



#SoloPR Transcript –1/22/2014

Q1: How should a PR consultant prepare for an initial meeting with a potential client? [#solopr](#)

Q2: What are some questions you come with that initial meeting? [#solopr](#)

Q3: What have other solos found to be effective for national news media pitches? How do you break through? [#solopr](#)

Q4: Do you ever work as a subcontractor to others? Any tips/things to be careful of? [#solopr](#)



SoloPR @SoloPR 4h

Transcript from today's chat will be up on the blog tomorrow. Have a great week, everyone! [#solopr](#)



SoloPR @SoloPR 4h

Thanks to you all for participating in another fun and informative chat! Remember, we exchange ideas on the hashtag all week. [#solopr](#)



Mary Deming Barber @mdbarber 4h

Have a great week all. Talk with you later. [#solopr](#)



Mary Deming Barber @mdbarber 4h

True. & resources on premium website. MT @gregwbrooks: If you're on this chat & NOT on the SoloPRPro FB group ur missing out. #soloPR



gregwbrooks @gregwbrooks 4h

@REDMEDIAPR Every bar needs That Guy In The Corner(tm). #soloPR



SoloPR @SoloPR 4h

Well, we're about out of time. Thanks for the shoutouts for #soloPR PRO Premium membership today-join us: soloprpro.com/join/



Joan Witte @jlwitte 4h

I could have used this advice RT @karensxim: your payment should not depend on primary's payment from client, bad road to travel #SoloPR



Davina Brewer @3hats @3HatsComm 4h

@LoisMarketing I think the keyword there is 'quality' and we all determine what is and isn't a good, quality fit w/ each client #soloPR



REDMEDIA @REDMEDIAPR 4h

Bonus: greg posts a lot there! RT @gregwbrooks: If you're on this chat and NOT on the SoloPRPro FB group? You're missing out. #soloPR



Kellye Crane @KellyeCrane 4h

@jendonovans Prob not enough time to cover another question well - feel free to DM it to me for next week! #soloPR



Karen Swim @karens swim 4h

@dariasteigman Oh yuck, hope all goes well Daria! #solopr



Jennifer Donovan @jendonovansf 4h

@KellyeCrane I like the sound of that! #SoloPR



Karen Swim @karens swim 4h

Yes! RT @KellyeCrane: The sub doesn't have to be paid less, BTW. If they have extra special skills, they may even make more! #solopr



Daria Steigman @dariasteigman 4h

Sorry, got distracted. And now I'm on a tear. Hate when staff gets dissed... Catch you all later! #solopr



Jennifer Donovan @jendonovansf 4h

Agree 100% MT @gregwbrooks: Side issue: If you're NOT on the SoloPRPro FB group, You're missing out. #solopr



Kellye Crane @KellyeCrane 4h

A4: The subcontractor doesn't have to be paid less, BTW. If they have extra special skills, they may even make more! #solopr



REDMEDIA @REDMEDIAPR 4h

SO TRUE RT @karens swim: @SoloPR @jlwitte I would add your payment should not depend on payment from client, bad road to travel #SoloPR



gregwbrooks @gregwbrooks 4h

Side issue: If you're on this chat and NOT on the SoloPRPro FB group? You're missing out. It's the only ProfDev I spend money on. [#solopr](#)



BluePepper PR @BluePepperPR 4h

Don't hold my \$ hostage. ~> MT [@karensxim](#) [@SoloPR](#) [@jlitte](#) Your payment should not depend on primary's payment from client. [#solopr](#)



Karen Swim @karensxim 4h

[@SoloPR](#) [@jlitte](#) I would add your payment should not depend on primary's payment from client, bad road to travel [#SoloPR](#)



Jennifer Donovan @jendonovansf 4h

[@KellyeCrane](#) - Are we out of time for questions or can I throw in one more? [#SoloPR](#)



BluePepper PR @BluePepperPR 4h

[@3HatsComm](#) In partnerships, if you're held accountable, you should be empowered to be responsible (for successes + failures). [#solopr](#)



Kellye Crane @KellyeCrane 4h

[@AerialEllis](#) Hey there, Aerial!! How are you? Are you coming to the Solo PR Summit in Feb? [#solopr](#) [#peerpressure](#)



Kellye Crane @KellyeCrane 4h

[@gregwbrooks](#) Yes, there are just too many things to disagree about in a partnership, IMO (why spending so much on accountant, etc). [#solopr](#)



Jennifer Donovan @jendonovansf 4h

@3HatsComm Good insight, thanks. #SoloPR



BluePepper PR @BluePepperPR 4h

Acuras are solid + reliable. :) -> @LoisMarketing @gregwbrooks @RockPolishPR Some are the Bugattis. Some are the Acuras. ;) #solopr



Jennifer Donovan @jendonovansf 4h

BTW - I think we need name tags with our Twitter pics for the #SoloPR conference so we can quickly recognize each other :)



Davina Brewer @3hats @3HatsComm 4h

A4 one of few times I subbed, I had responsibilities, but little authority to manage/direct program to meet those goals. Mistake. #solopr



SoloPR @SoloPR 4h

Why yes, they do! RT @jlwitte: A4...[the primary contractor] needs to be comfortable making a collection call. #solopr



Karen Swim @karenswim 4h

RT @gregwbrooks: @KellyeCrane I wouldn't say "never" but not my pref., learned alot about right approach from John Reddish (RIP) #soloPR



Aerial M. Ellis @AerialEllis 4h

Yes. RT @KellyeCrane: A3: And BTW, don't try to buddy up to an influencer a week before you pitch. That's not fooling anyone! #solopr



SoloPR @SoloPR 4h

MT @gregwbrooks: A4: ...1. Mutual indemnification. 2. No discounting (most of the time). 3. Net 30, period. #solopr



Michael Willett @MichaelWillett 4h

! RT @SoloPR Welcome everyone! Great crowd gathering. (less than a month 'til #SoloPR Summit! soloprpro.com/summit



Lois Martin #121 @LoisMarketing 4h

@BluePepperPR @gregwbrooks @RockPolishPR Some are the Bugattis. Some are the Acuras. ;) #solopr



gregwbrooks @gregwbrooks 4h

@KellyeCrane TOTALLY agree re: sub vs. partnership. Frankly, I don't trust anyone else to manage my risk except me. #solopr



Davina Brewer @3hats @3HatsComm 4h

A4 re: scope, expectations. Set who manages - and who doesn't - client; be clear on responsibilities, operational authority #solopr



Kellye Crane @KellyeCrane 4h

@jendonovansf Yes, it was like watching an ugly divorce happen (I was a sub to the partnership-based biz). #solopr



Karen Swim @karenswim 4h

@_JasminMartin Ha! :-;) #SoloPR

#solopr transcript – 1/22/2014

For more information and resources, visit <http://soloprpro.com/>



Karen Swim @karenswim 4h

A4: As a sub, no different than other clients [#SoloPR](#)



Mary Deming Barber @mddbarber 4h

Yes. So join! MT [@SoloPR](#): FYI-group is for Premium members -- for great discussion about subcontracting on the Facebook group. [#solopr](#)



Kellye Crane @KellyeCrane 4h

A4: Make sure roles and responsibilities are clearly articulated- even more so when working w/friends! [#solopr](#)



Jasmin Martin @_JasminMartin 4h

Q4: Yes, but only for friends :) [#SoloPR](#)



Karen Swim @karenswim 4h

[@3HatsComm](#) Yes, you articulated that so well! [#SoloPR](#)



Jennifer Donovan @jendonovansf 4h

[@KellyeCrane](#) Yikes... [#SoloPR](#)



BluePepper PR @BluePepperPR 4h

Know your value! ~> [@gregwbrooks](#) [@BluePepperPR](#) [@LoisMarketing](#) [@RockPolishPR](#) From this point on, I am the Bugatti showroom of PR. [#solopr](#)



Kellye Crane @KellyeCrane 4h

#solopr transcript – 1/22/2014

For more information and resources, visit <http://soloprpro.com/>

A4: I witnessed a partnership blow up from the sidelines- I'd never do partnership agreements. Only sub
[#solopr](#)



Joan Witte @jlwitte 4h

A4. I have hired some contractors & have been a subcontractor. The hard prime needs to be comfortable making a collection call. [#solopr](#)



Michael Willett @MichaelWillett 4h

! RT [@mbarber](#) A4 Great discussion about subcontracting on the Facebook group, and even more great tips at [.solopr.com](#)



Davina Brewer @3hats @3HatsComm 4h

[@karensxim](#) good one, develop the working relationship first before moving on to more ambitious client projects [#solopr](#)



REDMEDIA @REDMEDIAPR 4h

[@jendonovansf](#) [@karensxim](#) check out [@badpitch](#) [#solopr](#)



Lois Martin #121 @LoisMarketing 4h

[@BluePepperPR](#) [@gregwbrooks](#) [@RockPolishPR](#) Enjoyed chatting. I need to bow out for a call. Chat again soon! [#soloPR](#)



gregwbrooks @gregwbrooks 4h

[@BluePepperPR](#) [@LoisMarketing](#) [@RockPolishPR](#) From this point on, I am the Bugatti showroom of PR. [#solopr](#)



Mary Deming Barber @mdbarber 4h

A4 - And when you're hiring a sub, you're hiring an employee/agency so treat them as you would hope to be treated. [#solopr](#)



Karen Swim @karens swim 4h

A4: If you're using test on small project first and build in extra time [#SoloPR](#)



SoloPR @SoloPR 4h

FYI-group is for Premium members RT [@mdbarber](#): A4 - There's a great discussion about subcontracting on the Facebook group...[#solopr](#) [#solopr](#)



Michael Willett @MichaelWillett 4h

For sure! RT [@KellyeCrane](#) A3: Also, build relationships before you need them. Reporters are people, too :) [#solopr](#)



Mary Deming Barber @mdbarber 4h

A4 - When you're subbing, the person you're subbing to becomes a client. Treat them no differently than you would a prospect. [#solopr](#)



Karen Swim @karens swim 4h

[@jendonovansf_badpitch.blogspot.com](#) [#solopr](#)



Lois Martin #121 @LoisMarketing 4h

[@BluePepperPR](#) As [#soloPR](#) we have that freedom -- and yes, it's up to each of us and our discretion. [@gregwbros](#) [@RockPolishPR](#)



gregwbrosks @gregwbrosks 4h



Betsy A. Decillis @decillis 4h

A4: I agree with @redmediapr, it's no different than any other client. #solopr



Michael Willett @MichaelWillett 4h

Yes! RT @RockPolishPR #solopr A3: Old school phone calls (can't believe I'm saying that) to your contacts.



Kellye Crane @KellyeCrane 4h

A4: Subcontractors and subcontracting has been a key part of my business for ~20 yrs! #solopr



Lois Martin #121 @LoisMarketing 4h

@BluePepperPR But -- what could you do short-term to 'shine' and win a longer engagement? #soloPR @gregwbrosks @RockPolishPR



Mary Deming Barber @mdbarber 4h

A4 - There's a great discussion about subcontracting on the Facebook group, and even more great tips at solopr.com. #solopr



REDMEDIA @REDMEDIAPR 4h

A4 - same questions you would ask a biz - expectations, payment schedule, time commitment etc Don't make assumptions #solopr



Karen Swim @karenskim 4h

A4: Work as and use subs. Have a clear scope of work and budget [#SoloPR](#)



BluePepper PR @BluePepperPR 4h

[@LoisMarketing](#) [@gregwbrooks](#) [@RockPolishPR](#) No need to visit the Bugatti showroom if your car budget is \$500. Manage the expectation. [#solopr](#)



Kellye Crane @KellyeCrane 4h

RT [@SoloPR](#): Q4: Do you ever work as a subcontractor to others? Any tips/things to be careful of? [#solopr](#)



Karen Swim @karenswim 4h

One thing I like about [@nurph](#) is that it pins each question to the top of the bar so you don't lose track [#SoloPR](#)



Michael Willett @MichaelWillett 4h

Good! RT [@KellyeCrane](#) A3: But, if you don't have an existing relationship, the power is in the pitch. They do still work! [#solopr](#)



Jennifer Donovan @jendonovansf 4h

[@karenswim](#) [@REDMEDIAPR](#) I'm not seeing many Tweets on it. Assuming it's a site? [#SoloPR](#)



SoloPR @SoloPR 4h

Q4: Do you ever work as a subcontractor to others? Any tips/things to be careful of? [#solopr](#)



Rock Polish PR @RockPolishPR 4h

[#solopr](#) A3: Old school phone calls (can't believe I'm saying that) to your contacts.



Karen Swim @karens swim 4h

Oops, now I feel bad because you may have nightmares too! lol @jendonovansf: @REDMEDIAPR Why don't I know about this! #SoloPR



Neta Yoffe @PRnetaNY 4h

A3: I like to follow reporters on twitter or other social media to learn their style and also pitch to them through SM - it works! #solopr



1. **Jennifer Donovan** @jendonovansf 4h

@karens swim @REDMEDIAPR Why don't I know about this! Looking now. #SoloPR



Mary Deming Barber @mdbarber 4h

I found at least one of my listening posts...subject line for my talk in Atlanta. Hope to see you! barbergp.com/why-why-why/ #solopr



Karen Swim @karens swim 4h

@REDMEDIAPR @jendonovansf Oh god I have nightmares about that! *shudder* #SoloPR



SoloPR @SoloPR 4h

Nice ideas and tips on Q3, thanks all! Q4 is up next... #solopr



Lois Martin #121 @LoisMarketing 4h

@gregwbrooks @BluePepperPR @RockPolishPR I realize each of our businesses is structured differently - and approached differently! :) #solopr



Kellye Crane @KellyeCrane 4h

A3: But, if you don't have an existing relationship, the power is in the pitch. They do still work! [#solopr](#)



Jasmin Martin @_JasminMartin 4h

THIS! RT [@KellyeCrane](#): A3: And BTW, don't try to buddy up to an influencer a week before you pitch. That's not fooling anyone! [#solopr](#)



REDMEDIA @REDMEDIAPR 4h

[@jendonovansf](#) or end up on [#badpitch](#) that would be even worse lol [#solopr](#)



Karen Swim @karenswim 4h

Well said! RT [@BluePepperPR](#): [@KellyeCrane](#) This tip is applicable outside of media relations. [#solopr](#)



Kellye Crane @KellyeCrane 4h

[@jendonovansf](#) Agree- the best [#PR](#) pros are truly friends with reporters/editors. [#solopr](#)



BluePepper PR @BluePepperPR 4h

RT [@KellyeCrane](#) A3: And BTW, don't try to buddy up to an influencer a week before you pitch. That's not fooling anyone! [#solopr](#)



BluePepper PR @BluePepperPR 4h

[@KellyeCrane](#) This tip is applicable outside of media relations. [#solopr](#)



Karen Swim @karenswim 4h

Word! RT [@KellyeCrane](#): A3: And BTW, don't try to buddy up to an influencer a week before you pitch. That's not fooling anyone! [#solopr](#)



Karen Swim [@karenswim](#) 4h

[@3HatsComm](#) [@gregwbrooks](#) So very true Davina, it's what we would want if in their shoes. [#solopr](#)



Jennifer Donovan [@jendonovansf](#) 4h

[@KellyeCrane](#) Sometimes we treat them differently because we need something from them. Think of it like a win-win relationship [#SoloPR](#)



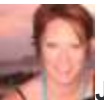
Mary Deming Barber [@mbarber](#) 4h

Good add! RT [@KellyeCrane](#): A3: And BTW, don't try to buddy up to an influencer a week before you pitch. That's not fooling anyone! [#solopr](#)



Kellye Crane [@KellyeCrane](#) 4h

A3: And BTW, don't try to buddy up to an influencer a week before you pitch. That's not fooling anyone! [#solopr](#)



Jennifer Donovan [@jendonovansf](#) 4h

[@SoloPR](#) [@3HatsComm](#) Working on something like that for [#Superbowl](#) pitch. Graphics, extra assets for an article, THEN the client story [#SoloPR](#)



Lois Martin #121 [@LoisMarketing](#) 4h

[@gregwbrooks](#) A "we need you the next 45 days" grew into my best client :) [#soloPR](#) [@BluePepperPR](#) [@RockPolishPR](#)



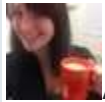
Davina Brewer [@3hats](#) [@3HatsComm](#) 4h

[@karensxim](#) [@gregwbrooks](#) ITA know what is news, what's news on national level to know how your client makes that story better [#solopr](#)



Joan Witte [@jlitte](#) 4h

I agree. RT [@gregwbrooks](#): A3: Complete package. Not just sources but third-party experts, B-roll, everything available up front. [#solopr](#)



Ashley [@Scripti_Ashley](#) 4h

RT [@KellyeCrane](#) A3: Also, build relationships before you need them. Reporters are people, too :-)
[#SoloPR](#)



Mary Deming Barber [@mbarber](#) 4h

Critical step. RT [@KellyeCrane](#): A3: Also, build relationships before you need them. Reporters are people, too :-)
[#solopr](#)



Kellye Crane [@KellyeCrane](#) 4h

A3: Also, build relationships before you need them. Reporters are people, too :-)
[#solopr](#)



gregwbrooks [@gregwbrooks](#) 4h

[@LoisMarketing](#) [@BluePepperPR](#) [@RockPolishPR](#) I am spectacularly closed-minded when it comes to minimum spend and budget disclosure. :) [#solopr](#)



Jennifer Donovan [@jendonovansf](#) 4h

[@REDMEDIAPR](#) Yes! Had that happen this week. I couldn't find a fit & decided it was better to wait. Don't be "one of those" PR people [#SoloPR](#)



BluePepper PR [@BluePepperPR](#) 4h

MT [@_JasminMartin](#) RT [@3HatsComm](#): A3 be a good resource; offer video and pictures, experts w/ facts and reader-relatable stories [#solopr](#)



Lois Martin #121 [@LoisMarketing](#) 4h

[@RockPolishPR](#) I don't go there -- ever. But I don't let "knowing budget" bar me from exploring the opp initially [#soloPR](#)



Karen Swim [@karens swim](#) 4h

[@BluePepperPR](#) [@RockPolishPR](#) Ha! Big fat +1, pay the lady! [#SoloPR](#)



BluePepper PR [@BluePepperPR](#) 4h

[@RockPolishPR](#) in EVERY biz, many want free stuff. :-) I can't drive your barter; I prefer monetary compensation. [#solopr](#)



SoloPR [@SoloPR](#) 4h

Nice re: multimedia RT [@3HatsComm](#): A3 ...offer collateral like video and pictures, experts w/ facts and reader-relatable stories [#solopr](#)



Karen Swim [@karens swim](#) 5h

[@gregwbrooks](#) Well said! Reporters appreciate when you really are "walking a mile in their shoes." [#SoloPR](#)



Rock Polish PR [@RockPolishPR](#) 5h

[@loismarketing](#) [#solopr](#) The trades are never even, but I won't even start, haha.



Lois Martin #121 [@LoisMarketing](#) 5h

[@RockPolishPR](#) That is very different! [#solopr](#)

#solopr transcript – 1/22/2014

For more information and resources, visit <http://soloprpro.com/>



gregwbrosks @gregwbrosks 5h

A3: Complete package -- do the work for them. Not just sources but third-party experts, B-roll, everything available up front. [#solopr](#)



redmedia REDMEDIA @REDMEDIAPR 5h

And don't pitch if it isn't a fit. Just bc your client wants it - it's not worth burning a bridge if you have to stretch [#solopr](#)



SoloPR @SoloPR 5h

No "blasts" for these guys! RT [@karensxim](#): A3: I read what they write and prepare a pitch that matches interest, style, tone [#SoloPR](#)



Davina Brewer @3hats @3HatsComm 5h

A3 be a good resource; offer collateral like video and pictures, experts w/ facts and reader-relatable stories [#solopr](#)



Lois Martin #121 @LoisMarketing 5h

[@gregwbrosks](#) I look at the opportunity with open mind. Not that I won't walk away but open first [#soloPR](#) [@BluePepperPR](#) [@RockPolishPR](#)



Rock Polish PR @RockPolishPR 5h

[@LoisMarketing](#) [#solopr](#) In the music biz, many clients want free stuff. So I just want them to know I expect to be paid/I don't accept trades



SoloPR @SoloPR 5h

RT [@jendonovansf](#): A3: Think like the reader/viewer. Would you want to read/watch/know about it? Position it from that perspective. [#SoloPR](#)



Karen Swim @karenswim 5h

Yes @akenn one pitch at a time, love that! #SoloPR



Chris Jones @sourcePOV 5h

Absolutely !! RT @zak_attaq "knowing your audience" .. and speaking their language #smchat #socialchange >> eff. #communication #soloPR



Lois Martin #121 @LoisMarketing 5h

@gregwbros To each his or her own :) As a #soloPR I'm a bit more flexible. @BluePepperPR @RockPolishPR @SoloPR



Jennifer Donovan @jendonovansf 5h

@KellyeCrane I'd love recommendations for those hired guns, as I might have a need soon. #solopr



Karen Swim @karenswim 5h

A3: I don't think of "breaking through" but just approach each pitch from their perspective - is this valuable to them/readers #SoloPR



SoloPR @SoloPR 5h

MT @akenn: A3. I start with a target & figure out how to make the pitch as compelling as possible to that 1 producer/reporter/outlet #solopr



Jennifer Donovan @jendonovansf 5h

A3: Sometimes you need to take a bit of what the client thinks is the story out of the equation. Make it a broader story. #SoloPR



Lois Martin #121 @LoisMarketing 5h

@BluePepperPR Yes -- but don't expect them to divulge in 'screening' process. Don't lock yourself out. #soloPR @gregwbrooks @RockPolishPR



gregwbrooks @gregwbrooks 5h

@LoisMarketing @BluePepperPR @RockPolishPR @SoloPR I'm clear on minimum spend levels -- and fine a shut out if they're vague. #soloPR



Karen Swim @karensxim 5h

A3: I read what they write and prepare a pitch that matches interest, style, tone #SoloPR



Kellye Crane @KellyeCrane 5h

A3: For me, I often subcontract to a media relations "hired gun" w/strong relationships to get the top biz hits. #soloPR



BluePepper PR @BluePepperPR 5h

@LoisMarketing @gregwbrooks @RockPolishPR @SoloPR Agreed... but they still have to have a budget... even if it changes. #soloPR



Jennifer Donovan @jendonovansf 5h

A3: Think like the reader/viewer. Would you want to read/watch/know about it? Position it from that perspective. #SoloPR



Lois Martin #121 @LoisMarketing 5h

@BluePepperPR @gregwbrooks @RockPolishPR @SoloPR Good questioning can also lead to a broader budget and engagement too :) #soloPR



Karen Swim @karens swim 5h

@KellyeCrane I did :(@LoisMarketing @BluePepperPR @gregwbrooks @RockPolishPR #SoloPR



Lois Martin #121 @LoisMarketing 5h

@BluePepperPR @gregwbrooks @RockPolishPR @SoloPR A short-term/limited project can open long-term opps! Don't let it cloud thinking #soloPR



Alison Kenney @akenn 5h

A3. I start with a target & then figure out how to make the pitch as compelling as possible to that 1 producer/reporter/media outlet #soloPR



Jennifer Marsik Friess @JenMarsikFriess 5h

What she said! >> RT @karens swim: Great stuff, really looking forward to reading the transcript! #soloPR



Kellye Crane @KellyeCrane 5h

RT @SoloPR: Q3: What have other solos found to be effective for national news media pitches? How do you break through? #soloPR



Kellye Crane @KellyeCrane 5h

@LoisMarketing I think many folks learn to ask re: budget the hard way (I did) @BluePepperPR @gregwbrooks @RockPolishPR #soloPR



Mary Deming Barber @mdbarber 5h

A3 -- It all comes down to the story. Is it different? Is it relevant? Is it visual? Can it be told in different mediums? #soloPR

 **redmedia REDMEDIA** @REDMEDIAPR 5h

A3 Be a resource. Try to build a relationship long B4 you need it. With #SM its easy to have dialogue w a national & get to know #soloPR



Lois Martin #121 @LoisMarketing 5h

@BluePepperPR @gregwbrooks @RockPolishPR @SoloPR Be careful -- you may shut out good opps as budgets not readily disclosed by many #soloPR



Davina Brewer @3hats @3HatsComm 5h

Great Q re crisis mgt. RT @jlwitte A2. I want to know what keeps prospect up at night. What do they fear a reporter might discover? #soloPR



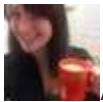
SoloPR @SoloPR 5h

Good one! RT @jlwitte: A2. I want to know what keeps the prospect up at night. What do they fear a reporter might discover? #soloPR



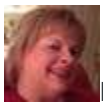
Alison Kenney @akenn 5h

Me too! (Missed the first half...) RT @karensxim Great stuff, really looking forward to reading the transcript! #soloPR



Ashley @Scripti_Ashley 5h

RT @SoloPR Q3: What have other solos found to be effective for national news media pitches? How do you break through? #soloPR #SoloPR



Mary Deming Barber @mdbarber 5h

Exactly. Afraid I missed some of the smarts here. RT @karensxim: Great stuff, really looking forward to reading the transcript! #soloPR

#soloPR transcript – 1/22/2014

For more information and resources, visit <http://soloPRpro.com/>



Paula Johns @PaulaJohns 5h

So true > MT @mdbarber: YES! Because it may not be coverage. It might be a speech. RT @gregwbrooks: A2: What does success look like? #solopr



Joan Witte @jlwitte 5h

A2. I want to know what keeps the prospect up at night. What do they fear a reporter might discover? #solopr



SoloPR @SoloPR 5h

Q3: What have other solos found to be effective for national news media pitches? How do you break through? #solopr



Karen Swim @karenswim 5h

Great stuff, really looking forward to reading the transcript! #solopr



Betsy A. Decillis @decillis 5h

@SFerika @KellyeCrane Now it's when the client says "viral". #solopr



Erika Heald @SFerika 5h

Ahahaha RT @KellyeCrane: @SFerika Used to be, the best way to know when to run is if the client said "Oprah." :-) #solopr



BluePepper PR @BluePepperPR 5h

Agreed! ~> MT @gregwbrooks @RockPolishPR @SoloPR @BluePepperPR I don't like to do an initial meeting without knowing the budget #solopr



SoloPR @SoloPR 5h

Terrific discussion on the first two questions, everyone! Q3 is up next... [#solopr](#)



Jennifer Donovan @jendonovansf 5h

[@SFerika](#) [@KellyeCrane](#) And who doesn't want a viral video ;) [#SoloPR](#)



Erika Heald @SFerika 5h

[@jendonovansf](#) [@KellyeCrane](#) it is right up there with, "For Q2, we're going to make a viral video..." ;) [#solopr](#)



BluePepper PR @BluePepperPR 5h

MT [@RockPolishPR](#) A1: Make sure they know *what* PR is. Maybe it's just the music ind, but PR/mngmnt/booking lines can be blurred. [#solopr](#)



Paula Johns @PaulaJohns 5h

Nice RT [@SoloPR](#): Post on the blog by Karen re: pre-qualification: soloprpro.com/not-all-client... via [@karenskim](#) [#SoloPR](#) [#solopr](#)



Karen Swim @karenskim 5h

RT [@gregwbrooks](#): [@RockPolishPR](#) [@SoloPR](#) [@BluePepperPR](#) Same here, must know that there is a def. budget & commitment b4 meeting t [#soloPR](#)



Mary Deming Barber @mdbarber 5h

[@gregwbrooks](#): [@RockPolishPR](#) [@SoloPR](#) [@BluePepperPR](#) On the other hand, I've walked out of an initial meeting w a much larger budget. [#solopr](#)

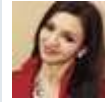


Joan Witte @jlwitte 5h #solopr



Kellye Crane @KellyeCrane 5h

@SFerika Used to be, the best way to know when to run is if the client said "Oprah." :-)



Rock Polish PR @RockPolishPR 5h

#solopr A1: May be obvious, but make sure they know *what* PR is. Maybe it's just the music ind, but PR/mngmnt/booking lines can be blurred.



Jennifer Donovan @jendonovansf 5h

@SFerika @KellyeCrane Yes! The "I want to be on the cover of WSJ next month" always makes me laugh. #SoloPR



gregwbrooks @gregwbrooks 5h

@RockPolishPR @SoloPR @BluePepperPR I've gotten to the point where I don't like to do an initial meeting without knowing budget #solopr



Karen Swim @karenswim 5h

@LoisMarketing Yes! Excellent point Lois! #solopr



SoloPR @SoloPR 5h

Post on the blog by Karen re: per-qualification: RT @karenswim: @KellyeCrane Here's the link soloprpro.com/not-all-client.....#SoloPR



Erika Heald @SFerika 5h

Exactly! RT @KellyeCrane: @SFerika Asking re: desired outlets is a great way to tell if their expectations are realistic. #solopr



Neta Yoffe @PRnetaNY 5h

@RockPolishPR @SoloPR @BluePepperPR Why are people so shocked at budget question? #solopr



Daria Steigman @dariasteigman 5h

ROFL. RT @decillis: @gregwbrooks It looks like a fluffy bunny or an adorable kitten. Next question? #solopr



Davina Brewer @3hats @3HatsComm 5h

@RockPolishPR @SoloPR @BluePepperPR also when they're shocked at sales, product etc core BIZ questions.. that's all need to know #solopr



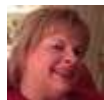
Betsy A. Decillis @decillis 5h

@gregwbrooks It looks like a fluffy bunny or an adorable kitten. Next question? #solopr



SoloPR @SoloPR 5h

MT @LoisMarketing: Initial interview: not to win a client but to evaluate a prospect and the 'fit' for both of you... #solopr



Mary Deming Barber @mbarber 5h

YES! Because it may not be coverage on XYZ. It might be a speech at Rotary. RT @gregwbrooks: A2: What does success look like? #solopr



Karen Swim @karenskim 5h

@KellyeCrane Here's the link .soloprpro.com/not-all-client.....#SoloPR



Lois Martin #121 @LoisMarketing 5h

Initial interview: not to win a client but to evaluate a prospect and the 'fit' for both of you. Keep questioning fluid. [#soloPR](#)



Paula Johns @PaulaJohns 5h

Very good Q > RT @SFerika: A2 also good to ask if they have a dream list of places they want coverage, so you can evaluate [#solopr](#)



Karen Swim @karenswim 5h

:-) RT @dariasteigman: @karenswim It's okay to be a glory hog when you have something glorious to share. :) @KellyeCrane [#solopr](#)



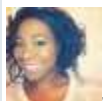
Mary Deming Barber @mdbarber 5h

A2 -- Unless you just want to do media relations, don't focus your list of listening questions of there. Be broader. Biz success. [#solopr](#)



gregwbrooks @gregwbrooks 5h

A2: What does success look like? [#solopr](#)



Jasmin Martin @_JasminMartin 5h

@REDMEDIAPR EXACTLY [#SoloPR](#)



Kellye Crane @KellyeCrane 5h

@SFerika Asking re: desired outlets is a great way to tell if their expectations are realistic. [#solopr](#)



Lois Martin #121 @LoisMarketing 5h

Be super careful not to 'box yourself in' during the initial interview. Approach with an open mind. Go to get to know :) [#soloPR](#) A2



BluePepper PR @BluePepperPR 5h

@RockPolishPR @SoloPR Or say they haven't really developed one. [#soloPR](#)



Daria Steigman @dariasteigman 5h

@karenskim It's okay to be a glory hog when you have something glorious to share. :) @KellyeCrane [#soloPR](#)



Paula Johns @PaulaJohns 5h

@REDMEDIAPR The transcripts are amazing! Great job @soloPR team! [#soloPR](#)



REDMEDIA @REDMEDIAPR 5h

A2 So Impt Define success - bc if they can't how are you supposed to achieve it? [#soloPR](#)



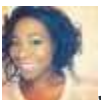
SoloPR @SoloPR 5h

Ooh, good one! RT @SFerika: A2 also good to ask if they have a dream list of places they want coverage, so you can evaluate [#soloPR](#)



Erika Heald @SFerika 5h

A2 also good to ask if they have a dream list of places they want coverage, so you can evaluate [#soloPR](#)



Jasmin Martin @_JasminMartin 5h

#soloPR transcript – 1/22/2014

For more information and resources, visit <http://soloPRpro.com/>

I've used this! :) RT [@karens swim](#): A2: I also use a screening questionnaire (it's on SoloPR blog) as an info gathering tool [#SoloPR](#)



Karen Swim [@karens swim](#) 5h

[@KellyeCrane](#) I'll grab it didn't want to be a glory hog :-)
[#SoloPR](#)



Lois Martin #121 [@LoisMarketing](#) 5h

Be an information gatherer in the first interview -- just as you would be as a journalist. Resist 'guiding' the convo [#soloPR](#) A2



REDMEDIA [@REDMEDIAPR](#) 5h

[@PaulaJohns](#) [@mdbarber](#) I take notes that I think are great then I read the [#solopr](#) transcript and think how did I miss those responses!



Jennifer Donovan [@jendonovansf](#) 5h

[@SFerika](#) I think that's a critical step many forget. They need to justify the expense of you to their boss(es) so work as a team. [#SoloPR](#)



Rock Polish PR [@RockPolishPR](#) 5h

[@SoloPR](#) [@BluePepperPR](#): A2: Isn't it weird when people look shocked at the budget question? [#solopr](#)



SoloPR [@SoloPR](#) 5h

Excellent! MT [@decillis](#): A2: ...I don't work with anyone that doesn't love what they have. Must be excited about it. [#solopr](#)



Karen Swim [@karens swim](#) 5h

A2: If they were unhappy with previous agency, I want to know what went wrong [#SoloPR](#)

#solopr transcript – 1/22/2014

For more information and resources, visit <http://soloprpro.com/>



Davina Brewer @3hats @3HatsComm 5h

Also: not knowing the budget isn't same as not having one. They don't need to know ALL the answers, but do need some basics. [#solopr](#)



Lois Martin #121 @LoisMarketing 5h

Ask open-ended questions. Get your prospect to talk about themselves and their company. [#soloPR](#) A2



Sharon Mostyn @sharonmostyn 5h

RT [@dariasteigman](#): A2 I ask Qs to assess scope by moving them (& figure out) from what they say they want to what they really need. [#solopr](#)



Ashley @Scripti_Ashley 5h

Hot question! Join the chat: Q2: What are some questions you come with that initial meeting?
[.nurph.com/SoloPR#](http://nurph.com/SoloPR#)



Paula Johns @PaulaJohns 5h

Great questions here. I'm taking notes. Or maybe I'll just wait for the transcript. Or [@mbarber](#)'s post. :)
A2 [#soloPR](#)



Mary Deming Barber @mbarber 5h

A2 - Be sure to ask what obstacles they're facing and how they view success. It usually gives lots of clues to good planning. [#solopr](#)



Erika Heald @SFerika 5h

[@jendonovansf](#) love that you frame success in eyes of their boss; helping client be successful in that way is key [#solopr](#)



Kellye Crane @KellyeCrane 5h

@karenskim Yes! Where's that link? #solopr



Ashley @Scripti_Ashley 5h

A2: How hands on to you wish to be in your PR projects? #SoloPR



Lois Martin #121 @LoisMarketing 5h

"Is your company involved in community efforts? If so, what groups and how do you participate?"
#soloPR A2



Daria Steigman @dariasteigman 5h

A2 I ask Qs to assess scope by moving them from (& figure out) from what they say they want to what they really need. #solopr



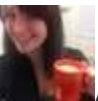
Kellye Crane @KellyeCrane 5h

A2: Who do you view as your competitors? This can be very illuminating (and you can sometimes convince them otherwise in proposal) #solopr



Ashley @Scripti_Ashley 5h

A2: Do you have Google Analytics? (Please say yes!) #SoloPR



Ashley @Scripti_Ashley 5h

A2: What does your sales funnel look like now? Where are the hiccups? #SoloPR



Jennifer Donovan @jendonovansf 5h

@KristK We'll miss you, too @KristK #SoloPR



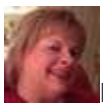
Lois Martin #121 @LoisMarketing 5h

"What has been your company's greatest success? How did you publicize it?" #soloPR A2



Karen Swim @karens swim 5h

A2: I also use a screening questionnaire (it's on SoloPR blog) as an info gathering tool #SoloPR



Mary Deming Barber @m dbarber 5h

A2 - I've done a post on these types of questions and will talk about it at the Summit but can't find the post. I'll send later. #solopr



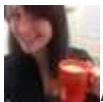
SoloPR @SoloPR 5h

Yes! RT @BluePepperPR: A2: What is your budget? (Oftentimes, the conversation can stop there. ;-)) #solopr



Kristie Aylett, APR @KristK 5h

Hate to miss today's #solopr chat but clients and students are keeping me hopping.



Ashley @Scripti_Ashley 5h

A2: Who are your top 10 dream clients, and why? #SoloPR



Betsy A. Decillis @decillis 5h

A2: What do you love about your product? (I don't work with anyone that doesn't love what they have. Must be excited about it.) #solopr



Davina Brewer @3hats @3HatsComm 5h

@[KellyeCrane](#) I also prequal via phone and/or email. If a prospect can't reply to a few basic biz questions, they're not viable IMO [#solopr](#)



Jennifer Donovan @jendonovansf 5h

A2: What's the make up of the Communications team? What's your budget? What major activities are happening in the next Q? [#SoloPR](#)



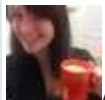
SoloPR @SoloPR 5h

RT @[SFerika](#): A1 what are short/long term objectives, related goals they roll up to, and who (in industry or not) is doing it right [#solopr](#)



Karen Swim @karenswim 5h

A2: I want to know what success will look like for them [#SoloPR](#)



Ashley @Scripti_Ashley 5h

A2: What is unique to your company vs. competitors. How can we exploit that? [#SoloPR](#)



JenniferMarsikFriess @JenMarsikFriess 5h

A2 You may think you know, but have them tell you who is their audience and their competition. [#solopr](#)



SoloPR @SoloPR 5h

RT @[Scripti_Ashley](#): A2: What image are you trying to portray to audiences [#SoloPR](#)



Lois Martin #121 @LoisMarketing 5h

"How do you think you/your company are perceived in the marketplace?" #soloPR A2



Jennifer Donovan @jendonovansf 5h

A2: What do you consider success? Who is your boss & what are you responsible for in their eyes? How can we work together on success? #SoloPR



BluePepper PR @BluePepperPR 5h

A2: What is your budget? (Oftentimes, the conversation can stop there. ;-)) #solopr



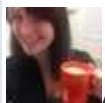
Erika Heald @SFerika 5h

@PRnetaNY A1 what are short & long term objectives, related goals they roll up to, and who (in industry or not) is doing it right #solopr



Davina Brewer @3hats @3HatsComm 5h

A2 So, so many -- Biggest win, worst fail? In as few words, where is your biz in 5 years? -- to determine their true goals. #solopr



Ashley @Scripti_Ashley 5h

A2: What are some companies that you feel have a great public image, why? #SoloPR



Kellye Crane @KellyeCrane 5h

A2: Before I meet with a prospect in person, I have an idea of their budget (ask during initial phone conversation) #solopr



Jennifer Donovan @jendonovansf 5h

A2: What are the businesses goals? What involvement do the execs have in PR? What didn't you get from the last agency/consultant? #SoloPR



Jennifer Marsik Friess @JenMarsikFriess 5h

A1 Probably a lot of us have reporter backgrounds. It makes the "interview" part easy! [#solopr](#)



Paula Johns @PaulaJohns 5h

Agree, don't assume too much. MT [@LoisMarketing](#): Be very careful with assumptions of their need for you and your role. Open mind. [#soloPR](#) A1



Betsy A. Decillis @decillis 5h

A2: Why are you looking to do this now? What are your motivators? [#solopr](#)



Lois Martin #121 @LoisMarketing 5h

"Who are your competitors?" [#soloPR](#) A2



Ashley @Scripti_Ashley 5h

A2: How many target customer groups do you cater to, and which are the most profitable? [#SoloPR](#)



Daria Steigman @dariasteigman 5h

[@karensim](#) [@RockPolishPR](#) I believe Judge Judy says that a lot too. :) [#solopr](#)



Ashley @Scripti_Ashley 5h

A2: What image are you trying to portray to audiences [#SoloPR](#)



Karen Swim @karensim 5h

[@RockPolishPR](#) In sales we sadid God gave you 2 ears and 1 mouth for a reason, listen 2x as much as you talk cc [@dariasteigman](#) [#solopr](#)



Daria Steigman [@dariasteigman](#) 5h

[@RockPolishPR](#) Exactly. I always try to make them "go first." Then the discussion trends faster to problem solving. [#solopr](#)



SoloPR [@SoloPR](#) 5h

Q2: What are some questions you come with that initial meeting? [#solopr](#)



Mary Deming Barber [@mbarber](#) 5h

Important: MT [@RockPolishPR](#): One of my most helpful tips early on was to make sure the potential client is talking more than you [#solopr](#)



SoloPR [@SoloPR](#) 5h

Let's make this Q2: RT [@PRnetaNY](#): A1 - Follow up Q: What are some questions you come with that initial meeting? [#solopr](#)



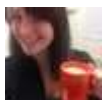
Jasmin Martin [@_JasminMartin](#) 5h

[@BluePepperPR](#) I mean that is our line of work , right? :) [#SoloPR](#)



Betsy A. Decillis [@decillis](#) 5h

[@dariasteigman](#) Exactly. I want them to know I'm in their corner, and they should be comfortable with me. Offering support helps. [#solopr](#)



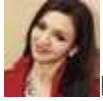
Ashley [@Scripti_Ashley](#) 5h

[@KellyeCrane](#) I seriously love using the Nurph platform for chats. It is the best. [#SoloPR](#)



Jennifer Donovan @jendonovansf 5h

Hard to cover them all in 140 characters RT @PRnetaNY: A1 - Follow up Q: What are some questions you come with that initial meeting? #solopr



Rock Polish PR @RockPolishPR 5h

@dariasteigman Too true. One of my most helpful tips early on was to make sure the potential client is talking more than you #solopr



Daria Steigman @dariasteigman 5h

THIS is key. RT @KellyeCrane: A1: Remember you're also interviewing them. Do they seem like someone you want to work with? #solopr



BluePepper PR @BluePepperPR 5h

@_JasminMartin being a communicator is critical. #solopr



Kellye Crane @KellyeCrane 5h

A1: Sometimes (in my case, often) the initial meeting we're describing takes place by phone #solopr



Daria Steigman @dariasteigman 5h

@decillis ha ha ha ha ha. Well, but I assume you're talking to actual prospects not "pick your brain-ers." #solopr



Mary Deming Barber @mdbarber 5h

A1 -- If it's your first time meeting the client, don't go in with a plan. Instead, focus on listening and hearing. THEN plan. #solopr



Jasmin Martin @_JasminMartin 5h

Be a communicator - someone who can speak well, but also can has the ability to listen #SoloPR



Neta Yoffe @PRnetaNY 5h

A1 - Follow up Q: What are some questions you come with that initial meeting? #solopr



Lois Martin #121 @LoisMarketing 5h

Be very careful with assumptions of their need for you and your role based on what you've 'read' beforehand. Open mind. #soloPR A1



Betsy A. Decillis @decillis 5h

A1: I feel like that first meeting is more to see if your personalities mesh than anything else. So casual chatting is best. #solopr



BluePepper PR @BluePepperPR 5h

A1: Don't just inquire about PR needs; also learn about their culture + processes, history with firms, etc. to ensure a good fit. #solopr



Kellye Crane @KellyeCrane 5h

A1: Remember you're also interviewing them. Do they seem like someone you want to work with? #solopr



Daria Steigman @dariasteigman 5h

A1 Also make sure you listen. Don't fall into the talking trap. #solopr



Davina Brewer @3hats @3HatsComm 5h

This. RT @dariasteigman @jendonovansf Be armed w/ creative ideas, but judicious in what you share. (Don't hand out smarts for free.) #solopr



Jennifer Donovan @jendonovansf 5h

@dariasteigman Exactly, I think of it like courting. Give enough to want more but not everything at once. #SoloPR



Betsy A. Decillis @decillis 5h

DO NOT LET @gregwbrooks SEE MY LAST TWEET. #solopr



SoloPR @SoloPR 5h

RT @mdbarber: A1 -- The amount of work I would put in depends on where I am on the scale of a potential client vs actual... #solopr



Lois Martin #121 @LoisMarketing 5h

Initial meeting should not include a pitch or proposal. You're there to get to know them, establish need and scope of services #soloPR A1



Betsy A. Decillis @decillis 5h

A1: Most of my first meetings are pretty casual and chat. I also maybe offer my advice, regardless of whether they go with me. #solopr



Jennifer Donovan @jendonovansf 5h

Yes! RT @dariasteigman: A1 Also look at their competitive landscape. Figure out too if something triggered their need for help NOW. #solopr



Daria Steigman @dariasteigman 5h

@jendonovansf Be armed w/ creative ideas, but be judicious in what you share. (Don't hand out smarts out for free.) #soloPR



Lois Martin #121 @LoisMarketing 5h

Know the basics of the company but watch assumptions of needs and status. ASK questions! Interviews go BOTH ways! #soloPR A1



Jennifer Donovan @jendonovansf 5h

+1 RT @decillis: A1: In reality, I look for their holes and figure out how I can be the best one to fill them. #soloPR



Jasmin Martin @_JasminMartin 5h

@BluePepperPR Very True. The initial meeting should be a lot of listening to gain prospective. #SoloPR



SoloPR @SoloPR 5h

RT @karensxim: A1: If you have an inside contact, interview! Learn about co., key decision makers, culture, challenges, competitors #soloPR



Mary Deming Barber @mdbarber 5h

RT @Scripti_Ashley: A1: Be prepared to fully listen to them. They are their industry pro where we are the PR pros. #SoloPR



Ashley @Scripti_Ashley 5h

Q1: How should a PR consultant prepare for an initial meeting with a potential client?
nurph.com/SoloPR #SoloPR



SoloPR @SoloPR 5h

Great pt- don't be overbearing RT @BluePepperPR: A!: (cont'd) But don't go in thinking you have all the solutions. Listening is key. #solopr



Ashley @Scripti_Ashley 5h

A1: Be prepared to fully listen to them. They are their industry pro where we are the PR pros. #SoloPR



Mary Deming Barber @mbarber 5h

A1 - Don't go in with all the answers but instead with a list of really pertinent questions. #solopr



Jennifer Donovan @jendonovansf 5h

@JenMarsikFriess Welcome Jen! #SoloPR



Erika Heald @SFerika 5h

@SoloPR A1 do your research -- both on the client and their top competitors-- and see how they are using social. #solopr



JenniferMarsikFriess @JenMarsikFriess 5h

Hi everyone! I'm Jen from DFW. #solopr



Janet L. Falk @JanetLFalk 5h

Greetings #soloPR friends. Sorry to miss chat due to client work. Check out Investment vs. Expense: bit.ly/1cVwRZR. Thanks.



Jennifer Donovan @jendonovansf 5h

#solopr transcript – 1/22/2014

For more information and resources, visit <http://soloprpro.com/>

A1: Also depends on the focus of the “first” meeting. Is it to hear about their needs or pitch your services? [#SoloPR](#)



Davina Brewer @3hats @3HatsComm 5h

+1 RT @BluePepperPR A!: don't go in thinking you have all the solutions. Listening is key. [#solopr](#)



Karen Swim @karenswim 5h

A1: Research, prepare, know their business and know presentation quirks/preferences [#solopr](#)



Rock Polish PR @RockPolishPR 5h

A1: The key to this is asking a lot of questions before the meeting so you can get idea of client's main goals. [#solopr](#)



Daria Steigman @dariasteigman 5h

A1 Also look at their competitive landscape. Figure out too if something triggered their need for help NOW. [#solopr](#)



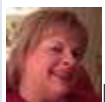
SoloPR @SoloPR 5h

Yes, know what you need to find out going in. RT @mdbarber: A1 -- ...Create list of questions so you can listen. [#solopr](#)



Jennifer Donovan @jendonovansf 5h

A1: Research the prospect & competition, be armed with some creative ideas as well as a lot of questions. And then listen! [#SoloPR](#)



Mary Deming Barber @mdbarber 5h

A1 -- The amount of work I would put in depends on where I am on the scale of a potential client vs actual. Initial mtg not so much. [#solopr](#)



Betsy A. Decillis @decillis 5h

A1: In reality, I look for their holes and figure out how I can be the best one to fill them. [#solopr](#)



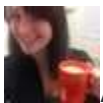
Karen Swim @karens swim 5h

A1: If you have an inside contact, interview! Learn about co., key decision makers, culture, challenges, competitors [#solopr](#)



BluePepper PR @BluePepperPR 5h

A!: (cont'd) But don't go in thinking you have all the solutions. Listening is key. [#solopr](#)



Ashley @Scripti_Ashley 5h

A1: I agree with [@_JasminMartin](#) [@KellyeCrane](#) [@mdbarber](#) Research is key! [#SoloPR](#)



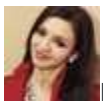
SoloPR @SoloPR 5h

RT [@_JasminMartin](#): A1: Research, Research, Research! [#SoloPR](#)



BluePepper PR @BluePepperPR 5h

A!: Research! Know about the prospective client (+ team) + their competitors. [#solopr](#)



Rock Polish PR @RockPolishPR 5h

RT [@KellyeCrane](#): RT [@SoloPR](#): Q1: How should a PR consultant prepare for an initial meeting with a potential client? [#solopr](#)



Kellye Crane @KellyeCrane 5h

A1: Definitely do some research on the company and who you're meeting with. Have an idea of their needs. [#solopr](#)



Davina Brewer @3hats @3HatsComm 5h

A1 SWOT analysis, comms audit, SM research.. and some pre-meeting Q&A if you can get it. [#solopr](#)



Jasmin Martin @_JasminMartin 5h

A1: Research, Research, Research! [#SoloPR](#)



Daria Steigman @dariasteigman 5h

A1. Do your homework. Research the co and the ppl you're meeting with. [#solopr](#)



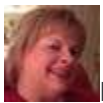
Paula Johns @PaulaJohns 5h

Some people just like to hear themselves talk, right? MT [@decillis](#): My fav was watching two girls talk loudly to get him to stop. [#solopr](#)



Betsy A. Decillis @decillis 5h

A1: Well, first off, I make sure they make ice cream, because I only work with clients that do. Then I make sure we talk about it. [#solopr](#)



Mary Deming Barber @mdbarber 5h

A1 -- Research. Learn what you can about who they are and what they're trying to do. Create list of questions so you can listen. [#solopr](#)



Karen Swim @karens swim 5h

@dariasteigman Not soon enough, I'm afraid :/ #solopr



Daria Steigman @dariasteigman 5h

@decillis Well, he IS male. (Sorry, guys, don't all scream at me at once.) #solopr



Jennifer Donovan @jendonovansf 5h

@decillis @dariasteigman Note to self: Don't be passive aggressive. Say "Hey- Can you stop talking so loudly!" :) #SoloPR



Kellye Crane @KellyeCrane 5h

RT @SoloPR: Q1: How should a PR consultant prepare for an initial meeting with a potential client? #solopr



Mary Deming Barber @mdbarber 5h

RT @SoloPR: Q1: How should a PR consultant prepare for an initial meeting with a potential client? #solopr



SoloPR @SoloPR 5h

Q1: How should a PR consultant prepare for an initial meeting with a potential client? #solopr



Karen Swim @karens swim 5h

Toggling between tchat.io and @nurph today to test it out #SoloPR



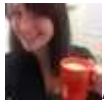
Betsy A. Decillis @decillis 5h

@dariasteigman @jendonovansf My fav was watching two girls talk loudly right next to him to get him to stop. And still he went on. #solopr



Daria Steigman @dariasteigman 5h

@karensxim When does spring start? Sigh. #solopr



Ashley @Scripti_Ashley 5h

Hello everyone :) Ashley from Austin, TX. Hope everyone is staying warm! #SoloPR



SoloPR @SoloPR 5h

@mdbarber Thanks! I'm on tchat.io now... #solopr



Daria Steigman @dariasteigman 5h

@decillis @jendonovansf When he gets off the phone, thank him for all the great biz intelligence he just provided you. #solopr



SoloPR @SoloPR 5h

Ok, I switched tools - hopefully this works (sorry for the delay!). Q1 is coming up... #solopr



Karen Swim @karensxim 5h

@dariasteigman I'm with you, I am miss cranky pants today but will try to be pleasant #SoloPR



Paula Johns @PaulaJohns 5h

Agree, tchat.io is my new go-to platform for chat - working great. RT @mdbarber: @SoloPR tchat.io is working well...so far. #solopr

Expand

#solopr transcript – 1/22/2014

For more information and resources, visit <http://soloprpro.com/>



Jennifer Donovan @jendonovansf 5h

@decillis So annoying! SO many people work from home in SF (i.e.: coffee shop) that usually they are a little more respectful. #SoloPR



Daria Steigman @dariasteigman 5h

Daria signing onto #solopr from DC. Where I'm cranky 'cause I don't like this deep freeze wind.



Jasmin Martin @_JasminMartin 5h

@PaulaJohns thanks Paula! Glad to be back in such good company #SoloPR



SoloPR @SoloPR 5h

Welcome everyone! Great crowd gathering. (less than a month 'til #SoloPR Summit!
solopro.com/summit)



Betsy A. Decillis @decillis 5h

@jendonovansf I'm listening to a guy loudly do phone calls. Kind of different. ;) #solopr



Mary Deming Barber @mdbarber 5h

@SoloPR tchatio is working well...so far. #solopr



Paula Johns @PaulaJohns 5h

@_JasminMartin Welcome back, Jasmin! #soloPR



Jasmin Martin @_JasminMartin 5h

Hi all! Jasmin from Los Angeles! [#solopr](#)



Jennifer Donovan @jendonovansf 5h

[@decillis](#) I'm at a coffee shop, too, listening to awesome jazz music! [#solopr](#)



Mary Deming Barber @mbarber 5h

Good to see everyone this morning. Look forward to chatting. I look forward even more to seeing you all in a short time! [#solopr](#)



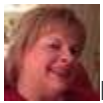
SoloPR @SoloPR 5h

Hey- looks like Twubs isn't working at all. Boo. [#solopr](#)



Karen Swim @karens swim 5h

G'Day, I'm Karen Swim, PR| Marketing Pro based in MI [#SoloPR](#)



Mary Deming Barber @mbarber 5h

Good morning. It's Mary from Alaska. [#solopr](#)



Paula Johns @PaulaJohns 5h

Joining [#SoloPR](#) chat from sunny San Diego (where we desperately need rain). Can only stay for a short while today.



Betsy A. Decillis @decillis 5h

I'm Betsy.. at Panera... in Columbus. Because of course. [#solopr](#)



Jennifer Donovan @jendonovansf 5h

Good morning **#SoloPR** friends! From unseasonably sunny **#SanFrancisco**.



SoloPR @SoloPR 5h

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



Mary Deming Barber @mbarber 5h

Join us: RT **@SoloPR**: It's time for this week's **#solopr** chat, for **#freelance** consultants in **#PR**, **#socialmedia** and related fields. **#solopr**



Jasmin Martin @_JasminMartin 5h

I'm here, I'm here! It's been a while, but I'm glad to be back in the **#solopr** chat. Hi **#Solos!**



Karen Swim @karens swim 5h

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



SoloPR @SoloPR 5h

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



SoloPR @SoloPR 5h

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