that you get your criteria met when the lead is emotional about their crisis? can get sucked in #soloPR



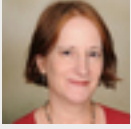
**jenshanks** Sep 19, 1:11pm via Twitter for Mac

If exp & workload permit contract for 50% project fee up front, or flat 'start' fee + retainer moving forward w/minimum # of months #solopr



**KristK** Sep 19, 1:11pm via TweetGrid.com

RT @LoisMarketing: A1: contract along with a retainer/down payment. Contract can be short-term/project in scope #soloPR



**dariasteigman** Sep 19, 1:11pm via TweetDeck

Absolutely! RT @mdbarber: A1 - always talk money b4 working. An emergency on their part doesn't mean I can't protect myself. #soloPR



**kcwriter** Sep 19, 1:10pm via TweetChat

RT @KellyeCrane: A1: My personal stance is, if I dont have a background w/an org, I cant effectively handle a crisis for them. #soloPR



**KellyeCrane** Sep 19, 1:10pm via TweetDeck

A1: I once tried to help an agency that hadn't planned their resources properly out of a jam. Once. :- ) #soloPR



**KateRobins** Sep 19, 1:10pm via Twitter for iPhone

@MuslimNewMedia interesting re inc crisis mode #soloPR



**dariasteigman** Sep 19, 1:10pm via TweetDeck

@mlaffs Trusted referral, gut check. Of course, always have to have scope/contract set up front. [~waving hi~] #soloPR



**KristK** Sep 19, 1:10pm via TweetGrid.com

RT @mdbarber: A1 - always talk about the money b4 working. An emergency on their part doesn't mean I can't protect myself. #soloPR



**LoisMarketing** Sep 19, 1:10pm via TweetDeck

If you are not comfortable handling the client and responding to their situation... limited/no knowledge, etc.: walk away.#soloPR A1



**SoloPR** Sep 19, 1:09pm via TweetGrid.com

Oh yes! RT @fransteps: A1: Contracts...ALWAYS! Crisis doesn't matter, you have templates ready, don't you? #soloPR



**3HatsComm** Sep 19, 1:09pm via web

I'm late, I'm late, for a very important.. #soloPR chat. Catching up now.



**SoloPR** Sep 19, 1:09pm via TweetGrid.com

RT @deegospel: a1. if I have time and I know I can help this client. then contract + half first #solopr



**KristK** Sep 19, 1:09pm via TweetGrid.com

A1: Too many variables for Yes/No response. Role (lead vs support)? Situation? Outlook? #solopr



**SoloPR** Sep 19, 1:09pm via TweetGrid.com

RT @mdbarber: A1 - This is one of those questions...that depends. ..If an existing client I do other work for I'd jump #solopr



**LoisMarketing** Sep 19, 1:09pm via TweetDeck

@fransteps Yes contracts along with a retainer/down payment. Contract can be short-term/project in scope #soloPRA1



**fransteps** Sep 19, 1:08pm via TweetChat

A1: Contracts...ALWAYS! Crisis doesn't matter, you have templates ready, don't you? #solopr



**mlaffs** Sep 19, 1:08pm via TweetDeck

@dariasteigman what are your vetting criteria? #solopr (ps hi!)



**mdbarber** Sep 19, 1:08pm via TweetChat

A1 - always have to talk at least a bit about the money b4 working. An emergency on their part doesn't mean I can't protect myself. #solopr



**SoloPR** Sep 19, 1:08pm via TweetGrid.com

MT @MuslimNewMedia: Depends on scope/urgency-usually Contract 1st/half up front. More & more its crisis mode, at least for my sphere #solopr



**LoisMarketing** Sep 19, 1:07pm via TweetDeck

I realize my response is a bit out of "crisis" scope but great question about how to accept, handle, protect yourself in short term [#soloPR](#)



**dariasteigman** Sep 19, 1:07pm via TweetDeck

A1 I don't do media (so probably negates the true "crisis.") But new clients, urgency require % upfront unless they're pre-vetted. [#solopr](#)



**fransteps** Sep 19, 1:07pm via TweetChat

A1: Agree w/ [@KellyeCrane](#). Must know something about client B4 u can take on their crisis. [#solopr](#)



**mdbarber** Sep 19, 1:07pm via TweetChat

A1 - This is one of those questions...that depends. We have so many that depend...If an existing client I do other work for I'd jump [#solopr](#)



**SoloPR** Sep 19, 1:07pm via TweetGrid.com

Welcome to some new faces today - glad to see you! We're on Q1... [#solopr](#)



**deegospel** Sep 19, 1:06pm via TweetGrid.com

a1. if I have time and I know I can help this client. then contract + half first [#solopr](#)



**LoisMarketing** Sep 19, 1:06pm via TweetDeck

This wasn't a "news crisis" per se but a crisis of deadline for a conference and my stepping in to help them on short notice [#soloPR](#)



**KellyeCrane** Sep 19, 1:06pm via TweetDeck

A1: However, I know some pros make a living as a crisis "hired gun" for industries they know well (airlines, for ex). [#solopr](#)



**MuslimNewMedia** Sep 19, 1:06pm via TweetChat

Depends on scope and urgency --- usually Contract 1st/half up front. More and more its crisis mode, at least for my sphere [#solopr](#)



**CjShaffer1** Sep 19, 1:06pm via TweetDeck

[@christelhall](#) feeling the No. Nevada Love [#solopr](#)



**mdbarber**Sep 19, 1:06pm via TweetChat

RT @SoloPR: Q1: How do you handle new crisis clients who need imm advice? Contract 1st/half up front? Or cant help on short notice? #solopr



**KellyeCrane**Sep 19, 1:05pm via TweetDeck

A1: My personal stance is, if I don't have a background w/an organization, I can't effectively handle a crisis for them.#solopr



**LoisMarketing**Sep 19, 1:05pm via TweetDeck

Had this happen one time when client had to make abrupt change in midst of project, readily agreed to project contract and retainer #soloPR



**KristK**Sep 19, 1:05pm via TweetGrid.com

RT @SoloPR: Q1: How do you handle new crisis clients who need immediate advice? Contract 1st/half up front? Decline?#solopr



**jenshanks**Sep 19, 1:05pm via Twitter for Mac

Dropping in on #solopr. Hello Solo!



**fransteps**Sep 19, 1:05pm via TweetChat

RT @SoloPR: Q1: How do u handle new crisis clients = immediate advice? Contract 1st/half up front? Or cant help on short notice? #solopr



**christelhall**Sep 19, 1:05pm via web

@KristK Hey back Kristie. Also an APR and PR pro based in No. NV w/ clients in NV & CA. 30+ yrs in the industry; 22 as indy. #solopr



**fransteps**Sep 19, 1:04pm via TweetChat

Hello everyone! Fran in San Antonio, 20 yrs, PR, 2+ solo. Clients = health care, hospitality, nonprofit. Also college adjunct! #solopr



**SoloPR**Sep 19, 1:03pm via TweetGrid.com

Q1: How do you handle new crisis clients who need immediate advice? Contract 1st/half up front? Or can't help on short notice? #solopr



**MuslimNewMedia** Sep 19, 1:03pm via TweetChat

good morning fine peeps of solopr! [#solopr](#)



**JenMarsikFriess** Sep 19, 1:03pm via TweetDeck

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



**SoloPR** Sep 19, 1:02pm via TweetGrid.com

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



**KristK** Sep 19, 1:02pm via TweetGrid.com

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



**mdbarber** Sep 19, 1:02pm via TweetChat

Good morning from Anchorage. Mary here hoping to join for at least a bit. [#solopr](#)



**SoloPR** Sep 19, 1:02pm via TweetGrid.com

As we've done in recent weeks, mid-way through today's chat we'll switch hashtags to pr solo (one word) to thwart the evil sp-mmers [#solopr](#)



**KristK** Sep 19, 1:01pm 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](#)



**dariasteigman** Sep 19, 1:01pm via TweetDeck

Popping onto [#solopr](#). Hello @mdbarber, @KellyeCrane.



**mdbarber** Sep 19, 1:01pm via TweetChat

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



**KellyeCrane** Sep 19, 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** Sep 19, 1:01pm via TweetGrid.com

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



**SoloPR** Sep 19, 1:00pm via TweetGrid.com

@RebeccaEdgar Hooray! #solopr



**SoloPR** Sep 19, 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