



## #SoloPR Transcript –8/14/2013

Q1: What do you do when a client makes you really angry? [#solopr](#)

Q2: What do you do when your client is super excited about a really hare-brained idea? [#solopr](#)

Q3: With Google's ever-increasing emphasis on quality content, are you pitching more content strategies to new biz? [#solopr](#)

Q4: Do you do an annual rate increase for clients? [#solopr](#)

Q5: Do you handle social media across networks for your clients? How do you make it work?



[SoloPR 1:57pm via Twubs](#)

Remember, we keep chatting on the hashtag all week! Transcript will be on the blog tomorrow. Thanks everyone! [#solopr](#)



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

@[SoloPR](#) Always happy to be part of this chat. Lots of great intelligence today! [#solopr](#)



[SoloPR 1:56pm via Twubs](#)

MT @[LoisMarketing](#) Advise clients to draft a personal SoMe usage policy for employees...important to 'govern' use of personal accts! [#soloPR](#)



[carleebb 1:56pm via web](#)

I always think, I really need to join in on the [#solopr](#) chat, and just forget. Someone remind me next week! It's always a good chat too!



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

RT @[JasMollica](#): MT @[KellyeCrane](#): "Social Media Playbooks" for clients - work well to educate & then turn over execution. [#solopr](#)



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

RT @[KellyeCrane](#): A5: Some clients just need help writing their scheduled content (per earlier Q)- that can work, too. [#solopr](#)



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

Pulled away from [#solopr](#). Boo.



[SoloPR 1:55pm via Twubs](#)

Looks like we're running out of time! I know this back-to-school period can be crazy for lots of folks, so thanks for joining. [#solopr](#)



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

Advise clients to draft a personal SoMe usage policy for employees as well. Yes, important to 'govern' use of personal accts! [#soloPR](#)

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

@[KellyeCrane](#) Was just thinking I needed to add yet another browser, different clients/projects. [#solopr](#)



[SoloPR 1:55pm via Twubs](#)

Yes! RT @[JasMollica](#) A playbook is as valuable as a playbook for a football player. Is often the blueprint for social success! [#solopr](#)



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

@[KellyeCrane](#) A playbook is as valuable as a playbook for a football player. Is often the blueprint for social success! [#solopr](#)



[KellyeCrane 1:54pm via tchat.io](#)

A5: Some clients just need help writing their scheduled content (per earlier Q)- that can work, too. [#solopr](#)



[JenMarsikFriess 1:53pm via Twitter for Mac](#)

RT @[SoloPR](#): Here's a [#solopr](#) post on content calendars: [soloprpro.com/the-best-conte...](http://soloprpro.com/the-best-conte...) - one of our most popular ever.



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

Perfect timing. How not to reinvent the wheel. Again. RT @[SoloPR](#): Here's a [#solopr](#) post on content calendars: [soloprpro.com/the-best-conte...](http://soloprpro.com/the-best-conte...).



[KellyeCrane 1:53pm via tchat.io](#)

@[3HatsComm](#) Ha! On a serious note, I always use a separate system for personal stuff vs. client. [#solopr](#)



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

RT @[KellyeCrane](#): A5: I've done "Social Media Playbooks" for clients before- work well to educate & then turn over execution. [#solopr](#)



[KellyeCrane](#) 1:52pm via [tchat.io](#)

A5: I've done "Social Media Playbooks" for clients before- work well to educate & then turn over execution. [#solopr](#)

[3HatsComm](#) 1:52pm via [Twubs](#)

@[SoloPR](#) See also 'that bleeping blanky bleep tweet' shoulda gone from personal, not client account. [#solopr](#)



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

@[3HatsComm](#) Yes. Those too. All the pieces to make the client's efforts successful and sustainable. [#solopr](#)



[SoloPR](#) 1:51pm via [Twubs](#)

RT @[dariasteigman](#) Another reason is that I believe cos should "own" their engagement. I can automate for you, but not communicate. [#solopr](#)



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

RT @[karensxim](#): RT @[SoloPR](#) Here's a [#solopr](#) post on content calendars: [soloprpro.com/the-best-conte...](http://soloprpro.com/the-best-conte...) - one of our most popular ever.



[karensxim](#) 1:51pm via [Twubs](#)

RT @SoloPR Here's a [#solopr](#) post on content calendars: [soloprpro.com/the-best-conte...](http://soloprpro.com/the-best-conte...) - one of our most popular ever.



[SoloPR 1:51pm via Twubs](#)

Here's a [#solopr](#) post on content calendars: [soloprpro.com/the-best-conte...](http://soloprpro.com/the-best-conte...) - one of our most popular ever.

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

@[dariasteigman](#) And training, monitoring, tracking, evaluation. (though sometimes I also post.) [#solopr](#)



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

@[SoloPR](#) True. Another reason is that I believe cos should "own" their engagement. I can automate for you, but not communicate. [#solopr](#)



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

Partner with a trusted HR advisor to create SoMe policies for every client. [#soloPR](#) A5



[SoloPR 1:50pm via Twubs](#)

Oy, the dreaded "wrong network" RT @[3HatsComm](#) A5 Dedicated apps, tools - help prevent mistakes, accidental cross-posts. [#solopr](#)

[kcwriter 1:49pm via oneQube TweetChat](#)

Definitely! RT @[KellyeCrane](#) A5: Having a sound social media policy that protects your activities is very helpful. [#solopr](#)



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

RT @JasMollica: Q5: If you can't afford the big names for monitoring, a content calendar can be a real lifesaver. [#solopr](#)



[KellyeCrane 1:49pm via tchat.io](#)

@LoisMarketing Thanks! A policy is both a value-add and a necessary CYA. :-) [#solopr](#)



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

If your clients do not have SoMe policies in place for internal staff -- that's a key area where you can advise and be of benefit [#soloPR](#)



[SoloPR 1:49pm via Twubs](#)

Often most profitable RT @dariasteigman A5 I tend to advise on strategy, voice, & "how to" and leave the execution to my clients. [#solopr](#)



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

RT @dariasteigman A5 I tend to advise on strategy, voice, & "how to" and leave the execution to my clients. [#solopr](#)



[KellyeCrane 1:48pm via tchat.io](#)

A5: Pre-approved social posts are useful, but having ability to also respond on-the-fly is key (unless client handles this part). [#solopr](#)



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

@KellyeCrane That is the best advice! A SoMe policy that you adhere to and that internal staff of client follows as well. [#soloPR](#) A5

[3HatsComm 1:48pm via Twubs](#)

A5 Dedicated apps, tools - help prevent mistakes, accidental cross-posts. [#solopr](#)



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

A5 I tend to advice on strategy, voice, & "how to" and leave the execution to my clients. [#solopr](#)



[karensuim](#) 1:48pm via [Twubs](#)

Oops make it "all" not wall work [#solopr](#)



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

Q5: If you can't afford the big names for monitoring, a content calendar can be a real lifesaver. [#solopr](#)



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

RT @[KellyeCrane](#): A5: Having a sound social media policy that protects your activities is very helpful. [#solopr](#)



[SoloPR](#) 1:47pm via [Twubs](#)

RT @[JasMollica](#) Q5: I do... We use social media calendars to make sure we have the posts/timing done correctly. [#solopr](#)



[KellyeCrane](#) 1:47pm via [tchat.io](#)

A5: Having a sound social media policy that protects your activities is very helpful. [#solopr](#)



[karensuim](#) 1:47pm via [Twubs](#)

A5: Monthly editorial calendar, coord. w/client & @[SproutSocial](#) to make it wall work  
[#solopr](#)



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

Q5: I do... We use social media calendars to make sure we have the posts/timing done correctly.  
[#solopr](#)



[SoloPR 1:46pm via Twubs](#)

RT @[SoloPR](#) Q5: Do you handle social media across networks for your clients? How do you make it work? [#solopr](#)



[karensim 1:46pm via Twubs](#)

A5: I do but not as routine service for all PR clients, only those who have SM management contract [#solopr](#)



[SoloPR 1:46pm via Twubs](#)

FYI- some of the Twitter chat clients are being sluggish right now! [#solopr](#)



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

I include clause for fee renegotiation in each contract, whether annual basis or if increase needed due to added scope of work. [#soloPR](#) A4



[SoloPR 1:44pm via Twubs](#)

Great, let's move along to Q5.. [#solopr](#)

[3HatsComm 1:43pm via Twubs](#)

Agree, per scope, campaign, market value. RT @[JenMarsikFriess](#) A4 Not in the contract. I renegotiate on a case-by-case basis. [#solopr](#)



[SoloPR 1:43pm via Twubs](#)

Yes RT @[LoisMarketing](#) When my work for them is scaled back, once created it moves into more of a maintenance mode. Make sense? [#soloPR](#)



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

@[SoloPR](#) When my work for them is scaled back, once created it moves into more of a maintenance mode. Make sense? :) [#soloPR](#)



[SoloPR 1:42pm via Twubs](#)

RT @[KellyeCrane](#) A4: BTW, one sign you're not charging enough: you're too busy and/or turning work away! [#solopr](#)



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

RT @[KellyeCrane](#): A4: I've never raised rates on a set schedule, but have several times increased them at contract renewal time. [#solopr](#)



[Ryan Drumwright 1:42pm via web](#)

RT @[KellyeCrane](#): A4: BTW, one sign you're not charging enough: you're too busy and/or turning work away! [#solopr](#)



[SoloPR 1:42pm via Twubs](#)

@[LoisMarketing](#) When might you negotiate downwards? [#solopr](#)



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

A4: No annual rate increase, but may increase for new clients or adjust at contract renewal  
[#solopr](#)



[SoloPR 1:41pm via Twubs](#)

RT @[JenMarsikFriess](#) A4 Not in the contract. I renegotiate on a case-by-case basis. [#solopr](#)



[KellyeCrane 1:41pm via tchat.io](#)

A4: BTW, one sign you're not charging enough: you're too busy and/or turning work away!  
[#solopr](#)



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

I bill projects hourly, either independent or over and above managed services agreement. Review MS agreements annually. [#soloPR](#) A4



[KellyeCrane 1:40pm via tchat.io](#)

A4: I've never raised rates on a set schedule, but have several times increased them at contract renewal time. [#solopr](#)



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

I follow a managed services model with most clients. A flat monthly fee. Yes I may adjust upwards -- or downwards! -- each year [#soloPR](#)



[JenMarsikFriess 1:40pm via Twitter for Mac](#)

A4 Not in the contract. I renegotiate on a case-by-case basis. [#solopr](#)



[KellyeCrane 1:39pm via tchat.io](#)

A4: I think rate increases are more important when you're getting started, and may not have charged enough to begin with! [#solopr](#)



[karensxim](#) 1:39pm via Twubs

RT @SoloPR Q4: Do you do an annual rate increase for clients? [#solopr](#)



[KellyeCrane](#) 1:38pm via tchat.io

RT @SoloPR: Q4: Do you do an annual rate increase for clients? [#solopr](#) [#solopr](#)



[SoloPR](#) 1:38pm via Twubs

Q4: Do you do an annual rate increase for clients? [#solopr](#)



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

SEO and big data -- words tossed around by the "goo roos"! [#soloPR](#)



[SoloPR](#) 1:38pm via Twubs

Good stuff, everyone! Q4 is up next... [#solopr](#)



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

True RT @KellyeCrane @kjshrack BTW, I think SEO is one of those terms many clients know they need, but have no idea what it means! [#solopr](#)



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

@KellyeCrane EXACTLY! [#solopr](#)



[KellyeCrane](#) 1:37pm via [tchat.io](#)

A3: "Are we doing SEO?" - example client :- ) [#solopr](#)



[KellyeCrane](#) 1:37pm via [tchat.io](#)

@[kjshrack](#) BTW, I think SEO is one of those terms many clients know they need, but have no idea what it means! [#solopr](#)



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

RT @[KellyeCrane](#): @[kjshrack](#) Yes, overall, I think my approach to content is much the same, but how I present it changed. [#solopr](#)



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

@[LoisMarketing](#) Whoo hoo! All this content/SEO talk certainly makes me hungry :) [#solopr](#)



[karenskim](#) 1:36pm via [Twubs](#)

RT @[kjshrack](#) Not disputing imp of content or magic of SEO - asking if these recent updates are changing your sales pitch for social [#solopr](#)



[KellyeCrane](#) 1:36pm via [tchat.io](#)

@[kjshrack](#) Yes, overall, I think my approach to content is much the same, but how I present it changed. [#solopr](#)



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

@[KellyeCrane](#) @[LoisMarketing](#) I agree with what Lois said... scary. [#solopr](#)



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

Not disputing imp of content or magic of SEO - asking if these recent updates are changing your sales pitch for social [#solopr](#)



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

@[JasMollica](#) Sadly though there are those out there touting the "magic formula" for SEO, losing the true focus. Those scare me. [#soloPR](#)



[SoloPR](#) 1:33pm via Twubs

RT @[KeeyanaHall](#) A3 Any good PR pro should ALWAYS be advocating for quality content, regardless of SEO. [#solopr](#)



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

Yes! RT @[kcwriter](#): Quality content will attract people. Search spiders are always changing/improving so think of people first. [#solopr](#)



[SoloPR](#) 1:33pm via Twubs

RT @[kcwriter](#) Quality content will attract people. Search spiders are always changing/improving so think of people first. [#solopr](#)



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

\*Buying @[KeeyanaHall](#)'s lunch\* :)) [#soloPR](#)



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

@[LoisMarketing](#) Can never just focus on SEO. Not just scary, but a formula for failure. [#solopr](#)



[karenskim](#) 1:32pm via Twubs

Bam! RT @[kcwriter](#) Quality content will attract people. Search spiders are always changing/improving so think of people first. [#solopr](#)



[KellyeCrane](#) 1:32pm via tchat.io

@[kjshrack](#) I talk about SEO benefits more. Clients respond well to this phrase: "the pull, as well as the push." [#solopr](#)



[KeeyanaHall](#) 1:32pm via HootSuite

@[LoisMarketing](#) haha! That's what I want to know as well. What were you doing BEFORE SEO became the bees knees? [#solopr](#)



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

Bloggers, agencies and others so focused on SEO scare me. That is all. [#soloPR](#) A3

[kcwriter](#) 1:32pm via oneQube TweetChat

Quality content will attract people. Search spiders are always changing/improving so think of people first. [#solopr](#)



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

Ha! RT @[LoisMarketing](#): If you're just now discovering importance and power of content .. where have you been?? [#soloPR](#) A3



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

A3 Starting to see SEO people talking content. But I'm also seeing them do it in SEO ways (i.e., screaming for attn.). [#solopr](#)



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

RT @[KeeyanaHall](#): A3 Any good PR pro should ALWAYS be advocating for quality content, regardless of SEO. [#solopr](#)



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

A3 Any good PR pro should ALWAYS be advocating for quality content, regardless of SEO. [#solopr](#)



[SoloPR 1:31pm via Twubs](#)

RT @[kjshrack](#) Is anyone pointing specifically to Google changes in new biz pitches as a push to get clients on the content train? [#solopr](#)



[SoloPR 1:30pm via Twubs](#)

This! RT @[dariasteigman](#) A3 No. I've always pitched (and preached) quality content. The SEO is just catching up. :) [#solopr](#)



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

If you're just now discovering importance and power of content .. where have you been?? [#soloPR](#) A3



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

Is anyone pointing specifically to Google changes in new biz pitches as a push to get clients on the content train? [#solopr](#)



[KellyeCrane 1:30pm via tchat.io](#)

A3: I will say that the current emphasis on content makes the sales process easier. Buzzwords like "inbound marketing, etc." [#solopr](#)



[karensxim](#) 1:29pm via Twubs

Yes! RT @[dariasteigman](#) A3 No. I've always pitched (and preached) quality content. The SEO is just catching up. :) [#solopr](#)



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

Boom! RT @[dariasteigman](#): A3 No. I've always pitched (and preached) quality content. The SEO is just catching up. :) [#solopr](#)



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

Content is king. Most of my clients are small to mid sized biz so Google/SEO isn't always huge factor. Content quality always!! [#soloPR](#) A3



[karensxim](#) 1:29pm via Twubs

[#solopr](#)



[karensxim](#) 1:29pm via Twubs

A3: I've been doing this for clients for a long time now [#solopr](#)



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

Exactly. RT @[KellyeCrane](#): A3: I've always been a firm believer in quality content as the foundation of any PR effort- it's step 1. [#solopr](#)



[JasMollica](#) 1:29pm via Twitter for iPhone

RT @[KellyeCrane](#): A3: I've always been a firm believer in quality content as the foundation of any PR effort- it's step 1. [#solopr](#)



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

RT @[KellyeCrane](#): A3: I've always been a firm believer in quality content as the foundation of any PR effort- it's step 1. [#solopr](#)



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

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



[KellyeCrane](#) 1:29pm via [tchat.io](#)

@[dariasteigman](#) Oh, jinx! I agree. [#solopr](#)



[KellyeCrane](#) 1:28pm via [tchat.io](#)

A3: I've always been a firm believer in quality content as the foundation of any PR effort- it's step 1. [#solopr](#)



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

A3 No. I've always pitched (and preached) quality content. The SEO is just catching up. :) [#solopr](#)



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

Yes. Q4? ;) ;) [#soloPR](#) A3



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

RT @SoloPR: Q3: With Google's ever-increasing emphasis on quality content, are you pitching more content strategies to new biz? [#solopr](#)

VOCUS

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

@SoloPR A3 Content strategy is essential so yes! Quality quality quality. [#solopr](#)



[karensxim 1:28pm via Twubs](#)

RT @SoloPR Q3: With Google's ever-increasing emphasis on quality content, are you pitching more content strategies to new biz? [#solopr](#)



[makasha 1:28pm via Twubs](#)

RT @SoloPR Q3: With Google's ever-increasing emphasis on quality content, are you pitching more content strategies to new biz? [#solopr](#)



[SoloPR 1:27pm via Twubs](#)

Q3: With Google's ever-increasing emphasis on quality content, are you pitching more content strategies to new biz? [#solopr](#)



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

@karensxim Aww, well thanks, Karen! You find it hard to believe, but tell that to a difficult client. ;) [#solopr](#)



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

Q1 and Q2 -- be confident asking your client for time to respond. If you feel you must 'react' you need to re-evaluate relationship [#soloPr](#)



[SoloPR 1:26pm via Twubs](#)

Great stuff, all - Q3 is coming up... [#solopr](#)



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

Exactly. RT @[KellyeCrane](#): A1: If the client will not budge, but sure to document your counsel in writing (email or memo). [#solopr](#)



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

RT @[3HatsComm](#) Think on it. It's ok to tell client you like their creativity, but need a moment to consider how best to make it work. [#solopr](#)



[KellyeCrane](#) 1:25pm via tchat.io

A1: I have outlived a few client contacts who made missteps- it can be done! [#solopr](#)

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

A2 Think on it. It's ok to tell client you like their creativity, but need a moment to consider how best to make it work. [#solopr](#)



[karensxim](#) 1:24pm via Twubs

@[KeeyanaHall](#) I find it hard to believe anyone would ever think that about you :- ) [#solopr](#)



[KellyeCrane](#) 1:24pm via tchat.io

A1: If the client will not budge, but sure to document your counsel in writing (email or memo). [#solopr](#)



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

@[SoloPR](#) You and I think with our bouffants all the time :) [#soloPR](#)



[KeeyanaHall](#) 1:23pm via HootSuite

@[JenMarsikFriess](#) I like being able to do this. Then I can't be accused of being on a "high horse" or not being cooperative. [#solopr](#)



[SoloPR](#) 1:23pm via Twubs

@[LoisMarketing](#) I like "hair brained" because it implies they have crazy hair (kidding - thx for the catch!) [#solopr](#)



[karensxim](#) 1:23pm via Twubs

A2: Ask questions. Often when you listen respectfully & ask questions they get to figure out it won't work [#solopr](#)



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

Yes! RT @[karensxim](#) A2: You can take elements of their "scheme" and rework it into something practical [#solopr](#)

[kcwriter](#) 1:22pm via oneQube TweetChat

RT @[3HatsComm](#) @[dariasteigman](#) Don't dismiss entire idea; find parts that will work per project, campaign, implement elsewhere [#solopr](#)



[KeeyanaHall](#) 1:22pm via HootSuite

Win-win RT @[karensxim](#): A2: You can take elements of their "scheme" and rework it into something practical [#solopr](#)



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

Remember that it's a "hare brained" idea .. not a "hair-brained" one :) Hare = relative of rabbit. :)  
[#soloPR](#)



[SoloPR 1:22pm via Twubs](#)

This! RT @[JenMarsikFriess](#) A2 Look for examples/backup to help illustrate why a "slightly different direction" might be better. [#solopr](#)



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

@[3HatsComm](#) That's key. It's about harnessing what makes sense (assuming a viable goal in mind) w/ what's realistic & doable. [#solopr](#)



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

A2: Determine if there is a way to improve the idea to make it work for the client's goals [#solopr](#)



[SoloPR 1:22pm via Twubs](#)

RT @[3HatsComm](#) @[dariasteigman](#) Don't dismiss entire idea; find parts that will work per project, campaign, implement elsewhere [#solopr](#)



[KeeyanaHall 1:21pm via HootSuite](#)

RT @[JenMarsikFriess](#): A2 Look for examples/backup to help illustrate why a "slightly different direction" might be better. [#solopr](#)



[SoloPR 1:21pm via Twubs](#)

Great pt RT @[kjshrack](#) A2) Again, take it back to their goals, and offer other (more realistic) options to get there [#solopr](#)



[karenskim 1:21pm via Twubs](#)

A2: You can take elements of their "scheme" and rework it into something practical [#solopr](#)



[KeeyanaHall](#) 1:21pm via HootSuite

A2: Mostly talk it through w/them to understand their perspective. Then talk through to see how idea aligns w/their goals. [#solopr](#)



[makasha](#) 1:21pm via Twubs

A2: Listen, take notes and make sure I'm not passing judgment. [#solopr](#)

[3HatsComm](#) 1:21pm via Twubs

@[dariasteigman](#) Don't dismiss entire idea; find parts that will work per project, campaign, implement elsewhere [#solopr](#)



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

Don't dismiss it! Listen to your client before tossing it. They could be onto something! Don't rush into it -- but be open. [#soloPR](#) A2



[SoloPR](#) 1:21pm via Twubs

That's nice of you! RT @[karensxim](#) A2: I praise the creatviity, try not to dampen enthusiasm and propose an alternative [#solopr](#)



[JenMarsikFriess](#) 1:21pm via Twitter for Mac

A2 Look for examples/backup to help illustrate why a "slightly different direction" might be better. [#solopr](#)



[PaulaJohns](#) 1:21pm via Twubs

Oh no! We've all been there...RT @akenn: A2. Gosh, I should have a good answer since THIS SEEMS TO BE MY LIFE LATELY [#solopr](#)



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

RT @kjshrack: A2) Again, take it back to their goals, and offer other (more realistic) options to get there [#solopr](#)



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

+1 RT @KellyeCrane: A2: Research and backup sources can be key. Show them why it won't work, suggest alternatives. [#solopr](#)



[SoloPR](#) 1:20pm via Twubs

Yes! RT @marikalynch A2 First, seek to understand why, first and foremost. You may find a better solution by listening [#solopr](#)

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

Agree. RT @dariasteigman A2 Sigh. It's a balancing act b/w being encouraging and redirecting them somewhere productive. [#solopr](#)



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

RT @SoloPR: Q2: What do you do when your client is super excited about a really hair-brained idea? [#solopr](#)



[karensxim](#) 1:20pm via Twubs

Nice approach RT @JasMollica "Ok, let's discuss this." It gives client the time to further explain where he/she is coming from. [#solopr](#)



[KellyeCrane](#) 1:20pm via tchat.io

A2: Research and backup sources can be key. Show them why it won't work, suggest alternatives. [#solopr](#)



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

RT @[kjshrack](#) A2) Again, take it back to their goals, and offer other (more realistic) options to get there [#solopr](#)



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

@[akenn](#) Oh no. Good times. [#solopr](#)



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

A2 Sigh. It's a balancing act b/w being encouraging and redirecting them somewhere productive. [#solopr](#)



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

A2 First, seek to understand why, first and foremost. You may find a better solution by listening [#solopr](#)



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

A2) Again, take it back to their goals, and offer other (more realistic) options to get there [#solopr](#)



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

@[dariasteigman](#) Yes we do! :-)  
[#solopr](#)



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

Q2: First thing I would say is, "Ok, let's discuss this." It gives client the time to further explain where he/she is coming from. [#solopr](#)



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

If YOU think it's "hare brained" .. have YOU really thought through it? A well thought-out creative approach .. yay! [#soloPR](#) A2

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

A2 Put on my 'bad cop, devil's advocate' hat and politely, nicely debate merits of idea. If I can't get them to see light, their \$ [#solopr](#)



[karenswym 1:18pm via Twubs](#)

A2: I praise the creatviity, try not to dampen enthusiasm and propose an alternative [#solopr](#)

[akenn 1:18pm via tchat.io](#)

A2. Gosh, I should have a good answer since THIS SEEMS TO BE MY LIFE LATELY [#solopr](#)



[SoloPR 1:18pm via Twubs](#)

Sometimes I take poetic license with how I ask the questions- glad you enjoyed. :- ) [#solopr](#)



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

Jumping into [#solopr](#) for a while. Happy Wednesday!



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

@[karenswym](#) Every now and then we need a good laugh, don't we? [#solopr](#)



[PaulaJohns](#) 1:18pm via Twubs

A2. Same answer as for Q1. Take a moment or two to think it through before responding.  
[#solopr](#)



[KellyeCrane](#) 1:18pm via tchat.io

@[JasMollica](#) I think "calm" is more true for some people than others, but I like your wavelength!  
[#solopr](#)



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

Ha Ha Ha Ha Ha The End. RT @[SoloPR](#): Q2: What do you do when your client is super excited about a really hair-brained idea? [#solopr](#)



[karenschwim](#) 1:17pm via Twubs

ROFL! RT @[SoloPR](#) Q2: What do you do when your client is super excited about a really hair-brained idea? [#solopr](#)



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

Taking a time out, thinking through a situation and then properly responding to it on your own strengthens your backbone! [#soloPR](#) A1



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

RT @[SoloPR](#): Q2: What do you do when your client is super excited about a really hair-brained idea? [#solopr](#)



[JenMarsikFriess](#) 1:17pm via Twitter for Mac

A1 A client gets very abrupt when getting pressure from her boss. Try to ID client coping mechanisms to not take it personally. [#solopr](#)



[SoloPR 1:17pm via Twubs](#)

Q2: What do you do when your client is super excited about a really hair-brained idea? [#solopr](#)



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

Q1: It's in our make up to be calm, I believe. So when client does frustrate, just remember how someone treated you in similar time. [#solopr](#)



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

A1: I let them vent and I listen [#solopr](#)



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

Don't involve others unless they can truly help you with specific issue. Learn to think thru/manage situations yourself. [#soloPR](#) A1



[SoloPR 1:15pm via Twubs](#)

Great discussion/tips everyone! Q2 is coming up next... [#solopr](#)



[KellyeCrane 1:15pm via tchat.io](#)

A1: For those lucky souls who've never/rarely been angry, I think it often generates from those who aren't your main contact. [#solopr](#)

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

@[dariasteigman](#) Sanity and/or reality check, line 1. :- ) [#solopr](#)



[makasha](#) 1:15pm via HootSuite

A1: But I probably do this [#iworkinpr](#) — A sign that you're over it [ow.ly/nVFJk](#) [#solopr](#)



[JenMarsikFriess](#) 1:15pm via Twitter for Mac

@[dariasteigman](#) I'm going to start sending mine to you! [#justkidding](#) [#notreally](#) [#solopr](#)



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

This has rarely happened to me. Most of the time it was over a specific incident or matter. Learned to isolate/address the problem [#soloPR](#)

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

+1 RT @[kjshrack](#): don't get defensive. Cool down, find out the specifics; offer rationale based on their goals, new options [#solopr](#)



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

A1: I think I do this ... [#iworkinpr](#) — [ow.ly/nVFzU](#) [#solopr](#)



[SoloPR](#) 1:13pm via Twubs

LOL- awesome RT @[3HatsComm](#) A1 Have BFFs on speed dial. Emergency chocolate stash. Stop and decide what wine to have w/ dinner. [#solopr](#)



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

@[RebeccaEdgar](#) It's the art of self-selecting clients wisely. :) [#solopr](#)



[SoloPR](#) 1:13pm via Twubs

Agree! MT @akenn A1. The beauty of working solo, often virtually, is that no one can see you when you lose it. Can take a "timeout" [#solopr](#)



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

Consider your client or their rep. What's behind the problem? As you decompress and analyze encourage them to do same. [#soloPR](#) A1



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

RT @KellyeCrane: A1: I find it helps my mood to call a non-work friend & talk non-work stuff. Reminder of what's important. [#solopr](#)

[kcwriter 1:13pm via oneQube TweetChat](#)

RT @KellyeCrane A1: If a client is unreasonable, sometimes they're getting heat internally. Being an oasis of calm can help! [#solopr](#)



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

@JenMarsikFriess When I have "challenging" emails, I always try to get someone else to read. Make sure the tone, wording are correct. [#solopr](#)



[SoloPR 1:12pm via Twubs](#)

RT @kjshrack Whatever you do, don't get defensive. Cool down, find out the specifics, & then offer rationale based on their goals [#solopr](#)



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

A1: if possible, sleep on it. Never seems as bad the next day. [#solopr](#)



[KellyeCrane 1:12pm via tchat.io](#)

A1: If a client is being unreasonable, sometimes they're getting heat internally. Being an oasis of calm can help! [#solopr](#)



[JenMarsikFriess](#) 1:12pm via [Twitter for Mac](#)

Yes! RT [@dariasteigman](#): A1 And when you're ready to send that email, vet it by someone else first. [#solopr](#)



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

A1 Not sure a client's ever made me angry. Despondent, shaking head, banging head on desk... all a different story. [#solopr](#)



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

Whatever you do, don't get defensive. Cool down, find out the specifics, & then offer rationale based on their goals - & new options [#solopr](#)



[SoloPR](#) 1:11pm via [Twubs](#)

Good idea MT [@kcwriter](#) A1: ...Sometimes I discuss it with a 3rd party for another POV. [#solopr](#)



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

[@3HatsComm](#) [@KellyeCrane](#) Or hop on the treadmill! :) [#soloPR](#)



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

RT [@3HatsComm](#): A1 Have BFFs on speed dial. Emergency chocolate stash. Stop and decide what wine to have w/ dinner. [#solopr](#)

[3HatsComm](#) 1:10pm via [Twubs](#)

A1 Have BFFs on speed dial. Emergency chocolate stash. Stop and decide what wine to have w/ dinner. [#solopr](#)



[KellyeCrane](#) 1:10pm via [tchat.io](#)

A1: I find it helps my mood to call a non-work friend & talk non-work stuff. Reminder of what's important. [#solopr](#)



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

RT @[LoisMarketing](#): When you're angry don't leave the client without any response. Let them know you need time to respond. [#soloPR](#) A1



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

When you're angry don't leave the client without any response. Let them know you need time to respond. [#soloPR](#) A1



[SoloPR](#) 1:09pm via [Twubs](#)

Great pt- what's motivating them. RT @[JasMollica](#) Q1: ...Re-analyze the situation and put yourself in their shoes. [#solopr](#)



[JenMarsikFriess](#) 1:09pm via [Twitter for Mac](#)

A1 What @[PaulaJohns](#) said - resist the urge to respond immediately. Think about mitigating factors. [#solopr](#)



[karensnim](#) 1:09pm via [Twubs](#)

Ha! This!->>RT @[KellyeCrane](#) A1: Put your hands up (surgeon style) and step away from the desk...I repeat, step away... :-) [#solopr](#)



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

Good day, [#solopr](#). Signing in from Oakville, Ontario.



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

A1 And when you're ready to send that email, vet it by someone else first. [#solopr](#)



[PaulaJohns 1:09pm via Twubs](#)

A1. Sometimes client actions are driven by directives they have no control over. Don't play blame game. [#solopr](#)

[kcwriter 1:09pm via oneQube TweetChat](#)

A1: Try to wait until I'm calm before responding. Sometimes I discuss it with a 3rd party for another POV. [#solopr](#)

[akenn 1:09pm via tchat.io](#)

A1. The beauty of working solo, often virtually, is that noone can see you when you lose it. Can take that "timeout" when needed. [#solopr](#)



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

Popping in late to [#solopr](#). Distracted leaving a comment on @[mdbarber](#)'s terrific post about online bullies ([bit.ly/19thYIZ](http://bit.ly/19thYIZ)).



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

Simply say/write "I cannot respond to this right now. May I get back to you?" then walk away to gather your thoughts [#soloPR](#) A1



[karens swim](#) 1:09pm via Twubs

Good advice! RT @[JasMollica](#) Q1: Take a deep breath and don't fire off an email/phone call right away. [#solopr](#)



[SoloPR](#) 1:08pm via Twubs

RT @[karens swim](#) A1: Give yourself some time and space to calm down and assess [#solopr](#)



[KellyeCrane](#) 1:08pm via tchat.io

A1: Put your hands up (surgeon style) and step away from the desk...I repeat, step away... :-)  
[#solopr](#)



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

RT @[marikalynch](#): Walk around block. Keep walking. RT @[PaulaJohns](#): A1. First and foremost -- take a deep breath. [#solopr](#)



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

Walk around block. Keep walking. RT @[PaulaJohns](#): A1. First and foremost -- take a deep breath. [#solopr](#)



[karens swim](#) 1:08pm via Twubs

A1: Give yourself some time and space to calm down and assess [#solopr](#)



[SoloPR](#) 1:07pm via Twubs

Welcome to all the new faces today- glad you could join us! [#solopr](#)



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

Q1: Take a deep breath and don't fire off an email/phone call right away. Re-analyze the situation and put yourself in their shoes. [#solopr](#)



[karenskim](#) 1:07pm via Twubs

@[akenn](#) I'm pretty sure that describes us all doesn't it? :-)  
[#solopr](#)



[PaulaJohns](#) 1:07pm via Twubs

A1. First and foremost -- take a deep breath. [#solopr](#)



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

Greetings [#solopr](#) I'm based in [#Tampa](#) and handle [#socialmedia](#) for [@flphilanthropy](#). [#Florida](#)



[karenskim](#) 1:07pm via Twubs

@[JasMollica](#) Hi Jason! :-)  
[#solopr](#)



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

RT @[SoloPR](#) Let's start w/a bang... Q1: What do you do when a client makes you really angry?  
[#solopr](#)



[makasha](#) 1:06pm via Twubs

RT @[SoloPR](#) Let's start w/a bang... Q1: What do you do when a client makes you really angry?  
[#solopr](#)



[SoloPR 1:06pm via Twubs](#)

Let's start w/a bang... Q1: What do you do when a client makes you really angry? [#solopr](#)



[PaulaJohns 1:06pm via Twubs](#)

It's [#solopr](#) time! I'm joining in from the San Diego area.



[makasha 1:06pm via Twubs](#)

RT @[KellyeCrane](#) Great crowd gathering - welcome all! Q1 is coming up... [#solopr](#)

[akenn 1:06pm via tchat.io](#)

@[karensxim](#) ooh the visual...& hello all from Boston! [#solopr](#) [#solopr](#)



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

Keeping northeast Atlanta in line while @[KellyeCrane](#) takes care of the rest of it. Solo mktg/PR pro tucked away in suburbia :) [#soloPR](#)



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

@[karensxim](#) Hi Karen! :) [#solopr](#)



[KellyeCrane 1:05pm via tchat.io](#)

Great crowd gathering - welcome all! Q1 is coming up... [#solopr](#)



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

Good afternoon! Karen Swim, member of the head-spinning club. Joining from MI [#solopr](#)



[JenMarsikFriess](#) 1:05pm via [Twitter for Mac](#)

Hi from Jen in Dallas-Fort Worth! Welcome, [@kjshrack](#)! [#solopr](#)



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

[@KellyeCrane](#) Thanks... It's the truth. :) [#SoloPR](#)



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

[@JasMollica](#) Passionate [#solopr](#) pro - I like it!



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

Hi [#solopr](#), I do communications strategy for foundations and nonprofits



[makasha](#) 1:04pm via [Twubs](#)

Hello from Florida. [#solopr](#)



[KellyeCrane](#) 1:04pm via [tchat.io](#)

Hi everyone - we've got a ton in the works for [#solopr](#)! My head is spinning... in a good way. :-)  
[#solopr](#)



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

Hi all! This is my first time joining - looking forward to it! [#solopr](#)

[akenn](#) 1:03pm via [Tweet Button](#)

RT @SoloPR: It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields. [#solopr](#)



[SoloPR 1:03pm via Twubs](#)

We have room for more Qs this week, so send them to @[KellyeCrane](#) without the hashtag (or by DM)! [#solopr](#)



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

Hi, [#SoloPR](#), Jason Mollica.. pres of @[JRM\\_Comm](#), PR/SM consultant, speaker and passionate solo pro. :)



[JenMarsikFriess 1:02pm via Twitter for Mac](#)

RT @SoloPR: It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields. [#solopr](#)



[SoloPR 1:02pm via Twubs](#)

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



[SoloPR 1:01pm via Twubs](#)

It's time for this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields. [#solopr](#)