#SoloPR Transcript –4/2/2014

Q1: How do you communicate your use of subcontractors to your clients? What if they won't interface directly? #**solopr**

Q2: Do you separate out subs on invoices, time detail? Show diff rates, etc.? #**solopr**

Q3: How do you gain client trust, gently correcting, when they're resisting best practice advice? #**solopr**

Q4: If your client starts going off message during a media interview, how do you handle? #**solopr**

KristK 1:59pm via web

Have I mentioned lately how much I love the #solopr community? So much wisdom, support, friendships. #Iheartyou

kumarmanish9 1:58pm via web

@SoloPR Just missed this 2day.Would love to catch up next time:-).Till then reading intresting observcations & insights #soloPR

KellyeCrane 1:58pm via TweetDeck

@cartooninperson It's hard for all of us, so it helps to hear how others handle it! #solopr

JenMarsikFriess 1:57pm via HootSuite

Love this! MT @JanetLFalk: .@KellyeCrane "A media interview is the wrong time to have an original thought." #soloPR

Yetunde 1:57pm via TweetChat powered by oneQube

Always a great session. Thank you @SoloPR for another great chat #solopr

KellyeCrane 1:57pm via TweetDeck

@rachelmiller Vomit-inducing- ha, yes! And we have to stand there poker-faced. #solopr

kumarmanish9 1:57pm via web

RT @SoloPR: Ooh, good one! RT @JanetLFalk: . "not you're friend" and "A media interview is the wrong time to have an original thought." #soloPR

JanetLFalk 1:57pm via web

.@SoloPR Always a pleasure to chat with peers. Will review transcript tomorrow to catch up. #soloPR

fransteps 1:56pm via tchat.io

Thanks @SoloPR and @KellyeCrane for another great chat! Off to be gentle to clients and prep for interviews! #solopr

SoloPR 1:56pm via tchat.io

The chat transcript will be on soloprpro dot com tomorrow. Have a great week, everyone- see you next Wed, 1-2pm ET! #solopr

SoloPR 1:56pm via tchat.io

Ooh, good one! RT @JanetLFalk: . "not you're friend" and "A media interview is the wrong time to have an original thought." #soloPR

SoloPR 1:55pm via tchat.io

What a fun chat we've had today! Time's up, but we keep sharing on the #solopr hashtag all week.

JanetLFalk 1:55pm via web

.@KellyeCrane "not you're friend" and "A media interview is the wrong time to have an original thought." #soloPR

fransteps 1:54pm via tchat.io

No squinting! RT @JanetLFalk: .@fransteps ALWAYS have message points in 14 point font for easy reading #soloPR

KellyeCrane 1:54pm via TweetDeck

Can also use IM- don't forget to mute! RT @fransteps: A3: That's why I love phone interviews...you can pass notes to spokesperson... #solopr

JanetLFalk 1:53pm via web

.@fransteps ALWAYS have message points in 14 point font for easy reading #soloPR

KristK 1:53pm via Twubs

MT @fransteps A3: why I love phone interviews...you can pass notes to spokesperson and let them have talking points by their side. #solopr

Yetunde 1:53pm via TweetChat powered by oneQube

RT @fransteps A3: That's why I love phone interviews.-Yes we mostly do phone or pre-planned interviews.We have international clients #solopr

PRjeff 1:53pm via tchat.io

@fransteps ...and unplug by "accident" if necessary... #solopr

KellyeCrane 1:53pm via TweetDeck

A4: Tech journos are so good at bonding w/the techie developers to get them to spill. I remind in advance "they aren't your friend!" #solopr

KristK 1:53pm via Twubs

A4: Former boss w extensive media training still would mention a project that was super early in planning, not ready for release. #solopr

fransteps 1:52pm via tchat.io

A3: That's why I love phone interviews...you can pass notes to spokesperson and let them have their talking points by their side. #solopr

KristK 1:51pm via Twubs

RT @KellyeCrane A4: If they really are about to leak big, chime in to get back on msg. Journo will notice so only in dire situations #solopr

njbprmedia 1:51pm via web

Ha! RT @KristK A4: I used to sit close enough to kick them under the table, but even that didn't always work. #solopr

SoloPR 1:51pm via tchat.io

Well said! RT @KristK: A4: You'll find out via training, rehearsal who's a Chatty Cathy or Sidebar Bob. #solopr

njbprmedia 1:51pm via web

RT @SoloPR Q4: If your client starts going off message during a media interview, how do you handle? #solopr

SoloPR 1:51pm via tchat.io

Nice visual! RT @fransteps: A4: Run right for the camera, put your hand in front of the lens & yell "stop the interview!" J/k. #solopr

KellyeCrane 1:51pm via TweetDeck

A4: If they really are about to leak big, chime in to get back on msg. Journo will notice this, so only in dire situations #solopr

KristK 1:50pm via Twubs

Again, so true for many relationships. RT @PRjeff A4: If all else fails, have duct tape by side. But apply gently. #solopr

cartooninperson 1:50pm via web

RT @KellyeCrane: A3: Is the resistance due to a need for education, their ego, internal politics...? Figuring out reason can help w/respons#solopr

3HatsComm 1:50pm via TweetDeck

@JenMarsikFriess @KristK an elbow, a muffled cough, even a silent text alert.. gotta try something. :) #soloPR

mlaffs 1:50pm via web

@mdbarber sometimes 1st person likes to think they're #1, later realize they are letting others control definition of success #solopr

JenMarsikFriess 1:50pm via Tweet Button

RT @fransteps: True! RT @KellyeCrane: A4: If in person, watch journalist & see if they react/write. It's possible they aren't aware #solopr

KristK 1:50pm via Twubs

A4: You'll find out via training, rehearsal who's a Chatty Cathy or Sidebar Bob. #solopr

fransteps 1:49pm via tchat.io

True! RT @KellyeCrane: A4: If in person, watch journalist & see if they react/write. It's possible they aren't aware #solopr

SoloPR 1:49pm via tchat.io

RT @gregwbrooks: @SoloPR We have some signals prearranged for common scenarios. #solopr

KellyeCrane 1:48pm via TweetDeck

A4: If in person, watch the journalist and see if they react/write. It's possible they aren't catching what's going on #solopr

JenMarsikFriess 1:48pm via tchat.io

@3HatsComm I'm picturing you like a third base coach: Touch left arm, touch right arm, touch nose ... ;) #solopr

KristK 1:48pm via Twubs

A4: lessons learned: banging your head or fist, jumping, throwing things,etc gives the interviewer pause but often not the source #solopr

Yetunde 1:48pm via TweetChat powered by oneQube

@SoloPR: A4: in my 15 years this has yet to happened. But should it happen, I imagine immediately preparing for damage control. #solopr

PRjeff 1:48pm via tchat.io

A4: If all else fails, have duct tape by side. But apply gently. #solopr

gregwbrooks 1:48pm via web

@SoloPR We have some signals prearranged for common scenarios. #solopr

JenMarsikFriess 1:48pm via Tweet Button

RT @3HatsComm: A4 have some cues set up in training, ways to discreetly prompt them to pause, regroup, get back to the point #soloPR

SoloPR 1:47pm via tchat.io

Smart! RT @3HatsComm: A4 have some cues set up in training, ways to discreetly prompt them to pause, regroup, get back to the point #soloPR

PRjeff 1:47pm via tchat.io

A4 - This comes back to trusting client (or employer) to follow your counsel on pre-agreed talking points! #solopr

KristK 1:47pm via Twubs

A4: Establish a subtle signal with the client/source, such as clearing your throat, rolling your head (not your eyes), etc. #solopr

cartooninperson 1:47pm via web

@KellyeCrane @mlaffs Great advice for a young freelancer like me. Can be hard to know how to address misunderstanding of our value. #solopr

KarenSwim 1:47pm via Nurph

@KellyeCrane That is very funny. #SoloPR

SoloPR 1:47pm via tchat.io

Ha- it strikes fear in the heart RT @Yetunde: RT @SoloPR: Q4: ok first, reading this question just made my heart palpitate lol? #solopr

3HatsComm 1:47pm via TweetDeck

A4 have some cues set up in training, ways to discreetly prompt them to pause, regroup, get back to the point #soloPR

PRjeff 1:47pm via tchat.io

A4 ...... and stopped taking notes when CEO went off on pseudo science gobblygook. #solopr

SoloPR 1:46pm via tchat.io

LOL RT @KristK: A4: I used to sit close enough to kick them under the table, but even that didn't always work. #solopr

PRjeff 1:46pm via tchat.io

A4: Oh my, had this happen to me at Penta Water in Carlsbad, CA. San Diego UT report just put her pen down... #solopr

KellyeCrane 1:46pm via TweetDeck

A4: There is no worse feeling than hearing your tech client utter the name of an unannounced product! #solopr

Yetunde 1:46pm via TweetChat powered by oneQube

RT @SoloPR: Q4: ok first, reading this question just made my heart palpitate lol? #solopr

KarenSwim 1:46pm via Nurph

@fransteps It looks a little odd, but I like that it highlights the question at the top and runs in chrono. order #SoloPR

fransteps 1:46pm via tchat.io

A4: Run right for the camera, put your hand in front of the lens & yell "stop the interview!" J/k.(in my head, I'm doing that!) #solopr

KellyeCrane 1:45pm via TweetDeck

A4: I laugh when thinking about this now, because of this: 99problemsbutapitchaintone.tumblr.com/post/406021748… #solopr

KristK 1:45pm via Twubs

A4: I used to sit close enough to kick them under the table, but even that didn't always work. #solopr

mdbarber 1:45pm via tchat.io

Must go folks. Have a great week. Chat later. #solopr

JenMarsikFriess 1:45pm via Tweet Button

RT @SoloPR: Q4: If your client starts going off message during a media interview, how do you handle? #solopr

dariasteigman 1:45pm via TweetDeck

Sorry. Dealing with computer glitchiness & random weirdness. Just a typical #solopr day.

KristK 1:45pm via Twubs

RT @SoloPR Q4: If your client starts going off message during a media interview, how do you handle? #solopr

JenMarsikFriess 1:44pm via tchat.io

@mlaffs Agree - it can cause massive complications in an already difficult situation. #solopr

fransteps 1:44pm via tchat.io

RT @SoloPR: Q4: If your client starts going off message during a media interview, how do you handle? #solopr

mdbarber 1:44pm via tchat.io

@mlaffs I agree. And sometimes we think we know who the decision maker is, only to realize...wrong again. #solopr

[fransteps](#) [1:44pm via tchat.io](#)

@[KarenSwim](#) thanks. Might try it. [#solopr](#)

[SoloPR](#) [1:44pm via tchat.io](#)

Q4: If your client starts going off message during a media interview, how do you handle? [#solopr](#)

[mlaffs](#) [1:43pm via web](#)

@[mdbarber](#) I have seen & distanced myself from colleagues who do this poorly - e.g. asserting expertise forcefully [#soloPR](#)

[mdbarber](#) [1:43pm via tchat.io](#)

A3 -- could some of the issue be that person who's not listening to your rec isn't your client contact, but IS the decision maker? [#solopr](#)

[SoloPR](#) [1:43pm via tchat.io](#)

Great stuff on Q3! Q4 is coming up... [#solopr](#)

[KarenSwim](#) [1:43pm via Nurph](#)

@[PrintingBig](#) @[fransteps](#) Have been using for several weeks [#SoloPR](#)

[KellyeCrane](#) [1:43pm via TweetDeck](#)

@[mlaffs](#) But sometimes internal politics is insurmountable. If you find that it is, don't beat yourself up about it. [#solopr](#)

cartooninperson 1:42pm via web

@LoisMarketing Thanks for this great reminder! If a #soloPR is not given autonomy, overmanaged & work not trusted, important to move on.

wright_ideas 1:42pm via Twitter for iPad

RT @LoisMarketing: Your "correction" can't always be "gentle". Either they're listening to you -- or they are not. #soloPR A3

KellyeCrane 1:42pm via TweetDeck

@mlaffs I think the advice here about reminding them why they hired *you* can help. You have the expertise! #solopr

njbprmedia 1:42pm via web

RT @fransteps: RT @KellyeCrane: A3: Is resistance due to need for education, ego, internal politics...? Figuring out reason can help w/resp#solopr

SoloPR 1:41pm via tchat.io

RT @mlaffs: @KellyeCrane ego and internal politics is why the original Q was about gentle correction #solopr

KellyeCrane 1:41pm via TweetDeck

@gregwbrooks Ha! Yes, I have some of that, too. I was wondering if you'd carved out some kind of utopia. :-) #solopr

mdbarber 1:41pm via Tweet Button

RT @KellyeCrane: A3: Often, the person who hired you isn't the only voice at the table. #solopr

[mlaffs](#) [1:40pm via web](#)

@[KellyeCrane](#) ego and internal politics is why the original Q was about gentle correction [#solopr](#)

[KellyeCrane](#) [1:39pm via TweetDeck](#)

A3: Often, the person who hired you isn't the only voice at the table. [#solopr](#)

[gregwbrooks](#) [1:39pm via web](#)

@[KellyeCrane](#) 50/50 split. Single contact vs. some godawful committee or matrix-management FUBAR. [#solopr](#)

[PrintingBig](#) [1:39pm via Nurph](#)

@[fransteps](#) - have you tried @[Nurph](#)? [nurph.com/solopr#](#) [#SoloPR](#)

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

The app I'm using is delivering Qs and As out of order-kinda freaking me out! [#solopr](#)

[3HatsComm](#) [1:39pm via TweetDeck](#)

Agree. RT @[PRjeff](#): @[mlaffs](#) PR pros should have very finally tuned antenna for red flags. Ought to be in our DNA. [#solopr](#)

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

@[gregwbrooks](#) I hear what you're saying. Curious: Do you have a single pt person w/most of your engagements? [#solopr](#)

ccorp_inc 1:38pm via Twitter for iPhone

RT @gregwbrooks: A1: If the client doesn't need to know, subs aren't mentioned. I won't lie, but I also won't bring it up unless it's good #solopr

fransteps 1:38pm via tchat.io

RT @KellyeCrane: A3: Is resistance due to need for education, ego, internal politics...? Figuring out reason can help w/response #solopr

LoisMarketing 1:38pm via TweetDeck

Early bow-out -- with apologies -- to #soloPR friends. I look forward to catching up later!

PRjeff 1:38pm via tchat.io

@mlaffs PR pros should have very finally tuned antenna for red flags. Ought to be in our DNA. #solopr

PrintingBig 1:38pm via Nurph

@3HatsComm @KristK Unless data is their "language" - but thats why listening is important up front. #SoloPR

mdbarber 1:37pm via Tweet Button

RT @KellyeCrane: A3: Is the resistance due to a need for education, their ego, internal politics...? Figuring out reason can help w/respons#solopr

gregwbrooks 1:37pm via web

@KellyeCrane I tend to be very direct: "Here's what you need to be doing." I count on my ego to crowd out any doubts. :) #solopr

KellyeCrane 1:37pm via TweetDeck

A3: Is the resistance due to a need for education, their ego, internal politics...? Figuring out reason can help w/response #solopr

3HatsComm 1:37pm via TweetDeck

@KristK agree, fight smarter. some clients have no interest in papers, data, pesky details like facts. they want what they want. #soloPR

PatriceKCokley 1:37pm via TweetDeck

Great insight on Q3. Thanks! #solopr

cartooninperson 1:37pm via web

RT @LoisMarketing: If the client didn't trust you -- why did they hire you? #soloPR

LoisMarketing 1:36pm via TweetDeck

If the client didn't trust you -- why did they hire you? #soloPR

njbprmedia 1:36pm via web

@LoisMarketing & I think at that point, it's necessary to decide if it is best for both you and the client to move on w/ the project #solopr

gregwbrooks 1:36pm via web

@KellyeCrane If they're a client, hiring decision is behind you. If they're not interested in advice, repeat biz isn't an issue. #solopr

PrintingBig 1:36pm via Nurph

RT @PRjeff: A3: Transparent communications, exceeding previously established objectives = good recipe for client trusting you #solopr

SoloPR 1:36pm via tchat.io

Great RT @PRjeff: A3: Transparent communications, exceeding previously established objectives = good recipe for client trusting you #solopr

KristK 1:36pm via Twubs

True for so many relationships MT @mdbarber A3 Always listen, discuss before you recommend. It's a partnership, not a dictatorship. #solopr

mdbarber 1:35pm via Tweet Button

RT @SoloPR: True! RT @KristK: A3: Don't take reluctance to accept your advice as a full-on rejection. It's not always about you. #solopr

njbprmedia 1:35pm via web

This is sooo true! MT @LoisMarketing Your "correction" can't always be "gentle." Either they're listening to you -- or they are not. #soloPR

LoisMarketing 1:35pm via TweetDeck

As a #soloPR you must have confidence and backbone! There's a reason they've chosen to work with you!

mlaffs 1:35pm via web

@PRjeff client side, though I am starting to wonder whether I missed some red flags early on #soloPR

SoloPR 1:35pm via tchat.io

True! RT @KristK: A3: Don't take reluctance to accept your advice as a full-on rejection. It's not always about you. #solopr

PRjeff 1:35pm via tchat.io

A3: Transparent communications, exceeding previously established objectives = good recipe for client trusting you #solopr

3HatsComm 1:34pm via TweetDeck

+1 RT @mdbarber: A3 - Always listen and discuss. It's a partnership, not a dictatorship. Explain your expertise; best practice. #solopr

fransteps 1:34pm via tchat.io

@mlaffs I am not the "gentle" sort. I am more a "get over it" type person. #solopr

KristK 1:34pm via Twubs

A3: I have recommended infographics but client resists, even with stats, examples, drafts, etc. Have to pick your battles. #solopr

KellyeCrane 1:34pm via TweetDeck

@fransteps It's a flesh wound! #solopr

LoisMarketing 1:34pm via TweetDeck

Begin the convo with reminder: "you retained me to ... " "you brought me onboard to ..." and go from there #soloPR A3

PrintingBig 1:34pm via Nurph

A3 "Expertise" by itself has less weight than results - lean on facts and data instead of showing off crowns. #SoloPR

JenMarsikFriess 1:34pm via Tweet Button

RT @KristK: A3: Offer real-world examples of how their approach has led to problems and case studies, success stories #solopr

REDMEDIAPR 1:34pm via TweetDeck

@Yetunde Totally - it is either there or it sing after some time #solopr

SoloPR 1:34pm via tchat.io

MT @mdbarber: A3 - Always listen and discuss before you recommend. It's a partnership, not a dictatorship. #solopr

PRjeff 1:33pm via tchat.io

@mlaffs Hard to answer w/o knowing specific issues. Issues from PR agency side or client side? #solopr

REDMEDIAPR 1:33pm via TweetDeck

RT @Yetunde: @SoloPR A3: They either trust you or not. The challenge is usually when they want to have their way on something we are skille#solopr

mdbarber 1:33pm via tchat.io

Definitely! MT @KellyeCrane: You can win/earn people's trust. The longer your track record becomes w them, the more trust you have. #solopr

mlaffs 1:33pm via web

@KristK I have spent some energy on this, which hasn't resulted in much change. #soloPR

KristK 1:33pm via Twubs

RT @KellyeCrane I think you can win/earn people's trust. The longer your track record becomes with them, the more trust you have. #solopr

KellyeCrane 1:33pm via TweetDeck

@gregwbrooks But, don't clients have to trust you to hire you and heed your advice? Repeat/ongoing biz depends on it, no? #solopr

Yetunde 1:33pm via TweetChat powered by oneQube

@SoloPR A3: We usually provide samples of how our recommendations have worked. That usually does the convincing #solopr

OhhSocialMedia 1:33pm via RoundTeam

RT @KellyeCrane: A3: I like that this question is framed around trust, since that's often the underlying issue, isn't it? #solopr

LoisMarketing 1:33pm via TweetDeck

@KellyeCrane You won a certain degree of trust by being awarded the contract :) Build from that. Talk frankly. #soloPR

KristK 1:33pm via Twubs

A3: Don't take reluctance to accept your advice as a full-on rejection. It's not always about you. #solopr

OhhSocialMedia 1:33pm via RoundTeam

RT @KellyeCrane: RT @SoloPR: Q3: How do you gain client trust, gently correcting, when they're resisting best practice advice? #solopr

mdbarber 1:33pm via tchat.io

A3 - Always listen and discuss before you recommend. It's a partnership, not a dictatorship. Explain your expertise; best practice. #solopr

OhhSocialMedia 1:33pm via RoundTeam

RT @KellyeCrane: Depends on what is says in the contract -that's part of negotiations up front MT @REDMEDIAPR: ..do you not make money off #solopr

REDMEDIAPR 1:32pm via TweetDeck

I cannot stand the people who are lurking in this #solopr chat only to send me spam crap. Non of us are interested! go away

fransteps 1:32pm via tchat.io

A3: Feel like there is a Monty Python-like joke we could make here. About flogging or "I'm not dead yet" or something... #solopr

Yetunde 1:32pm via TweetChat powered by oneQube

@SoloPR A3: They either trust you or not. The challenge is usually when they want to have their way on something we are skilled at #solopr

mlaffs 1:32pm via web

@KristK Thanks, great advice #soloPR

KellyeCrane 1:32pm via TweetDeck

@LoisMarketing I think you can win/earn people's trust. The longer your track record becomes with them, the more trust you have. #solopr

mdbarber 1:32pm via Tweet Button

RT @KristK: A3: Offer real-world examples of how their approach has led to problems and case studies, success stories #solopr

JenMarsikFriess 1:32pm via tchat.io

@PRjeff Hahaha perfect, Jeff! #solopr

PRjeff 1:32pm via tchat.io

A3: Table-turning answer-- If a client can't be trusted to follow your advice, at some point you need to walk. #solopr

mlaffs 1:31pm via web

@fransteps how do you deal with it? #soloPR

KristK 1:31pm via Twubs

A3: Figure out root of resistance. Concern may be cost, transition, tradition -- not you. #solopr

mdbarber 1:31pm via tchat.io

A3 -- I assume some trust resulted in my hiring. Then it's small decisions based on mutual discussion. Include them in decision. #solopr

mlaffs 1:31pm via web

@PRjeff hi Jeff, this was my Q. There was some in place before hiring, but issues have presented themselves over course of contract #soloPR

LoisMarketing 1:31pm via TweetDeck

@KellyeCrane But .. if they don't trust you .. they don't trust you. #soloPR A3

SoloPR 1:31pm via tchat.io

Examples, yes! RT @KristK: A3: Offer real-world examples of how their approach has led to problems and case studies, success stories #solopr

PrintingBig 1:31pm via Nurph

A3 Find out what the hesitations are and address those deep beliefs with their currency (facts, studies, etc). #SoloPR

JenMarsikFriess 1:31pm via tchat.io

A3 Gentle conversation, politely acknowledge their industry expertise and remind client of mine. Sometimes have to let it go. #solopr

gregwbrooks 1:31pm via web

@SoloPR A3: Just sayin': Trust is a nice-to-have, not a must-have. Check gets cashed either way. #solopr

fransteps 1:31pm via tchat.io

Too true! RT @LoisMarketing: Your "correction" can't always be "gentle". Either they're listening to you -- or they are not.A3 #solopr

PRjeff 1:31pm via tchat.io

A3: Trust is certainly a two-way road. #solopr

SoloPR 1:30pm via tchat.io

Hi, and welcome! RT @OneWomanShop: @SoloPR: @MissSuccess introduced us to you guys-excited to check out the site and the #SoloPR chat :)

LoisMarketing 1:30pm via TweetDeck

Your "correction" can't always be "gentle". Either they're listening to you -- or they are not. #soloPR A3

KristK 1:30pm via Twubs

A3: Offer real-world examples of how their approach has led to problems and case studies, success stories #solopr

Yetunde 1:30pm via TweetChat powered by oneQube

RT @SoloPR Q3: How do you gain client trust, gently correcting, when they're resisting best practice advice? #solopr

3HatsComm 1:30pm via TweetDeck

A3 make it something they can relate to, put it in context of their business. in a gentle nudge kind of way. #soloPR

KellyeCrane 1:30pm via TweetDeck

A3: I like that this question is framed around trust, since that's often the underlying issue, isn't it? #solopr

REDMEDIAPR 1:30pm via TweetDeck

A3 always try to put yourself in there shoes - how would you best respond - I find bottom line usually works best #solopr

PRjeff 1:30pm via tchat.io

A3: Hopefully trust was established b4 they hired you, & then reinforced w/your good works. #solopr

KarenSwim 1:30pm via Nurph

Yes! RT @KristK A2: Using subs is my choice, my obligation. I don't wait until client pays me to pay them. #solopr #SoloPR

mdbarber 1:30pm via Tweet Button

RT @SoloPR: Q3: How do you gain client trust, gently correcting, when they're resisting best practice advice? #solopr

fransteps 1:30pm via tchat.io

A3: This gets me in trouble every dang time! #solopr

OneWomanShop 1:30pm via HootSuite

@SoloPR: @MissSuccess introduced us to you guys- excited to check out the site and the #SoloPR chat :)

JenMarsikFriess 1:30pm via Tweet Button

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KellyeCrane 1:29pm via TweetDeck

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KellyeCrane 1:29pm via TweetDeck

Depends on what is says in the contract -that's part of negotiations up front MT @REDMEDIAPR: ..do you not make money off sub work? #solopr

PatriceKCokley 1:29pm via TweetDeck

RT @SoloPR: Q3: How do you gain client trust, gently correcting, when they're resisting best practice advice? #solopr

KristK 1:29pm via Twubs

RT @SoloPR Q3: How do you gain client trust, gently correcting, when they're resisting best practice advice? #solopr

PatriceKCokley 1:29pm via TweetDeck

@PRjeff lol. very true. #solopr

KristK 1:29pm via Twubs

@3HatsComm Good to see you, Davina! #solopr

SoloPR 1:28pm via tchat.io

Q3: How do you gain client trust, gently correcting, when they're resisting best practice advice? #solopr

3HatsComm 1:28pm via TweetDeck

catching the last half of #soloPR chat, hello everyone

LoisMarketing 1:28pm via TweetDeck

@PrintingBig But as a #soloPR I prefer it. :) And my clients oblige without question. They seem to prefer it too.

REDMEDIAPR 1:28pm via TweetDeck

I find it interesting no one is talking about markup- not right for every project, but do you not make money off sub work? #solopr

SoloPR 1:27pm via tchat.io

Interesting discussion everyone- thanks for sharing your experiences! Q3 is up next... #solopr

PrintingBig 1:27pm via Nurph

@LoisMarketing as a printer, we are subbed to often - and we are rarely paid directly. All about primary relationship. We respect it #SoloPR

marenhogan 1:27pm via web

RT @KarenSwim: I use Freshbooks to roll it all up into one invoice, one rate. #SoloPR

SoloPR 1:27pm via tchat.io

RT @KarenSwim: I use Freshbooks to roll it all up into one invoice, one rate. #SoloPR

SoloPR 1:27pm via tchat.io

Ha! RT @PRjeff: @PatriceKCokley Usually clients r already confused enough when it comes to world of PR. i.e. "Let's write a PR." urg #solopr

LoisMarketing 1:27pm via TweetDeck

Subs should be paid directly -- especially for such things as printing, photography, etc. #soloPR A2

REDMEDIAPR 1:26pm via TweetDeck

Yep I love @freshbooks makes it easy for everyone RT @KarenSwim: I use Freshbooks to roll it all up into one invoice, one rate. #SoloPR

njbprmedia 1:26pm via Twitter for iPhone

A2 No. Details on the invoices include proj details & rates are assessed based on subs. Would love to see how others include subs #solopr

KellyeCrane 1:26pm via TweetDeck

A2: For ex, if you have to go through procurement for a lg co, with a P.O. number, etc., subs better be on the same bill! #solopr

fransteps 1:26pm via tchat.io

Lose control? RT @KellyeCrane: A2: Regarding client paying subs directly, I think it depends on kind of work & definitely client. #solopr

KristK 1:26pm via Twubs

A2: Using subs is my choice, my obligation. I don't wait until client pays me to pay them. #solopr

fransteps 1:25pm via tchat.io

Good idea! RT @KristK: A2: I break out any specialty services, firms as an expense but don't include them with my activities. #solopr

LoisMarketing 1:24pm via TweetDeck

RT @KellyeCrane: A2: Regarding the client paying the subs directly, I think it depends on the kind of work & definitely the client. #solopr

KristK 1:24pm via Twubs

A2: I break out any specialty services, firms as an expense but don't include them with my activities. #solopr

KellyeCrane 1:24pm via TweetDeck

A2: Regarding the client paying the subs directly, I think it depends on the kind of work & definitely the client. #solopr

njbprmedia 1:24pm via Twitter for iPhone

RT @SoloPR: Q2: Do you separate out subs on invoices, time detail? Show diff rates, etc.? #solopr

PatriceKCokley 1:23pm via TweetDeck

RT @businessgp: A2 Billing requirements depend on companies you are working with. #solopr

businessgp 1:23pm via Twitter for iPhone

A2 Billing requirements depend on companies you are working with. #solopr

SoloPR 1:23pm via tchat.io

Ce la vie! J RT @fransteps: A2: Feel like I don't have a simple answer, as I've done several diff things over time. #solopr

LoisMarketing 1:23pm via TweetDeck

Don't "walk on eggshells" when it comes to subs. Most prefer to be paid directly. :) #soloPR A2

SoloPR 1:23pm via tchat.io

MT @mdbarber: A2 - When I bid a project, if I include subs in the bid, I might show that again on invoice. #solopr

fransteps 1:22pm via tchat.io

A2: Feel like I don't have a simple answer, as I've done several diff things over time. #solopr

REDMEDIAPR 1:22pm via TweetDeck

A2 No - things get billed as one rate for activity or time - names are listed sep on time sheets so they see multiple ppl activity #solopr

SoloPR 1:22pm via tchat.io

RT @PatriceKCokley: A2: That's built into my flat/retainer rate. I try not to confuse the client #solopr

KarenSwim 1:22pm via Nurph

I use Freshbooks to roll it all up into one invoice, one rate. #SoloPR

PRjeff 1:22pm via tchat.io

@PatriceKCokley Usually clients r already confused enough when it comes to world of PR. i.e. "Let's write a PR." urg #solopr

mdbarber 1:22pm via tchat.io

A2 -- Feel a bit in the minority now working w retainers and flat-rate billing. Often my projects aren't so well defined that I can. #solopr

LoisMarketing 1:22pm via TweetDeck

Invoicing directly from subs (such as printers) and it's worked seamlessly thus far. #soloPR A2

SoloPR 1:22pm via tchat.io

RT @PrintingBig: A2 When we sub out, that is just a part of the costs - not itemized on invoices. #SoloPR

PrintingBig 1:21pm via Nurph

A2 When we sub out, that is just a part of the costs - not itemized on invoices. #SoloPR

gregwbrooks 1:21pm via web

@SoloPR A2: Nope. And I'll argue that doing so devalues our work much of the time. #solopr

KellyeCrane 1:21pm via TweetDeck

A2: BTW, some large agencies are using flat-rate billing. Find it works better than showing $500/hr for VPs! #solopr

PatriceKCokley 1:21pm via TweetDeck

A2: I don't add sub rates on invoices to clients. That's built into my flat/retainer rate. I try not to confuse the client #solopr

LoisMarketing 1:21pm via TweetDeck

@gregwbrooks But you are not a printer. Not a web designer. Etc. :) You find those who are extensions of "you" :) #soloPR

PRjeff 1:21pm via tchat.io

Same here. Simplifies life. RT @KellyeCrane: A2: I generally use either retainer agreements or flat-rate billing (subs or no). #solopr

KristK 1:20pm via Twubs

RT @KellyeCrane A2: I generally use either retainer agreements or flat-rate billing (subs or no). #solopr

mdbarber 1:20pm via Tweet Button

RT @KristK: MT @fransteps A1: I usually handle meetings and lead comms, but partners may sit in on conf. calls to prevent the "telephone" g#solopr

Yetunde 1:20pm via TweetChat powered by oneQube

@SoloPR A2: No, I provide the ease and negotiate everything and let the client know, then one check is paid, we pay the sub #solopr

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

A2 - When I bid a project, if I include subs in the bid, I might show that again on invoice. But also have had subs bill directly. [#solopr](#)

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

A2: I generally use either retainer agreements or flat-rate billing (subs or no). [#solopr](#)

[gregwbrooks](#) [1:20pm via web](#)

@[LoisMarketing](#) My odd belief: Part of what I'm selling is a specific client experience. I am twitchy about trusting that to subs. [#solopr](#)

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

MT @[fransteps](#) A1: I usually handle meetings and lead comms, but partners may sit in on conf. calls to prevent the "telephone" game. [#solopr](#)

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

RT @[SoloPR](#): Q2: Do you separate out subs on invoices, time detail? Show diff rates, etc.? [#solopr](#)

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

@[gregwbrooks](#) I'm primary contact, but I partner for what they bring to the table. And ppl I trust. So who talks when "depends." [#SoloPR](#)

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

@[gregwbrooks](#) I would have to agree. My client sees only me, but knows I work with others to get the project done. [#solopr](#)

Yetunde 1:19pm via TweetChat powered by oneQube

RT @SoloPR Q2: Do you separate out subs on invoices, time detail? Show diff rates, etc.? #solopr

mdbarber 1:19pm via tchat.io

As always...depends. RT @SoloPR: Q2: Do you separate out subs on invoices, time detail? Show diff rates, etc.? #solopr

JenMarsikFriess 1:19pm via tchat.io

Thank you for all the insight on Q1! Y'all are GREAT. #solopr

KellyeCrane 1:19pm via TweetDeck

RT @SoloPR: Q2: Do you separate out subs on invoices, time detail? Show diff rates, etc.? #solopr

LoisMarketing 1:18pm via TweetDeck

Have a BROAD team at your disposal. Not only the go-to's but specialists as well :) #soloPR

fransteps 1:18pm via tchat.io

RT @SoloPR: Q2: Do you separate out subs on invoices, time detail? Show diff rates, etc.? #solopr

mdbarber 1:18pm via Twitter for Mac

RT @SoloPR: Q2: Do you separate out subs on invoices, time detail? Show diff rates, etc.? #solopr

SoloPR 1:18pm via tchat.io

RT @REDMEDIAPR since our biz model focuses on finding the right Expert for your biz, clients expect to see new faces as need change #solopr

fransteps 1:18pm via tchat.io

A1: I usually handle meetings and lead comms, but some of my partners sit in on conf. calls to help prevent the "telephone" game. #solopr

mdbarber 1:18pm via Tweet Button

RT @LoisMarketing: Your client has hired you or contracted with you because they TRUST you. Don't start second-guessing yourself and your '#soloPR

mdbarber 1:18pm via tchat.io

A1 Most of the time it's "just me" but if I hire a specialist (research firm) it adds creed to have that person report to client. #solopr

SoloPR 1:18pm via tchat.io

Q2: Do you separate out subs on invoices, time detail? Show diff rates, etc.? #solopr

SoloPR 1:17pm via tchat.io

This is an interesting discussion! Q2 is a follow-up... #solopr

LoisMarketing 1:17pm via TweetDeck

Your client has hired you or contracted with you because they TRUST you. Don't start second-guessing yourself and your 'team'. #soloPR A1

KellyeCrane 1:17pm via TweetDeck

@gregwbrooks Hope that made sense (darn 140)! #solopr

KellyeCrane 1:17pm via TweetDeck

@gregwbrooks Can be helpful for a client to know I have someone else doing the tactical, so that person reports on those activities. #solopr

PRjeff 1:17pm via tchat.io

yep RT @KristK: I'm with Greg on this. MT @gregwbrooks I go out of my way to be the only face the client sees most of the time. #solopr

LoisMarketing 1:16pm via TweetDeck

@gregwbrooks When it streamlines the process -- such as a printer sending a proof directly. #soloPR

REDMEDIAPR 1:16pm via TweetDeck

@gregwbrooks and it's such a great mug to see #solopr

mdbarber 1:15pm via tchat.io

Yes! RT @KellyeCrane: A1: As @mdbarber says, my clients know they'll always have a hand-picked team based on their indiv. needs. #solopr

LoisMarketing 1:15pm via TweetDeck

RT @KellyeCrane: A1: As @mdbarber says, my clients know they'll always have a hand-picked team based on their indiv. needs. #solopr

KristK 1:15pm via Twubs

I'm with Greg on this. MT @gregwbrooks I go out of my way to be the only face the client sees most of the time. #solopr

KellyeCrane 1:15pm via TweetDeck

A1: As @mdbarber says, my clients know they'll always have a hand-picked team based on their indiv. needs. #solopr

mdbarber 1:15pm via tchat.io

Agree. Seem more robust. RT @KellyeCrane: A1: Often, it will actually make a client feel better to know there's a "bench." #solopr

KristK 1:14pm via Twubs

RT @KellyeCrane A1: Often, it will actually make a client feel better to know there's a "bench." #solopr

gregwbrooks 1:14pm via web

Curious how much you let subs deal with the client. I go out of my way to be the only face the client sees most of the time. #solopr

KristK 1:14pm via Twubs

A1: Rethinking my 100% solo w support approach. But, I want to be just busy enough, not so booked I need subs for most projects. #solopr

KellyeCrane 1:14pm via TweetDeck

RT @gregwbrooks: A1: If the client doesn't need to know, subs aren't mentioned. I won't lie, but I also won't bring it up unless it's good #solopr

KellyeCrane 1:13pm via TweetDeck

A1: Often, it will actually make a client feel better to know there's a "bench." #solopr

OhhSocialMedia 1:13pm via RoundTeam

RT @KellyeCrane: A1: ...Telling the client and talking up your sub keeps it transparent, but makes clear you're still the pt person. #solopr

OhhSocialMedia 1:13pm via RoundTeam

RT @KellyeCrane: A1: Often, you can just tell a client about your sub: "I have a wonderful writer working w/me now. Her name is @KarenSwim"#solopr

SoloPR 1:12pm via tchat.io

RT @KristK: A1: If doing research, writing drafts, etc., I don't mention. But if working w media or specialty service, I do. #solopr

REDMEDIAPR 1:12pm via TweetDeck

since our biz model focuses on finding the right Expert for your biz, our clients expect to see new faces as need change #solopr

SoloPR 1:12pm via tchat.io

RT @dariasteigman: A1 I'm transparent abt operating a virtual team, so my clients know who's who. #SoloPR

mdbarber 1:12pm via Tweet Button

RT @KellyeCrane: A1: ...Telling the client and talking up your sub keeps it transparent, but makes clear you're still the pt person. #solopr

SoloPR 1:12pm via tchat.io

Yes! RT @fransteps: A1: I call them "subs" for accounting purposes, but call them "Project partners" when they are client facing. #solopr

KellyeCrane 1:11pm via TweetDeck

A1: ...Telling the client and talking up your sub keeps it transparent, but makes clear you're still the pt person. #solopr

gregwbrooks 1:11pm via web

A1: If the client doesn't need to know, subs aren't mentioned. I won't lie, but I also won't bring it up unless it's good for me. #solopr

LoisMarketing 1:11pm via TweetDeck

If they ask, of course tell them and intro them. But don't complicate the process with too much info if they don't. #soloPR A1

fransteps 1:11pm via tchat.io

So true! RT @LoisMarketing: A sensible client knows you can't do it all. They entrust you because you can get it done :) #soloPR A1

KristK 1:11pm via Twubs

RT @fransteps A1: I call them "subs" for accounting purposes, but call them "Project partners" when they are client facing. #solopr

[mdbarber](#) 1:11pm via Tweet Button

RT @[fransteps](#): RT @[KellyeCrane](#): A1: Often, can just tell a client about sub: "I have a wonderful writer working w/me now- @[KarenSwim](#)" :-) #[solopr](#)

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

A sensible client knows you can't do it all. They entrust you because you can get it done :) #[soloPR](#) A1

[Yetunde](#) 1:10pm via TweetChat powered by oneQube

A1: I let them know 1st that it is a 3rd party service. We only recommend those we have done business with & we liaise with them #[soloPR](#)

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

RT @[KellyeCrane](#): A1: Often, can just tell a client about sub: "I have a wonderful writer working w/me now- @[KarenSwim](#)" :-) #[solopr](#)

[KristK](#) 1:10pm via Twubs

RT @[mdbarber](#) A1: "My team" is part of my pitch and all proposals. Clients don't always meet them but are aware of their involvement. #[solopr](#)

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

What she said. RT @[mdbarber](#): A1 - "My team" is part of pitch & proposals. Clients are aware of their involvement. #[solopr](#)

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

A1: Often, you can just tell a client about your sub: "I have a wonderful writer working w/me now. Her name is @KarenSwim" :-) #solopr

njbprmedia 1:10pm via web

@KristK awesome! where are you teaching? #solopr

dariasteigman 1:10pm via TweetDeck

A1 I'm transparent abt operating a virtual team, so my clients know who's who. #SoloPR

KristK 1:09pm via web

A1: If doing research, writing drafts, etc., I don't mention subs to clients. But if working w media or specialty service, I do. #solopr

fransteps 1:09pm via tchat.io

RT @mdbarber: A1 - "My team" is part of my pitch & all proposals-clients don't always meet them, but are aware of involvement. #solopr

LoisMarketing 1:09pm via TweetDeck

@mdbarber Thanks -- I am. March was my 5th anniversary as solo :) I feel like such a baby now ;) #soloPR

PatriceKCokley 1:09pm via TweetDeck

@KellyeCrane I agree. #solopr

mdbarber 1:09pm via Tweet Button

RT @fransteps: A1: I call them "subs" for accounting purposes, but call them "Project partners" when they are client facing. #solopr

mdbarber 1:09pm via tchat.io

A1 - "My team" is part of my pitch and all proposals. The clients don't always meet them, but are aware of their involvement. #solopr

mlaffs 1:09pm via web

@dariasteigman nice to "see" you! I'm also here - first time in a few months. #soloPR

fransteps 1:08pm via tchat.io

A1: I call them "subs" for accounting purposes, but call them "Project partners" when they are client facing. #solopr

LoisMarketing 1:08pm via TweetDeck

@KellyeCrane I'm with you Kellye. Client has entrusted you. Do introduce unless there will be direct interaction #soloPR

JenMarsikFriess 1:08pm via tchat.io

Hi from Dallas-Fort Worth! I might add (since Q1 is me), does this change if the client is used to you being solo? #solopr

SoloPR 1:08pm via tchat.io

RT @PatriceKCokley: A1: I assure them that they're trusted partners that I use regularly. No interfacing. I handle it all directly. #solopr

KellyeCrane 1:07pm via TweetDeck

A1: You can also frequently toss "my team" into conversations. Like, "my team has researched this, and..." #solopr

Yetunde 1:07pm via TweetChat powered by oneQube

Hello Eveyrone. #SoloPR

mdbarber 1:07pm via tchat.io

@LoisMarketing Thanks. It has flown by. Hope you're doing well. #solopr

dariasteigman 1:07pm via TweetDeck

Popping into #SoloPR. Only 7 minutes late. :)

LoisMarketing 1:07pm via TweetDeck

@mdbarber "Nearly 14" is awesome :) Hi and congrats Mary! #soloPR

KellyeCrane 1:07pm via TweetDeck

A1: If the subcontractor is doing admin and only loosely doing work related to clients, it may not be necessary to intro. #solopr

mdbarber 1:07pm via tchat.io

Exactly. And...is it in your best interest for them to interface directly? RT @KellyeCrane: A1: As usual, it depends. :-) #solopr

PatriceKCokley 1:06pm via TweetDeck

A1: I assure them that they're trusted partners that I use regularly. No interfacing. I handle it all directly. #solopr

[mdbarber](#) [1:06pm via Tweet Button](#)

RT @[SoloPR](#): Q1: How do you communicate your use of subcontractors to your clients? What if they won't interface directly? [#solopr](#)

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

A1: As usual, it depends. :-) [#solopr](#)

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

Good morning from Anchorage. Mary here; likely in and out today because of deadlines. 35 years in PR; Nearly 14 as indy consultant. [#solopr](#)

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

RT @[SoloPR](#): Q1: How do you communicate your use of subcontractors to your clients? What if they won't interface directly? [#solopr](#)

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

RT @[SoloPR](#): Q1: How do you communicate your use of subcontractors to your clients? What if they won't interface directly? [#solopr](#)

[KristK](#) [1:05pm via web](#)

RT @[SoloPR](#): Q1: How do you communicate your use of subcontractors to your clients? What if they won't interface directly? [#solopr](#)

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

RT @[SoloPR](#): Q1: How do you communicate your use of subcontractors to your clients? What if they won't interface directly? [#solopr](#)

KristK 1:05pm via web

Hello to my #solopr pals! Kristie here from south Mississippi (23 yrs exp, 10 as indy, APR and PR prof). Teaching PR Event Planning tonight

PatriceKCokley 1:04pm via TweetDeck

Hi everyone! Brand consultant for 6yrs. Solo for 6 months. #solopr

SoloPR 1:04pm via tchat.io

Q1: How do you communicate your use of subcontractors to your clients? What if they won't interface directly? #solopr

KristK 1:04pm via web

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

mktgupdate 1:04pm via RoundTeam

RT @jendonovansf: Good morning #solopr folks. #Socialmedia consultant in San Francisco. Looking forward to the chat.

fransteps 1:04pm via tchat.io

Hi all! From from San Antonio. Joining for awhile. Solo for 4 yrs; +20 in corp comms. Clients= tourism, healthcare +teach p-t too. #solopr

njbprmedia 1:03pm via web

Good afternoon! NYC-based consultant. Founder of #njbprmedia - @njbenjamin_ #solopr

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

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

[SoloPR](#) [1:03pm via tchat.io](#)

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

[SoloPR](#) [1:02pm via tchat.io](#)

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

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

Gorgeous day here in Atlanta- Spring has finally arrived for good (I hope)! [#solopr](#)

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

Good morning [#solopr](#) folks. [#Socialmedia](#) consultant in San Francisco. Looking forward to the chat.

[KarenSwim](#) [1:01pm via Nurph](#)

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

[KellyeCrane](#) [1:01pm via TweetDeck](#)

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

[SoloPR](#) [1:01pm via tchat.io](#)

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

[SoloPR](#) [1:01pm via tchat.io](#)

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