



#SoloPR Transcript –2/12/2014

Q1: When a potential client seems interested and then suddenly ignores you, when/how often should you contact for followup? [#solopr](#)

Q2: If you see an org that could use your svc ("They need me; they just don't know it yet"), how do you get in there? [#solopr](#)

Q3: What are your tips for pushing back on a client when they are not ready to launch, to protect your own brand/re

Q4: This has been an extra difficult winter for everyone in the U.S. Are you noticing clients/reporters being extra cranky? [#solopr](#)



SoloPR2:00pm via tchat.io

If you're new, we share and chat on the [#solopr](#) hashtag all week long. Transcript of today's chat will be on [soloprpro.com](#) tomorrow



ehr_comms1:59pm via Tweet Button

Thanks Kellye! [@KellyeCrane](#) [@SoloPR](#) [#solopr](#)

[Show Conversation](#)



SoloPR1:59pm via tchat.io

Looks like our official time is almost up - thanks everyone for joining today and sharing your wise insights! [#solopr](#)



jendonovansf 1:59pm via TweetDeck

@3HatsComm @KristK NEVER! :) #SoloPR

Show Conversation



dariasteigman 1:58pm via TweetDeck

Hallelujah! RT @KellyeCrane: Fortunately, here's Atlanta's forecast for the #SoloPR Summit. Niiicebit.ly/1iPuihC



3HatsComm 1:58pm via TweetDeck

@KristK as long as I don't run out of wine or chocolate, I'm good. ;-) #soloPR

Show Conversation



KellyeCrane 1:58pm via TweetDeck

Fortunately, here's Atlanta's forecast for the #SoloPR Summit. Niiicepic.twitter.com/C4LpCJy2HC



jendonovansf 1:58pm via TweetDeck

@PaulaJohns Need tons of rain up here in SF, too. #solopr

Show Conversation



KellyeCrane 1:54pm via TweetDeck

A4: Honestly though, I think a lot of people's business travel is getting disrupted, and many nerves are frayed. #solopr

Retweeted by [OhhSocialMedia](#)



PaulaJohns 1:57pm via tchat.io

#solopr transcript – 2/12/2014

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We have plenty of sun in San Diego! But we're in desperate need of rain. Water rates about to go thru the roof! [#soloPR](#)



KellyeCrane 1:57pm via TweetDeck

@BluePepperPR I can barely hear myself think from the pop-pop-pop sound of ice hitting my roof. Hawaii sound goooood! [#solopr](#)

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danieldorfable 1:57pm via Twitter for iPhone

@KristK the south certainly wasn't prepared for a real winter! [#soloPR](#)

[Show Conversation](#)



3HatsComm 1:57pm via TweetDeck

Heh cc [#soloPR](#) RT @cloudspark: funny [#ATLwxbit.ly/1guNy22](#)



BluePepperPR 1:56pm via TweetChat powered by oneQube

WANTED: sun! :-) RT @KristK A4: Cranky is one reaction. Lack of drive is another. Running out of sweaters in south Mississippi. [#solopr](#)

[Show Conversation](#)



ehr_comms 1:56pm via Tweet Button

Yes, Hawaii would be nice!! @BluePepperPR[#solopr](#)

[Show Conversation](#)



KellyeCrane 1:56pm via TweetDeck

@akenn I can't either - not for multiple different weather events in the same season. [#solopr](#)

[Show Conversation](#)



PatriceKCokley 1:56pm via TweetDeck

A4 This weather is horrible! No crankiness but people are less motivated. [#solopr](#)



karenswim 1:56pm via Nurph

@3HatsComm No kidding! [#SoloPR](#)

[Show Conversation](#)



BluePepperPR 1:55pm via TweetChat powered by oneQube

A4: Looking out the window at the winter wonderland that's Charlotte and contemplating relocating to Hawaii... [#solopr](#)



karenswim 1:55pm via Nurph

RT @akenn ... things have slowed down. Can't remember large businesses, whole cities shutting down for so many days before. [#solopr](#)[#SoloPR](#)



akenn 1:54pm via tchat.io

A4. I think things have slowed down. Can't remember large businesses, whole cities shutting down for so many days before. [#solopr](#)

Retweeted by [PatriceKCokley](#)



3HatsComm 1:55pm via TweetDeck

@karenswim these delays make everyone impatient to get back to 'biz as usual', also it zaps motivation, productivity. ergo, cranky [#soloPR](#)

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karenswim 1:53pm via Nurph

A4: Even with remote work options it has interrupted business #SoloPR

Retweeted by [PatriceKCokley](#)



SoloPR 1:55pm via tchat.io

Good pt! RT @danieldorfable: A4 I've noticed reporters using it to their comical advantage. Everyone can relate to crankiness #soloPR

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PatriceKCokley 1:55pm via TweetDeck

@KellyeCrane Try TweetDeck. #solopr

[Show Conversation](#)



SoloPR 1:55pm via tchat.io

Ha- there's an upside! RT @JenMarsikFriess: A4 Our conversations about the weather have become longer and much more animated!#solopr

[Show Conversation](#)



KristK 1:55pm via Web

A4: Cranky is one reaction. Lack of drive is another. Running out of sweaters in south Mississippi. #solopr



KellyeCrane 1:54pm via TweetDeck

A4: Honestly though, I think a lot of people's business travel is getting disrupted, and many nerves are frayed. #solopr

1 retweets



SoloPR 1:51pm via tchat.io

Q4: This has been an extra difficult winter for everyone in the U.S. Are you noticing clients/reporters being extra cranky? [#solopr](#)

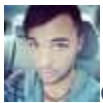
Retweeted by [PatriceKCokley](#) and 2 others



akenn 1:54pm via tchat.io

A4. I think things have slowed down. Can't remember large businesses, whole cities shutting down for so many days before. [#solopr](#)

1 retweets



danieldorfable 1:54pm via Twitter for iPhone

A4 I've noticed reporters using it to their comical advantage. Everyone can relate to crankiness[#soloPR](#)



akenn 1:54pm via tchat.io

A4. Boston Globe business page editor wrote a whole column about sun-shaming today:b.globe.com/1nt7X9T [#solopr](#)



KellyeCrane 1:53pm via TweetDeck

Same here! RT [@karensxim](#): A4: Ha! Haven't been able to see past my own crankiness, lol[#SoloPR](#)



karensxim 1:53pm via Nurph

A4: Even with remote work options it has interrupted business [#SoloPR](#)

1 retweets



KellyeCrane 1:53pm via TweetDeck

[@ehr_comms](#) Oh yes, I've heard that. Too bad things are rough all over! [#solopr](#)

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JenMarsikFriess 1:53pm via tchat.io

A4 Our conversations about the weather have become longer and much more animated!#solopr



SoloPR 1:51pm via tchat.io

Q4: This has been an extra difficult winter for everyone in the U.S. Are you noticing clients/reporters being extra cranky? #solopr

Retweeted by [KristK](#) and 2 others



karensnim 1:53pm via Nurph

@ehr_comms Have been reading about terrible floods there and response, unbelievable#SoloPR

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KellyeCrane 1:53pm via TweetDeck

A4: I've noticed myself being extra cranky. :-)#solopr



PaulaJohns 1:52pm via tchat.io

Adding to @3HatsComm's idea. Soft launch would provide nice "middle ground" solution, @JenDonovan. Might make client happy + help you #solopr



REDMEDIAPR 1:52pm via TweetDeck

Gotta prep for meeting see you #solopr in#Atlanta next week



SoloPR 1:51pm via tchat.io

Q4: This has been an extra difficult winter for everyone in the U.S. Are you noticing clients/reporters being extra cranky? #solopr

Retweeted by [JenMarsikFriess](#) and 2 others



ehr_comms 1:52pm via Tweet Button

Ha! And very wet in the UK! [@SoloPR](#) [#solopr](#)

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karenswim 1:52pm via Nurph

1 [#SoloPR](#)



karenswim 1:52pm via Nurph

A4: Ha! Haven't been able to see past my own crankiness, lol [#SoloPR](#)



KellyeCrane 1:52pm via TweetDeck

RT [@SoloPR](#): Q4: This has been a difficult winter for everyone in the U.S. Are you noticing clients/reporters being extra cranky? [#solopr](#)



KellyeCrane 1:51pm via TweetDeck

My Twitter's being a little sluggish. Hopefully just a hiccup! [#solopr](#)



SoloPR 1:51pm via tchat.io

Q4: This has been an extra difficult winter for everyone in the U.S. Are you noticing clients/reporters being extra cranky? [#solopr](#)

3 retweets



3HatsComm 1:50pm via TweetDeck

[@karenswim](#) flattered to be in the company of such great minds. :) [#soloPR](#)

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PaulaJohns 1:50pm via tchat.io

So true. RT @BluePepperPR: A3: Oftentimes, there are other motivators (i.e. investors) for the launch. #solopr



dariasteigman 1:49pm via TweetDeck

Sorry, got pulled off #solopr by a must-do-now item. Now have to prep for a call at 2. See you in Atlanta!



karenswim 1:49pm via Nurph

Whoops @3HatsComm said same thing about soft launch, only better, she's good like that :-)#SoloPR



SoloPR 1:49pm via tchat.io

You guys are throwing down the gold today! Great insights... Q4 is up next... #solopr



karenswim 1:48pm via HootSuite

@3HatsComm Lol! If only...dreaming of warm sand and clear blue water :-) #solopr

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SoloPR 1:48pm via tchat.io

So, so much better! RT @danieldorable A3 Effectively launching the first time is better than having to reevaluate and relaunch later #soloPR

Show Conversation



jendonovansf 1:48pm via TweetDeck

@karenswim Hoping that's the direction I can convince them of. #solopr

Show Conversation



PaulaJohns 1:48pm via tchat.io

Great idea! MT @3HatsComm: A3 Try to convince clients to invest in soft open/test launch; u can work out kinks, plan better go live #soloPR



KristK 1:47pm via Web

Super impressed (as usual) with the smarts of my #solopr pals.



SoloPR 1:47pm via tchat.io

In a nutshell! RT @KeeyanaHall: A3: Be confident in your expertise and have solid info to back up why. #soloPR

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danieldorable 1:47pm via Twitter for iPhone

I may have missed introductions, hi I'm Daniel! Public relations senior and @USAPRSSA president. #soloPR



KellyeCrane 1:45pm via TweetDeck

A3: Implied in this Q is what we all know: our relationships with journos are more imp than any single client. #solopr

Retweeted by [ehr_comms](#) and 1 others



KellyeCrane 1:45pm via TweetDeck

A3: Implied in this Q is what we all know: our relationships with journos are more imp than any single client. #solopr

Retweeted by [Jai_Soapbox](#) and 1 others

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3HatsComm 1:47pm via TweetDeck

ITA... CYA. :) RT @KellyeCrane: A3: the warnings should be put to the client *in writing.* Cc as many people as poss. #solopr



SoloPR 1:47pm via tchat.io

Interesting point... RT @BluePepperPR: A3: Oftentimes, there are other motivators (i.e. investors) for the launch. #solopr

[Show Conversation](#)



KellyeCrane 1:46pm via TweetDeck

@akenn Jinx again! (re: paper trail - so important)#solopr

[Show Conversation](#)



KellyeCrane 1:45pm via TweetDeck

A3: Implied in this Q is what we all know: our relationships with journos are more imp than any single client. #solopr

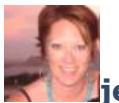
2 retweets



3HatsComm 1:44pm via TweetDeck

A3 I try to convince clients to invest in a soft open, test launch before major push; you can work out kinks, plan a better go live #soloPR

Retweeted by [PatriceKCokley](#)



ljendonovansf 1:45pm via TweetDeck

@karensxim Just that the product is somewhat ready. Playing acting CMO and trying to get all the other ducks in a row. #solopr

Show Conversation



akenn 1:45pm via tchat.io

@jendonovansf or it could be time to readjust launch strategy. "Since this is new situation, here are new strategies/tactics" #solopr



jendonovansf 1:44pm via TweetDeck

@akenn Good call, Alison. Thanks! #solopr

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jendonovansf 1:44pm via TweetDeck

@PaulaJohns Potentially. Only on week 2 but might not be worth it. #solopr

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KellyeCrane 1:44pm via TweetDeck

A3: BTW, all the warnings people are suggesting should be put to the client *in writing.* Cc as many people as poss. #solopr

karensxim 1:44pm via Nurph

@jendonovansf Eager is good but can be dangerous :-). Anything else driving need to push forward now? #SoloPR

Show Conversation

akenn 1:44pm via tchat.io

@jendonovansf sorry to hear that. sounds like it's time to make sure paper trail is up to date to hold against results #solopr

Show Conversation

PaulaJohns 1:44pm via tchat.io

@jendonovansf Sorry to hear. Seems like difference in philosophy and sometimes you just can't win. Might be best to let them go? A3#soloPR

Show Conversation



3HatsComm 1:44pm via TweetDeck

A3 I try to convince clients to invest in a soft open, test launch before major push; you can work out kinks, plan a better go live #soloPR

1 retweets



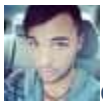
karenswim 1:43pm via Nurph

Yes!RT @BluePepperPR A3: Oftentimes, there are other motivators (i.e. investors) for the launch.#solopr #SoloPR



BluePepperPR 1:43pm via TweetChat powered by oneQube

A3: Oftentimes, there are other motivators (i.e. investors) for the launch. #solopr



danieldorable 1:43pm via Twitter for iPhone

A3 Effectively launching the first time is better than having to reevaluate and relaunch later #soloPR



KellyeCrane 1:43pm via TweetDeck

A3: If I'm being asked to exaggerate, I draw ethical line in the sand. If we have to part ways, so be it.#solopr



jendonovansf 1:42pm via TweetDeck

@PaulaJohns Welcome to my difficult situation, Paula.... #solopr

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BluePepperPR 1:42pm via TweetChat powered by oneQube

A3: If you've built trust, they should rely on your counsel regarding the timeline + readiness. #soloPR



SoloPR 1:42pm via tchat.io

Well said! RT @3HatsComm A3 Outline benefits of waiting, getting it right the first time-only one chance to nail that 1st impression #soloPR

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PaulaJohns 1:42pm via tchat.io

A3. Can be difficult situation is client is pushing for the launch and you know timing isn't right. Stick to your guns! #SoloPR



REDMEDIAPR 1:42pm via TweetDeck

Unrelated but great @Staples deal today on port battery power. Bought for clients bit.ly/1eUt8Re #soloPR Good gifts to RECHARGE biz



KristK 1:42pm via Web

A3: Or the opposite: Client wants to launch b4 pieces are in place. "I want it NOW" and you have explain why to wait. #SoloPR



SoloPR 1:42pm via tchat.io

Good! RT @karensxim: A3: I use a pre-launch checklist so we're all on the same page and understand if we have to adjust timeline #SoloPR

Show Conversation



jendonovansf 1:41pm via TweetDeck

@KellyeCrane Sometimes.... #solopr

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SoloPR 1:41pm via tchat.io

RT @danieldorable: A3 Have your explanation ready and anticipate a possible negative reaction #solopr

Show Conversation



PaulaJohns 1:41pm via tchat.io

Excellent! MT @karensxim A3: I use a pre-launch checklist and share so that we're all on same page #SoloPR



KellyeCrane 1:41pm via TweetDeck

A3: In tech PR, they sometimes think journos won't notice. Showing them negative clips re: others sets 'em straight #solopr



PatriceKCokley 1:41pm via TweetDeck

Confidence is key! RT @KeeyanaHall: A3: Be confident in your expertise and have solid info to back up why. #soloPR



KeeyanaHall 1:40pm via Echofon

A3: Be confident in your expertise and have solid info to back up why. #soloPR

Retweeted by _nobotyjudy



danieldorable 1:40pm via Twitter for iPhone

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@3HatsComm exactly! You only get one first chance! #soloPR

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KeeyanaHall 1:40pm via Echofon

A3: Be confident in your expertise and have solid info to back up why. #soloPR

1 retweets



ehr_comms 1:40pm via Tweet Button

A3: It also needs to be a VERY successful launch if you ask them to delay ... #solopr



jendonovansf 1:40pm via TweetDeck

@karens swim Stubborn and excited and eager. :)#solopr

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jendonovansf 1:39pm via TweetDeck

@KellyeCrane I'd love some examples of this!!#solopr

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3HatsComm 1:39pm via TweetDeck

@karens swim if only, if only that were always the case. :) #soloPR

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KellyeCrane 1:39pm via TweetDeck

@PatriceKCokley @REDMEDIAPR Ha! I have not tried the squirt bottle yet. Be right back... (kidding)#solopr

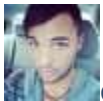
Show Conversation

Oops meant karen Also to Kellye's point - BE HONEST and say that - they don't pay you to lie, they pay you for a reality check [#solopr](#)



karensxim 1:39pm via Nurph

Great tip! RT @KellyeCrane A3: If you can find examples or other orgs that weren't ready, went and failed, that can help. [#solopr](#) [#SoloPR](#)



danieldorfable 1:39pm via Twitter for iPhone

A3 Have your explanation ready and anticipate a possible negative reaction [#solopr](#)



karensxim 1:36pm via Nurph

A3: Clients don't hire us to be "yes men/women" they hire us for our expertise. Push back and explain why [#SoloPR](#)

Retweeted by [kelsey_hymel](#) and 3 others



KeeyanaHall 1:36pm via Echofon

A2: Genuinely connect (they are human, too), LISTEN, follow-up, become a resource and then go for the gusto. [#soloPR](#)

Retweeted by [_nobotyjudy](#)



KellyeCrane 1:39pm via TweetDeck

A3: If you can find examples or other orgs that weren't ready, went and failed, that can help. [#solopr](#)



jendonovansf 1:39pm via TweetDeck

@akenn Yes, I created just this kind of launch readiness list and it was a bit ignored. [#solopr](#)

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karensxim 1:39pm via Nurph

@jendonovansf True, because clients can be stubborn too :-) #SoloPR

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BluePepperPR 1:39pm via TweetChat powered by oneQube

RT @3HatsComm A3 Outline benefits of waiting, getting it right the first time - only one chance to nail that 1st impression #solopr

Show Conversation



REDMEDIAPR 1:38pm via TweetDeck

Also to Kellye's point - BE HONEST and say that - they don't pay you to lie, they pay you for a reality check #solopr



karensxim 1:38pm via Nurph

A3: I use a pre-launch checklist and share so that we're all on the same page and understand if we have to adjust timeline #SoloPR



jendonovansf 1:38pm via TweetDeck

@karensxim Agreed. They hire us to be the experts, but sometimes they still say "nope, we're moving forward". #solopr

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akenn 1:37pm via tchat.io

A3. Walk through a list of launch "must haves" "nice to haves" and explain how the factors will determine PR impact. #solopr

Retweeted by 3HatsComm

#solopr transcript – 2/12/2014

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BluePepperPR 1:38pm via TweetChat powered by oneQube

RT @karensuim A3: Clients don't hire us to be "yes men/women" they hire us for our expertise. Push back and explain why. #solopr

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PatriceKCokley 1:38pm via TweetDeck

@REDMEDIAPR @KellyeCrane This works for cats too. :-) #solopr

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jendonovansf 1:37pm via TweetDeck

@REDMEDIAPR Great way to put it. This was my question, so looking forward to all the answers. #solopr

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SoloPR 1:37pm via tchat.io

RT @akenn: A3. Walk through a list of launch "must haves" "nice to haves" and explain how the factors will determine PR impact. #solopr

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3HatsComm 1:37pm via TweetDeck

A3 Outline benefits of waiting, getting it right the first time - only one chance to nail that 1st impression #soloPR



REDMEDIAPR 1:37pm via TweetDeck

@KellyeCrane you know what works for distracting hubs - same as for the dogs - bust out the squirt bottle #solopr

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SoloPR 1:37pm via tchat.io

RT @REDMEDIAPR: I do This or That scenario so they can see what happens now vs if we wait Keep it real - easier to understand #solopr

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karenswim 1:37pm via Nurph

@KellyeCrane Lol! My hubby once ran the vacuum...in my office...while I was on a conference call...with my boss and others#SoloPR

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karenswim 1:36pm via Nurph

A3: Clients don't hire us to be "yes men/women" they hire us for our expertise. Push back and explain why #SoloPR

Retweeted by KristK and 3 others



karenswim 1:36pm via Nurph

A3: Clients don't hire us to be "yes men/women" they hire us for our expertise. Push back and explain why #SoloPR

Retweeted by JenMarsikFriess and 3 others



akenn 1:37pm via tchat.io

A3. Walk through a list of launch "must haves" "nice to haves" and explain how the factors will determine PR impact. #solopr

1 retweets



karenswim 1:36pm via Nurph

A3: Clients don't hire us to be "yes men/women" they hire us for our expertise. Push back and explain why #SoloPR

Retweeted by PatriceKCokley and 3 others



KellyeCrane 1:36pm via TweetDeck

Update: Haven't killed my husband yet. But he continues to stomp through here distracting me (sorry, it's messing up my chat rhythm) #solopr



karensxim 1:36pm via Nurph

A3: Clients don't hire us to be "yes men/women" they hire us for our expertise. Push back and explain why #SoloPR

4 retweets



SoloPR 1:35pm via tchat.io

Q3: What are your tips for pushing back on a client when they are not ready to launch, to protect your own brand/reputation? #solopr

Retweeted by PatriceKCokley and 2 others



REDMEDIAPR 1:36pm via TweetDeck

I do This or That scenario so they can see what happens now vs if we wait Keep it real - easier to understand #solopr



kcwriter 1:36pm via Web

Yes! @KellyeCrane A2: Watch new hires section of your biz journal, etc. Send congrats note to execs, say if you ever need my svc.. #solopr



KeeyanaHall 1:36pm via Echofon

A2: Genuinely connect (they are human, too), LISTEN, follow-up, become a resource and then go for the gusto. #SoloPR

#solopr transcript – 2/12/2014

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1 retweets



SoloPR1:35pm via tchat.io

Q3: What are your tips for pushing back on a client when they are not ready to launch, to protect your own brand/reputation? #solopr

Retweeted by [JenMarsikFriess](#) and 2 others



SoloPR1:35pm via tchat.io

Q3: What are your tips for pushing back on a client when they are not ready to launch, to protect your own brand/reputation? #solopr

Retweeted by [KristK](#) and 2 others



JenDonovans1:36pm via TweetDeck

RT @SoloPR: Q3: What are your tips to push back on a client when they are not ready to launch, to protect your own brand/reputation? #solopr



SoloPR1:35pm via tchat.io

Q3: What are your tips for pushing back on a client when they are not ready to launch, to protect your own brand/reputation? #solopr

3 retweets



MichaelWillett1:35pm via Web

Good MT @KristK A2 I've been known to monitor/analyze prospect's media coverage & reach out asking if they'd like to meet to discuss#SoloPR



SoloPR1:34pm via tchat.io

Great discussion! Q3 is up next... #solopr



3HatsComm 1:33pm via TweetDeck

A2 look for 'home' turf like blogs on which you can stand out w/ comment, make social introductions w/ RTs, etc. [#soloPR](#)

Retweeted by [KristK](#)



3HatsComm 1:33pm via TweetDeck

A2 look for 'home' turf like blogs on which you can stand out w/ comment, make social introductions w/ RTs, etc. [#soloPR](#)

1 retweets



KellyeCrane 1:33pm via TweetDeck

[@KristK](#) I think it's especially useful when you *know* they could get better media coverage. They probably know it, too. [#solopr](#)

[Show Conversation](#)



jendonovansf 1:33pm via TweetDeck

[@REDMEDIAPR](#) Simple & easy! [#solopr](#)

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KellyeCrane 1:29pm via TweetDeck

A2: If you see a biz advertising an open PR/marketing position, you can sometimes convince them to use you instead! [#solopr](#)

Retweeted by [ehr_comms](#) and 1 others



PatriceKCokley 1:33pm via Twitter for Android

[@JenMarsikFriess](#) [@BradleyRoss](#) Thanks [#solopr](#)

[Show Conversation](#)

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karensxim 1:33pm via Nurph

So true RT @akenn A lot of these approaches can be used with media relations too! #solopr#SoloPR



REDMEDIAPR 1:33pm via TweetDeck

@jendonovansf Same as getting to know ANY one of you - ask questions, be interested BUILD a relationship #solopr A2

[Show Conversation](#)

MichaelWillett 1:32pm via Web

! RT @KellyeCrane A2 If you see a biz advertising an open PR/marketing position, you can sometimes convince them to use you instead!#solopr



SoloPR 1:32pm via tchat.io

RT @REDMEDIAPR: Have had great success getting to know first, making 1-2 free suggestions casually then flw up for a meeting #solopr

[Show Conversation](#)



KellyeCrane 1:31pm via TweetDeck

A2: Also, watch the new hires section of your biz journal, etc. Send congrats note to relevant execs, say if you ever need my svc.. #solopr

Retweeted by [LoisMarketing](#)



SoloPR 1:32pm via tchat.io

RT @KristK: A2: So tempting to just call a prospect you want to work with. But Stop. Look. Listen. Then, Make Your Move. #SoloPR

[Show Conversation](#)



KristK 1:32pm via Web

A2: I've been known to monitor/analyze a prospect's media coverage and then reach out asking if they'd like to meet to discuss. [#SoloPR](#)



KellyeCrane 1:31pm via TweetDeck

A2: Also, watch the new hires section of your biz journal, etc. Send congrats note to relevant execs, say if you ever need my svc.. [#solopr](#)

1 retweets



akenn 1:31pm via tchat.io

A lot of these approaches can be used with media relations too! [#solopr](#)



jendonovansf 1:31pm via TweetDeck

@[REDMEDIAPR](#) What tactics were most successful in the “getting to know” category?[#solopr](#)

[Show Conversation](#)



REDMEDIAPR 1:30pm via TweetDeck

Have had great success getting to know first, making 1-2 free suggestions casually then flw up for a meeting [#solopr](#)

Retweeted by [JenMarsikFriess](#)



BluePepperPR 1:30pm via TweetChat powered by oneQube

RT @[PatriceKCokley](#) @[BradleyRoss](#) I agree. There is no reason why calls should ever be cold with technology. [#solopr](#)

[Show Conversation](#)



REDMEDIAPR 1:30pm via TweetDeck

#solopr transcript – 2/12/2014

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

Have had great success getting to know first, making 1-2 free suggestions casually then flw up for a meeting #solopr

1 retweets



JenDonovans 1:30pm via TweetDeck

@KellyeCrane Never hurts to ask! #solopr

[Show Conversation](#)



KellyeCrane 1:29pm via TweetDeck

A2: If you see a biz advertising an open PR/marketing position, you can sometimes convince them to use you instead! #solopr

Retweeted by [AerialEllis](#) and 1 others



JenMarsikFriess 1:30pm via tchat.io

Love how you put this! RT @PatriceKCokley: @BradleyRoss I agree. There is no reason why calls should ever be cold with technology. #solopr

[Show Conversation](#)



KristK 1:29pm via Web

A2: So tempting to just call a prospect you want to work with. But Stop. Look. Listen. Then, Make Your Move. #SoloPR

Retweeted by [PatriceKCokley](#)



KellyeCrane 1:29pm via TweetDeck

A2: If you see a biz advertising an open PR/marketing position, you can sometimes convince them to use you instead! #solopr

2 retweets



jendonovansf 1:29pm via TweetDeck

A2: A simple note to say you would love to hear more about their goals to see if you're experience could add value. #solopr

KristK 1:29pm via Web

A2: So tempting to just call a prospect you want to work with. But Stop. Look. Listen. Then, Make Your Move. #SoloPR

1 retweets

PatriceKCokley 1:29pm via Twitter for Android

@BradleyRoss I agree. There is no reason why calls should ever be cold with technology. #solopr

Show Conversation

REDMEDIAPR 1:29pm via TweetDeck

THIS RT @danieldorfable: A2 Show them what you can do without saying what they're currently doing is bad. Be positive, not critical! #soloPR



SoloPR 1:28pm via tchat.io

MT @BradleyRoss: A2: ...approach "cold calling" to make it a bit warmer - send or email them some relevant information, etc. #soloPR

Show Conversation



BluePepperPR 1:28pm via TweetChat powered by oneQube

RT @karensxim: A2: Reach out, develop relationship, find out what they're doing and what is important to them. #solopr

Show Conversation



BradleyRoss 1:27pm via Web

#solopr transcript – 2/12/2014

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

A2: There are also some ways to approach "cold calling" to make it a bit warmer - send or email them some relevant information, etc. [#soloPR](#)

Retweeted by [PatriceKCokley](#)



jendonovansf 1:28pm via TweetDeck

@[karensxim](#) Exactly. It's like the "movie star" saying 'Don't you know who I am?'. [#solopr](#)

[Show Conversation](#)



SoloPR 1:27pm via tchat.io

Thanks, Patrice! RT @[PatriceKCokley](#): This is my 1st time at [#solopr](#) and im loving the chat already!!!

[Show Conversation](#)



BradleyRoss 1:27pm via Web

A2: There are also some ways to approach "cold calling" to make it a bit warmer - send or email them some relevant information, etc. [#soloPR](#)

1 retweets



BluePepperPR 1:27pm via TweetChat powered by oneQube

RT @[danieldorable](#) A2 Show them what you can do without saying what they're currently doing is bad. Be positive, not critical! [#solopr](#)

[Show Conversation](#)



karensxim 1:27pm via Nurph

@[mdbarber](#) Miss you today but will see you next week! Yay! [#SoloPR](#)

[Show Conversation](#)



KellyeCrane 1:26pm via TweetDeck

#solopr transcript – 2/12/2014

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A2: If they have a news event, you can send a congratulatory note, say you'd love to help them get more attention. #solopr

Retweeted by [KristK](#)

 **danieldorable** 1:25pm via Twitter for iPad

A2 Show them what you can do without saying what they're currently doing is bad. Be positive, not critical! #soloPR

Retweeted by [PatriceKCokley](#)



SoloPR 1:27pm via tchat.io

Good! RT [@danieldorable](#): A2 Show them what you can do without saying what they're currently doing is bad. Be positive, not critical! #soloPR

[Show Conversation](#)



karenswim 1:27pm via Nurph

[@jendonovansf](#) One of my pet peeves is ppl contacting me with assumptions #SoloPR

[Show Conversation](#)



jendonovansf 1:27pm via TweetDeck

[@mdbarber](#) See you soon Mary!!! #solopr

[Show Conversation](#)



ehr_comms 1:26pm via Tweet Button

[@karenswim](#) #solopr find out if they're attending any trade shows helps too.

[Show Conversation](#)



KellyeCrane 1:26pm via TweetDeck

A2: If they have a news event, you can send a congratulatory note, say you'd love to help them get more attention. #solopr

1 retweets



jendonovansf 1:25pm via TweetDeck

A2: Follow their PR/Social activity and engage, find a common connection, go in with a few ideas so it's not really a "cold" call. #solopr

Retweeted by [kcwriter](#)



akenn 1:24pm via tchat.io

Do your homework too. Make sure you know what to say when they are ready to talk biz. Have PR strategies to ready to recommend. #solopr

Retweeted by [KristK](#)



karenswim 1:26pm via Nurph

Hi @PatriceKCokley so glad you could join!#SoloPR



jendonovansf 1:26pm via TweetDeck

@[karenswim](#) Exactly. What you think they need and what they are focused on based on business goals could be very different. #solopr

[Show Conversation](#)



karenswim 1:23pm via Nurph

A2: Reach out, develop relationship, find out what they're doing and what is important to them.#SoloPR

Retweeted by [PatriceKCokley](#)



mdbarber 1:26pm via tchat.io

#solopr transcript – 2/12/2014

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

Popping in for a minute to say I'm missing you all today. Too many items on the To Do list for today. See you all next week! [#solopr](#)



karenswim 1:26pm via Nurph

@danieldorable Great point to make and so important! [#SoloPR](#)

[Show Conversation](#)



PatriceKCokley 1:26pm via Twitter for Android

This is my 1st time at [#solopr](#) and im loving the chat already!!! Loving your answers to Q2. Im right in line.

karenswim 1:25pm via Nurph

RT @danieldorable Show them what you can do without saying what they're currently doing is bad. Be positive, not critical! [#soloPR](#) [#SoloPR](#)

KellyeCrane 1:25pm via TweetDeck

A2: Are any of your target contacts on social media? See if you can engage first casually. [#solopr](#)



jendonovansf 1:25pm via TweetDeck

A2: Follow their PR/Social activity and engage, find a common connection, go in with a few ideas so it's not really a "cold" call. [#solopr](#)

1 retweets



karenswim 1:25pm via Nurph

A2: Don't be afraid to cold call but be strategic, going in assuming that they need you is the wrong approach [#SoloPR](#)



3HatsComm 1:23pm via TweetDeck

#solopr transcript – 2/12/2014

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A2 that's the money question, isn't it?! :) do your homework, network, get social, make connections to find that IN. #soloPR

Retweeted by [PatriceKCokley](#)



ehr_comms 1:25pm via Tweet Button

@akenn #solopr Great answer!

Show Conversation



danieldorable 1:25pm via Twitter for iPad

A2 Show them what you can do without saying what they're currently doing is bad. Be positive, not critical! #soloPR

1 retweets



REDMEDIAPR 1:22pm via TweetDeck

Make an introduction thru visiting biz, network event, one of your contacts Start a dialogue b4 you go for the biz talk #solopr

Retweeted by [PatriceKCokley](#) and 2 others



KellyeCrane 1:22pm via TweetDeck

RT @SoloPR: Q2: If you see an org that could use your svc ("They need me; they just don't know it yet"), how do you get in there? #solopr

Retweeted by [OhhSocialMedia](#)



akenn 1:24pm via tchat.io

Do your homework too. Make sure you know what to say when they are ready to talk biz. Have PR strategies to ready to recommend. #solopr

1 retweets



PatriceKCokley 1:24pm via Twitter for Android

A2 I would try to connect via [#socialmedia](#) then start conversation. A week or so later, offer help.[#solopr](#)



KellyeCrane 1:24pm via TweetDeck

A2: I agree w/what others are saying. Much easier if you've met someone at your target company via networking. [#solopr](#)



ehr_comms 1:22pm via Tweet Button

[#solopr](#) A2 find out where they're networking (if they are), use LinkedIn to find out who they know and then go from there.

Retweeted by [PatriceKCokley](#) and 1 others



REDMEDIAPR 1:22pm via TweetDeck

Make an introduction thru visiting biz, network event, one of your contacts Start a dialogue b4 you go for the biz talk [#solopr](#)

Retweeted by [KristK](#) and 2 others



akenn 1:23pm via tchat.io

Great suggestions RT [@REDMEDIAPR](#) visit biz, network event, one of your contacts Start a dialogue b4 you go for the biz talk [#solopr](#)



PatriceKCokley 1:23pm via Twitter for Android

[@SoloPR](#) GREAT question!!!! [#solopr](#)

[Show Conversation](#)



ehr_comms 1:22pm via Tweet Button

[#solopr](#) A2 find out where they're networking (if they are), use LinkedIn to find out who they know and then go from there.

Retweeted by KristK and 1 others



redmedia REDMEDIAPR 1:22pm via TweetDeck

Make an introduction thru visiting biz, network event, one of your contacts Start a dialogue b4 you go for the biz talk [#solopr](#)

Retweeted by kcwriter and 2 others



SoloPR 1:23pm via tchat.io

RT @ehr_comms: [#solopr](#) A2 find out where they're networking (if they are), use LinkedIn to find out who they know and then go from there.

[Show Conversation](#)

karensxim 1:23pm via Nurph

A2: Reach out, develop relationship, find out what they're doing and what is important to them. [#SoloPR](#)

1 retweets



SoloPR 1:21pm via tchat.io

Q2: If you see an org that could use your svc ("They need me; they just don't know it yet"), how do you get in there? [#solopr](#)

Retweeted by PatriceKCokley and 2 others



SoloPR 1:21pm via tchat.io

Q2: If you see an org that could use your svc ("They need me; they just don't know it yet"), how do you get in there? [#solopr](#)

Retweeted by JenMarsikFriess and 2 others



3HatsComm 1:23pm via TweetDeck

#solopr transcript – 2/12/2014

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

A2 that's the money question, isn't it?! :) do your homework, network, get social, make connections to find that IN. [#soloPR](#)

1 retweets



REDMEDIAPR 1:22pm via TweetDeck

Make an introduction thru visiting biz, network event, one of your contacts Start a dialogue b4 you go for the biz talk [#solopr](#)

3 retweets



jendonovansf 1:21pm via TweetDeck

[@ehr_comms](#) [@PaulaJohns](#) [@karensxim](#) If you get no response after a few touch points, I'd say you'll get a sense it's time to move on. [#solopr](#)

Retweeted by [JenMarsikFriess](#)



SoloPR 1:22pm via tchat.io

Ha! RT [@PatriceKCokley](#): A1: 1-2 followups and then I move on. Don't want to come off as desperate or a pest. Which I'm neither. [#solopr](#)

[Show Conversation](#)

karensxim 1:22pm via Nurph

[@kcwriter](#) You're welcome! Took me a minute to connect it too, so happy to share with others![#SoloPR](#)

[Show Conversation](#)



SoloPR 1:21pm via tchat.io

Q2: If you see an org that could use your svc ("They need me; they just don't know it yet"), how do you get in there? [#solopr](#)

Retweeted by [KristK](#) and 2 others

[#solopr transcript](#) – 2/12/2014

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



ehr_comms 1:22pm via Tweet Button

#solopr A2 find out where they're networking (if they are), use LinkedIn to find out who they know and then go from there.

2 retweets

akenn 1:22pm via tchat.io

@ehr_comms a friend in another industry says he asks "am I bothering you with these calls" if he gets prospect live #solopr

Show Conversation

PaulaJohns 1:22pm via tchat.io

Agree MT @jendonovansf: @ehr_comms@PaulaJohns @karensxim If you get no response after a few touch points, it's time to move on. #solopr

KellyeCrane 1:22pm via TweetDeck

RT @SoloPR: Q2: If you see an org that could use your svc ("They need me; they just don't know it yet"), how do you get in there? #solopr

1 retweets

PatriceKCokley 1:22pm via Twitter for Android

@KellyeCrane Exactly! #solopr

Show Conversation

jendonovansf 1:22pm via TweetDeck

@karensxim @PaulaJohns Agreed. Which is why I'm open to speaking with a variety of prospects these days. Never know who they know. #solopr

Show Conversation

KristK 1:22pm via Web

A1: At biz events, always make a point to say hello. Seems simple, but sometimes your handshake is the reminder they need. #SoloPR

KellyeCrane 1:18pm via TweetDeck

A1: If a prospect seems in a perpetual state of indecision, I view that as a bad sign. What will they be like as a client? #solopr

Retweeted by [PatriceKCokley](#) and 1 others

KellyeCrane 1:22pm via TweetDeck

[@3HatsComm](#) Super smart point on Q1 about decision makers! You may be talking to the wrong person. #solopr

[Show Conversation](#)

jendonovansf 1:21pm via TweetDeck

[@ehr_comms](#) [@PaulaJohns](#) [@karensxim](#) If you get no response after a few touch points, I'd say you'll get a sense it's time to move on. #solopr

1 retweets [Show Conversation](#)



PatriceKCokley 1:21pm via Twitter for Android

A1: 1-2 followups and then I move on. Don't want to come off as desperate or a pest. Which I'm neither. #solopr



SoloPR 1:21pm via tchat.io

Q2: If you see an org that could use your svc ("They need me; they just don't know it yet"), how do you get in there? #solopr

3 retweets



karensxim 1:21pm via Nurph

[@jendonovansf](#) [@PaulaJohns](#) Yes! Never hurts to nurture a contact, they can also be a source of referrals. #SoloPR

[Show Conversation](#)



ehr_comms 1:21pm via Tweet Button

@jendonovansf @PaulaJohns @karensxim#solopr but when do you know if you're annoying the person and at the same time wasting your own time

Show Conversation



kcwriter 1:20pm via Web

Do that w/ prospecting; didn't consider for this circumstance. Thanks! MT @karensxim A1: monthly touchpoint not focused on closing#SoloPR



jendonovansf 1:20pm via TweetDeck

@PaulaJohns @karensxim Agreed! Send articles, ideas, etc. Continue the courting, until it seems like overkill. #solopr

Show Conversation



3HatsComm 1:20pm via TweetDeck

@KellyeCrane Agree it's red flag. maybe you're not negotiating w/ key decision maker and should be? #solopr

Show Conversation



SoloPR 1:19pm via tchat.io

Yes! RT @3HatsComm: A1 It can also be helpful to send a friendly reminder that delay could limit your availability or change budget #solopr

Show Conversation



karensxim 1:19pm via Nurph

MT @3HatsComm ... send a friendly reminder that delay could limit your availability or change budget estimates #solopr #SoloPR

Retweeted by KristK

#solopr transcript – 2/12/2014

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jendonovansf 1:19pm via TweetDeck

A "PITB" MT @KellyeCrane: A1: If a prospect seems in a perpetual state of indecision, what will they be like as a client? #solopr



PaulaJohns 1:19pm via tchat.io

Be helpful, share insight MT @karensxim: Staying in touch yields surprising results. Monthly touchpoint not focused on closing deal. #SoloPR



KellyeCrane 1:19pm via TweetDeck

@akenn Jinx! I ended up making that a 2-parter. J#solopr

[Show Conversation](#)



karensxim 1:19pm via Nurph

MT @3HatsComm ... send a friendly reminder that delay could limit your availability or change budget estimates #soloPR #SoloPR

1 retweets



akenn 1:19pm via tchat.io

@KellyeCrane oops, jinx #solopr

[Show Conversation](#)



SoloPR 1:19pm via tchat.io

Nice tips on Q1 everyone! Q2 is up next... #solopr



KellyeCrane 1:18pm via TweetDeck

A1: If a prospect seems in a perpetual state of indecision, I view that as a bad sign. What will they be like as a client? #solopr

Retweeted by [kelsey_hymel](#) and 1 others



3HatsComm 1:18pm via TweetDeck

A1 It can also be helpful to send a friendly reminder that delay could limit your availability or change budget estimates #soloPR



akenn 1:18pm via tchat.io

But in that case do you really want their business? RT @[KellyeCrane](#) Sometimes, the person will say "...pls check back" ...forever.#solopr

[Show Conversation](#)



KellyeCrane 1:18pm via TweetDeck

A1: If a prospect seems in a perpetual state of indecision, I view that as a bad sign. What will they be like as a client? #solopr

2 retweets



jendonovansf 1:18pm via TweetDeck

@[KellyeCrane](#) Agreed. Budgets, priorities, etc can all change in an instant. Communication is nice but isn't always the case. #solopr

[Show Conversation](#)



BluePepperPR 1:18pm via TweetChat powered by oneQube

RT @[karensxim](#) A1: Having worked in sales, I know that not everyone responds after 1-2x, put on a "touch" schedule #solopr

[Show Conversation](#)



jendonovansf 1:17pm via TweetDeck

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@BluePepperPR Me too, common courtesy in my book, but different strokes. #solopr

Show Conversation



KellyeCrane 1:17pm via TweetDeck

A1: FYI- Sometimes, the person will say "we're still considering options, pls check back"...forever.#solopr



jendonovansf 1:17pm via TweetDeck

How many touches before you stop? MT @karensxim: A1: Having worked in sales, not everyone responds aft 1-2x, put on "touch" schedule #SoloPR



dariasteigman 1:17pm via TweetDeck

Exactly. RT @karensxim: Staying in touch can yield surprising results, like a monthly touchpoint not focused on closing the deal #SoloPR



BluePepperPR 1:17pm via TweetChat powered by oneQube

@jendonovansf Agreed... sometimes the decision takes a while and I appreciate a quick note to let me know tthat's the case. #solopr

Show Conversation



JenMarsikFriess 1:16pm via tchat.io

A2: What @KellyeCrane said - It always seems to take longer than estimated - that's applicable to MANY things! #solopr



kcwriter 1:16pm via Web

Good tactic MT @KellyeCrane A1: It helps to ask when you should expect to hear something.#solopr

ehr_comms 1:16pm via Tweet Button

#solopr transcript – 2/12/2014

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@karensxim #solopr love that too! Thanks.

Show Conversation



SoloPR1:16pm via tchat.io

RT @KristK: A1: I do 1-2 followup, then perhaps an occasional article I think would be of interest to them to keep channels open. #SoloPR

Show Conversation



karensxim1:16pm via Nurph

A1: Staying in touch can yield surprising results, like a monthly touchpoint that is not focused on closing the deal #SoloPR



jendonovansf1:15pm via TweetDeck

I'm more of a calla lily fan ;) RT @KevinCole509: @jendonovansf @KristK So... No roses for the first business meeting? #solopr



KellyeCrane1:15pm via TweetDeck

A1: Often, something's changed about the budget behind the scenes. They should let you know, but they don't always. #solopr

1 retweets



PaulaJohns1:15pm via tchat.io

Agree - me too > MT @KristK A1: I do 1-2 followup emails/calls, then perhaps an occasional article I think would be of interest. #SoloPR



dariasteigman1:15pm via TweetDeck

A1 Agree with others. 1-2 calls/ emails, then let it go. Then use top-of-mind approach to stay in touch if potential is worthy. #solopr

#solopr transcript – 2/12/2014

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Page | 42



karensxim 1:15pm via Nurph

A1: Having worked in sales, I know that not everyone responds after 1-2x, put on a "touch" schedule [#SoloPR](#)



jendonovansf 1:15pm via TweetDeck

@UNTBriana Briana - you are welcome here anytime ;) [#solopr](#)

[Show Conversation](#)



jendonovansf 1:15pm via TweetDeck

@kelsey_hymel Thanks! Don't learn the hard way :) [#solopr](#)

[Show Conversation](#)

ehr_comms 1:15pm via Tweet Button

@SoloPR @karensxim [#solopr](#) Thanks! I like that one!

[Show Conversation](#)

karensxim 1:15pm via Nurph

MT @KellyeCrane it helps to ask when you should expect to hear something. Then follow-up a couple days later. [#solopr](#) [#SoloPR](#)

jendonovansf 1:15pm via TweetDeck

@3HatsComm Very true, Davina! Lots of love until it's time to pay up. [#solopr](#)

[Show Conversation](#)

KristK 1:14pm via Web

A1: I do 1-2 followup emails/calls, then perhaps an occasional article I think would be of interest to them to keep channels open. [#SoloPR](#)

SoloPR 1:14pm via tchat.io

[#solopr transcript](#) – 2/12/2014

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Ha! RT @jendonovansf: A1: Like dating, you don't want to seem desperate with follow ups to prospects. 1-2 times and then walk away. #solopr

Show Conversation

kcwriter 1:14pm via Web

A1: Follow up two times at the most, but if there's absolute silence after 1st follow up, I'd have to really want it #solopr

SoloPR 1:14pm via tchat.io

RT @karensxim: A1: Establish follow-up at meeting and then follow through. #SoloPR

Show Conversation

UNTBriana 1:14pm via Twitter for iPhone

@jendonovansf that was an awesome answer 😊 I think I will remember this forever#itsnotmeitsyouu#solopr

Show Conversation

jendonovansf 1:14pm via TweetDeck

A1: Having been internal at a tech company, things can take a LOT longer than you may think. Lots of moving parts. #solopr



KellyeCrane 1:14pm via TweetDeck

A1: Whenever possible, it helps to ask when you should expect to hear something. Then follow-up a couple days later. #solopr



kelsey_hymel 1:14pm via Tweet Button

@jendonovansf ha! I love that. #solopr

Show Conversation



BluePepperPR 1:13pm via TweetChat powered by oneQube

#solopr transcript – 2/12/2014

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A1: I follow up as noted in our initial meeting/conversation. I then follow up once more before leaving the ball in their court #solopr



3HatsComm 1:13pm via TweetDeck

@jendonovansf good analogy.. could also be a 'too serious too soon' situation, they were gung-ho until the subject turned to \$ #soloPR

Show Conversation



jendonovansf 1:12pm via TweetDeck

A1: Like dating, you don't want to seem desperate with follow ups to prospects. 1-2 times and then walk away. It's not me, it's you. #solopr

Retweeted by KristK



dariasteigman 1:13pm via TweetDeck

+1 RT @jendonovansf: A1: Like dating, you don't want to seem desperate. Follow up 1-2 times, then walk away. It's not me, it's you. #solopr



JenMarsikFriess 1:13pm via tchat.io

A1: I would do one call, an email the week after that, then walk away. #solopr



PaulaJohns 1:13pm via tchat.io

Dr. Pepper is my favorite -- and of course, now BLUE! RT @KristK @jendonovansf And of course Dr Pepper! @BluePepperPR #SoloPR



KellyeCrane 1:13pm via TweetDeck

@Alesya What part of "I'm insanely busy" does he not understand? Oy! #solopr

Show Conversation



dariasteigman 1:12pm via TweetDeck

@karensxim So excited to see you in a few days. Hoping all the ice & snow will be gone b/f I drive down Monday. #solopr

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karensxim 1:12pm via Nurph

A1: Establish follow-up at meeting and then follow through. #SoloPR



jendonovansf 1:12pm via TweetDeck

A1: Like dating, you don't want to seem desperate with follow ups to prospects. 1-2 times and then walk away. It's not me, it's you. #solopr

1 retweets



SoloPR 1:10pm via tchat.io

Q1: When a potential client seems interested and then suddenly ignores you, when/how often should you contact for followup? #solopr

Retweeted by JenMarsikFriess and 2 others



karensxim 1:11pm via Nurph

@dariasteigman ROFL! Hey Daria! #SoloPR

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PaulaJohns 1:11pm via tchat.io

@BluePepperPR You'd be surprised how often mine is mispronounced. #soloPR

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KellyeCrane 1:11pm via TweetDeck

RT @SoloPR Q1: When potential client seems interested and then suddenly ignores you, when/how often should you contact for followup? #solopr



karenswim 1:11pm via Nurph

RT @SoloPR Q1: When a potential client seems interested then suddenly ignores u, when/how often should you followup? #solopr #SoloPR



SoloPR 1:10pm via tchat.io

Q1: When a potential client seems interested and then suddenly ignores you, when/how often should you contact for followup? #solopr

Retweeted by dariasteigman and 2 others



JenMarsikFriess 1:11pm via tchat.io

Thanks for the tchat.io tip, @KellyeCrane! I really like it! #solopr



dariasteigman 1:11pm via TweetDeck

Hello #soloPR peeps. Joining from Washington, where it's the calm before #SpawnOfSnowmagedon arrives.



BluePepperPR 1:11pm via TweetChat powered by oneQube

@jendonovansf @PaulaJohns pink, white, black... BLUE! We'll make you a fan. #solopr

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KellyeCrane 1:11pm via TweetDeck

Seriously, I'm about to kill my husband. He's home from work and just can't seem to hush today. #solopr

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



jendonovansf 1:10pm via TweetDeck

@KristK @PaulaJohns @BluePepperPR Ha!#solopr

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SoloPR 1:10pm via tchat.io

Q1: When a potential client seems interested and then suddenly ignores you, when/how often should you contact for followup? #solopr

Retweeted by KristK and 2 others



KristK 1:10pm via Web

@jendonovansf And of course Dr Pepper! @PaulaJohns @BluePepperPR #SoloPR

Show Conversation



SoloPR 1:10pm via tchat.io

Q1: When a potential client seems interested and then suddenly ignores you, when/how often should you contact for followup? #solopr

3 retweets



karenswim 1:10pm via Nurph

@UNTBriana This is a great group of people, smart and always willing to help. #SoloPR

Show Conversation



BluePepperPR 1:09pm via TweetChat powered by oneQube

@PaulaJohns Thanks. If my name were easier to pronounce... :-) #solopr

Show Conversation



UNTBriana 1:09pm via Twitter for iPhone

@karensuim thanks so much, can't wait to gain insight on the industry from all of you! #solopr

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KristK 1:09pm via Web

@BluePepperPR Congrats! Time sure does fly when you're having this much fun! #SoloPR

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jendonovansf 1:09pm via TweetDeck

@PaulaJohns @BluePepperPR I'm a HUGE pepper fan: pink, white, black. :) #solopr

Show Conversation



jendonovansf 1:08pm via TweetDeck

@kelsey_hymel Welcome Kelsey! #solopr

Show Conversation



PaulaJohns 1:08pm via tchat.io

@BluePepperPR Love your biz name! Slightly jealous. :) I just have my name as my biz name. #soloPR

Show Conversation



BluePepperPR 1:08pm via TweetChat powered by oneQube

@PatriceKCokley Thanks! It's been a great ride and I'm still loving what I do, and doing what I love. #solopr

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SoloPR 1:08pm via tchat.io

Q1 is coming up... #solopr



kelsey_hymel 1:08pm via Tweet Button

Hi everyone! Tuning in for the first time from Raleigh! Just started snowing here... #solopr



KellyeCrane 1:06pm via TweetDeck

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

Retweeted by OhhSocialMedia



PatriceKCokley 1:07pm via Twitter for Android

@BluePepperPR Congrats on 5yrs! #solopr

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karenswim 1:07pm via Nurph

@UNTBriana Welcome! We love having students join us, glad you're here! #SoloPR

Show Conversation



PaulaJohns 1:07pm via TweetDeck

Thanks, @karenswim! Hope to meet you all in IRL one of these days! #soloPR

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SoloPR 1:07pm via tchat.io

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

#solopr transcript – 2/12/2014

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KristK 1:07pm via Twubs

Howdy to my [#solopr](#) pals! Kristie here from the MS Gulf Coast (20+ yrs exp, 10 as indy, APR and PR prof).



kcwriter 1:06pm via TweetChat powered by oneQube

[@UNTBriana](#) Welcome! [#solopr](#)

Show Conversation



BluePepperPR 1:06pm via TweetChat powered by oneQube

Eshe Glover, mad scientist [@BluePepperPR](#) in Charlotte, solo for 5yrs in April. (WhoooHooo!)[#solopr](#)



KellyeCrane 1:06pm via TweetDeck

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

1 retweets



PaulaJohns 1:06pm via tchat.io

Welcome to those of you new to the [#soloPRchat](#)! Great discussions here.



UNTBriana 1:06pm via Twitter for iPhone

Hello everyone! I'm a PR student at UNT and I'm so excited to read/learn and participate when I can in this chat! [#SoloPR](#)



KristK 1:06pm via Web

[@UNTBriana](#) welcome to [#solopr](#) chat. Is [@Samjb](#) one of your profs?

[#solopr transcript – 2/12/2014](#)

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karensxim 1:06pm via Nurph

RT @SoloPR Quick reminder: no chat next week, as most of us will be at the 2014 #SoloPRSummit! soloprpro.com/summit #SoloPR



PatriceKCokley 1:05pm via Twitter for Android

Tuning in to the #solopr chat today from Chicago. Hello everyone.



kcwriter 1:05pm via TweetChat powered by oneQube

@karensxim Hi there! How're you doing? #solopr

Show Conversation



3HatsComm 1:05pm via TweetDeck

Taking a break from watching storm news, making myself some hot chocolate, getting ready for #soloPR chat.



SoloPR 1:05pm via tchat.io

Quick reminder: no chat next week, as most of us will be at the 2014 #SoloPR Summit!soloprpro.com/summit



karensxim 1:05pm via Nurph

@kcwriter Hi Kelle! #SoloPR

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kcwriter 1:05pm via TweetChat powered by oneQube

Kelle Campbell from Columbia, MD. Hi everyone!#SoloPR

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JenMarsikFriess 1:05pm via HootSuite

Hi from my temporary office in Savannah! What @jendonovansf said: glad the Conference is next week - Stay safe, everyone. #solopr



KristK 1:05pm via Twubs

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



karenswim 1:05pm via Nurph

@PaulaJohns I feel sad too, you will be missed!#SoloPR

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SoloPR 1:04pm via tchat.io

Using tchat.io makes it easier to follow along with a fast-paced chat like ours. Welcome all newbies!#solopr



karenswim 1:04pm via Nurph

Hi All! Karen Swim solo for nearly a decade, joining from MI #SoloPR



PaulaJohns 1:04pm via tchat.io

Hi #soloPR friends. Joining from the San Diego area...longtime #PR consultant. Feeling sad that I can't attend next week's conference. :(



BradleyRoss 1:04pm via Web

Hi, Brad Shannon here, @BradleyRoss and @ShannonMarcom, north of Denver #soloPR



SoloPR 1:04pm via tchat.io

We don't have themes for the entire chat -Qs are submitted to @KellyeCrane (@ or DM) each week. #solopr



akenn 1:04pm via Web

Congratulations! @MarketingMel Celebrating five years in biz w/ @KristenPiercePR @brockaleigh@Sarah_Kinsler #soloprpic.twitter.com/XMemt5J1Vd



jendonovansf 1:04pm via TweetDeck

Joining today's #solopr chat. Jennifer from#SanFrancisco. Founder of @NovaComms.#socialmedia #consulting



SoloPR 1:03pm via tchat.io

We have some new folks lately, so let's take a moment to quickly review how the #solopr chat works...



JenMarsikFriess 1:03pm via HootSuite

Welcome! RT @UNTBriana: Can't wait to participate in my first #SoloPR chat today!#newbie

[Show Conversation](#)



karenswim 1:03pm via Nurph

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



jendonovansf 1:03pm via TweetDeck

Good morning #solopr folks! I don't know about you, but I'm SO glad the Conference is next week, not today :) Stay safe, Atlanta.

#solopr transcript – 2/12/2014

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SoloPR1:03pm via tchat.io

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



SoloPR1:02pm via tchat.io

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