#SoloPR Transcript – 4/22/2015

Q1: Why is it important to manage expectations with clients?

Q2: How do you set the stage with a new client to avoid miscommunication down the road re deliverables, results?

Q3: If a client is excited about something you think is unlikely to materialize, do you tell them?

Q4: If you've had stellar results, client may come to expect it each time. How do you control?

Q5: What do you do if, despite your counsel, your client's expectations remain unreasonable?

Q6: How do you balance between "the customer is always right" and giving good counsel?

Q7: Do you have any final tips or client management secrets to share?

Transcript follows in reverse chronological order:

SoloPR 2:02pm via tchat.io

Our next chat will be the second Wednesday in May- 5/13. This means we have 3 weeks off this time. See you for the Q&A chat on 5/13! #solopr

PaulaJohns 2:02pm via TweetDeck

@3HatsComm Never fun to feel like you're shooting down all client ideas. Always important to balance that w/ a solution/upside. #soloPR

KarenSwim 2:01pm via tchat.io

Thanks @SoloPR and @KellyeCrane for bringing us together to learn and laugh together! #solopr

SoloPR 2:01pm via tchat.io

Remember, we keep chatting and sharing on the hashtag 24/7. Today's transcript will be up on the blog tomorrow. #solopr

SoloPR 2:00pm via tchat.io

If you're new to #SoloPR, we're a thriving community of independent communications consultants: soloprpro.com/about #solopr

JanetLFalk 2:00pm via Twitter Web Client

@KellyeCrane @SoloPR TYVM to all the crew & moderator for another memorable, insightful, actionable chat on #soloPR. Gotta hop.

jane_hare 2:00pm via Twitter for iPhone

Yes!!! RT @mdbarber: Great chat today. Good insights from some really smart pros. Thanks @KellyeCrane for the topic & facilitating. #solopr

SoloPR 2:00pm via tchat.io

Looks like we're out of time. Thanks everyone for sharing you wisdom and thoughts today! #solopr

jendonovansf 1:59pm via TweetDeck

Great #soloPR chat today! Off to the gym. Have a great day everyone!

mdbarber 1:59pm via Twitter Web Client

RT @KellyeCrane: A7: Good news: Most clients will look to you for guidance, and will be happy w/ meeting/exceeding the objectives you defin#solopr

KellyeCrane 1:59pm via TweetDeck

A7: Good news: Most clients will look to you for guidance, and will be happy w/ meeting/exceeding the objectives you define. #solopr

jane_hare 1:58pm via Twitter for iPhone

+1 RT @mdbarber: Huge! RT @JanetLFalk: Remember how you can help make your client look good to someone else who matters to her. #soloPR

mdbarber 1:58pm via tchat.io

A7 - Great chat today. Good insights from some really smart pros. Thanks @KellyeCrane for the topic & facilitating. #solopr

mdbarber 1:58pm via tchat.io

@jane_hare Good news! #solopr

SoloPR 1:57pm via tchat.io

Yes!! RT @JanetLFalk: A7 Remember how you can help make your client look good to someone else who matters to her. #soloPR

jane_hare 1:57pm via Twitter for iPhone

Ending this on a happy note! Delivered a project to a key client today and she said, "you are fabulous." Gotta love that! #solopr

mdbarber 1:57pm via tchat.io

Great point - MT @3HatsComm: focus more on finding upsides, solutions. #soloPR

SoloPR 1:57pm via TweetDeck

RT @KellyeCrane: A7: We have a couple great onboarding posts on #SoloPR: soloprpro.com/the-contract-i… and soloprpro.com/training-clien… - check 'em out!

mdbarber 1:57pm via tchat.io

Huge! RT @JanetLFalk: A7 Remember how you can help make your client look good to someone else who matters to her. #soloPR

3HatsComm 1:57pm via TweetDeck

@PaulaJohns me too, all critical analysis, see the risk but not the reward. need to focus more on finding upsides, solutions. #soloPR

mdbarber 1:57pm via Twitter Web Client

RT @KellyeCrane: A7: If you have a client w/whacky expectations, recording everything - even mtg notes - is imp #solopr

mdbarber 1:56pm via tchat.io

A7 - If you're dealing with clients from diff culture, understand that culture as it affects their comm -- verbal & body language. #solopr

KellyeCrane 1:56pm via TweetDeck

A7: If you have a client w/whacky expectations, recording everything - even mtg notes - is imp #solopr

JanetLFalk 1:56pm via Twitter Web Client

A7 Remember how you can help make your client look good to someone else who matters to her. #soloPR

jendonovansf 1:55pm via TweetDeck

RT @mdbarber: A7 - Going to repeat it -- never stop listening to your client. What they say, and how they act. #solopr

SoloPR 1:55pm via tchat.io

Ooh, so true! RT @gregwbrooks: A7: There are pro clients and amateur clients... Know which one you have and act accordingly. #solopr

mdbarber 1:55pm via tchat.io

A7 - Going to repeat it -- never stop listening to your client. What they say, and how they act. #solopr

SoloPR 1:55pm via tchat.io

Good one! MT @mdbarber: A7 - start every meeting by listening to how things are going... #solopr

PaulaJohns 1:55pm via tchat.io

A7 I often feel like a"Negative Nelly" when it comes to setting client expectations. The key is to counter with solutions/wins. #soloPR

mdbarber 1:54pm via Twitter Web Client

RT @gregwbrooks: A7: There are pro clients and amateur clients -- has nothing to do with org size. Know which one you have and act accordin#solopr

3HatsComm 1:54pm via TweetDeck

RT @gregwbrooks: A7: There are pro clients and amateur clients -- has nothing to do with org size. Know which one you have and act accordin#solopr

gregwbrooks 1:54pm via Twitter Web Client

A7: There are pro clients and amateur clients -- has nothing to do with org size. Know which one you have and act accordingly. #solopr

KellyeCrane 1:54pm via TweetDeck

A7: We have a couple great onboarding posts on #SoloPR: soloprpro.com/the-contract-i… and soloprpro.com/training-clien… - check 'em out!

mdbarber 1:53pm via Twitter Web Client

RT @3HatsComm: A7 less is more, don't overwhelm w/ too much info at once. Keep updates, communications short and simple. #soloPR

mdbarber 1:53pm via tchat.io

A7 - Always start every meeting by listening to how things are going. Read client to see if it's a push day or one they need a win. #solopr

3HatsComm 1:53pm via TweetDeck

A7 less is more, don't overwhelm w/ too much info at once. Keep updates, communications short and simple. #soloPR

KellyeCrane 1:52pm via TweetDeck

RT @SoloPR: Q7: Do you have any final tips or client management secrets to share? #solopr

mdbarber 1:52pm via Twitter Web Client

RT @SoloPR: Thanks, everyone! Q7: Do you have any final tips or client management secrets to share? #solopr

mdbarber 1:52pm via tchat.io

Yep! MT @3HatsComm: part of a smart #SoloPR's job is to know when to fight the fights that NEED fighting, even if no win. #solopr

SoloPR 1:52pm via tchat.io

Thanks, everyone! Q7: Do you have any final tips or client management secrets to share? #solopr

3HatsComm 1:51pm via TweetDeck

@mdbarber ITA; part of a smart #SoloPR's job is to know when to fight the fights that NEED fighting, even if no win.

mdbarber 1:51pm via Twitter Web Client

RT @KellyeCrane: A6: But there will probably be occasional disagreements. If it's not damaging, it's OK to throw 'em a bone sometimes. J #solopr

KarenSwim 1:51pm via tchat.io

@3HatsComm Yes! None of us right all the time, because we're perfect. #solopr

mdbarber 1:50pm via tchat.io

A6 - You aren't always right...neither is the client. That's why listening & hearing are key. Same with collaboration. #solopr

KarenSwim 1:50pm via tchat.io

Ha! @jendonovansf At this point I need it intravenously! #solopr

3HatsComm 1:49pm via TweetDeck

@KarenSwim we all are at times but it's the 'paying customer, I get what I want!' mindset.. nope. I don't work that way. #soloPR

mdbarber 1:49pm via tchat.io

@KarenSwim LOL! #solopr

jendonovansf 1:49pm via TweetDeck

More coffee!! RT @KarenSwim: Too tired to figure out how to shorten but what @mdbarber said! #solopr

KellyeCrane 1:49pm via TweetDeck

A6: But there will probably be occasional disagreements. If it's not damaging, it's OK to throw 'em a bone sometimes. J #solopr

PaulaJohns 1:49pm via tchat.io

Yes! MT @mdbarber A6 - listen, hear, sympathize & reframe. Also, pick your battles. Find ways to give them wins too. #solopr

KarenSwim 1:49pm via tchat.io

Too tired to figure out how to shorten but what @mdbarber said! #solopr

gregwbrooks 1:49pm via Twitter Web Client

A6: I don't mind the client's inner tactician poking on little stuff; likely to push back if they're going with bad strategy. #solopr

KerryModcom 1:49pm via Twitter Web Client

RT @mdbarber: A6 - listen, hear, sympathize & reframe. Also, pick your battles. Find ways to give them wins too so they listen/learn. #solopr

mdbarber 1:48pm via tchat.io

A6 - listen, hear, sympathize & reframe. Also, pick your battles. Find ways to give them wins too so they listen/learn. #solopr

KellyeCrane 1:48pm via TweetDeck

RT @JanetLFalk: @SoloPR Client is always right -- unless the emperor has no clothes. #soloPR

KellyeCrane 1:48pm via TweetDeck

A6: Position yourself as a trusted counselor, and you'll be happier (and make more $ too!) #solopr

KarenSwim 1:47pm via tchat.io

Agree @3HatsComm they are not always right, and sometimes horribly wrong #solopr

3HatsComm 1:47pm via TweetDeck

A6 - trick question. or rather I disagree on the 'always' part. quite often. #soloPR

JanetLFalk 1:47pm via Twitter Web Client

@SoloPR Client is always right -- unless the emperor has no clothes. #soloPR

KarenSwim 1:46pm via tchat.io

A6: Pick your battles. There are some issues that will not damage outcome or reputation, like a comma on a press release #solopr

KellyeCrane 1:46pm via TweetDeck

A6: I think many #SoloPR Pros have the "disease to please." But you are the PR professional in the relationship!

mdbarber 1:46pm via Twitter Web Client

RT @SoloPR: Q6: How do you balance between “the customer is always right” and giving good counsel? #solopr

JanetLFalk 1:45pm via Twitter Web Client

@3HatsComm Agreed. Client understands now. Looking to repeat project. Meanwhile, promoted brief TV segment on website & in #SM. #solopr

KellyeCrane 1:45pm via TweetDeck

RT @SoloPR: Q6: How do you balance between “the customer is always right” and giving good counsel? #solopr

SoloPR 1:45pm via tchat.io

Q6: How do you balance between “the customer is always right” and giving good counsel? #solopr

KarenSwim 1:45pm via tchat.io

singing my song! MT @KellyeCrane ...Sometimes you don't realize how much negativity they're bringing 'til they're gone. #solopr

PaulaJohns 1:45pm via tchat.io

@KellyeCrane Clearly you weren't the only one he was pushing. Glad you won out in the end! #soloPR

SoloPR 1:45pm via tchat.io

Love the insights on Q5! Q6 is up next... #solopr

KellyeCrane 1:44pm via TweetDeck

A5: If there are multiple team members at the client, try to convert those you can and they can help pull the rest along! #solopr

phyllisweisspr 1:44pm via Twitter for iPhone

RT @SoloPR: Q5: What do you do if, despite your counsel, your client's expectations remain unreasonable? #solopr

JanetLFalk 1:44pm via Twitter Web Client

@LUCYrk78 Law firm client. Waiting for the draft of the court documents to go ahead. #solopr

mdbarber 1:44pm via Twitter Web Client

RT @KellyeCrane: A5: Clients can be like bad relationships. Sometimes you don't realize how much negativity they're bringing 'til they're g#solopr

3HatsComm 1:43pm via TweetDeck

@JanetLFalk happens, been there. client still needs to see value of work done, how it plays into plan, future opps etc. #soloPR

KellyeCrane 1:43pm via TweetDeck

A5: Clients can be like bad relationships. Sometimes you don't realize how much negativity they're bringing 'til they're gone. #solopr

dariasteigman 1:43pm via TweetDeck

Sorry, #solopr peeps, getting pulled in too many directions today.

JanetLFalk 1:43pm via Twitter Web Client

@3HatsComm In this case, it was an event; only one shot at getting press. TV rpt of German plane crash bumped Exec Dir's interview. #soloPR

LUCYrk78 1:42pm via Twitter Web Client

That's great news, congrats Janet!! #solopr twitter.com/JanetLFalk/sta…

3HatsComm 1:42pm via TweetDeck

RT @PaulaJohns: A5 It's never fun to be in a client relationship that isn't rewarding. Decide if it's worth it to you to continue. #soloPR

gregwbrooks 1:42pm via Twitter for Android

@KellyeCrane I worry that if I start working with people I like, it would throw off my methodology. :) #solopr

KellyeCrane 1:42pm via TweetDeck

@PaulaJohns I've lived it. Worked w/a VP of Mktg who thought it was his job to be negative & push. He got the boot, I stayed. :-) #solopr

KarenSwim 1:42pm via tchat.io

A5: If unrealistic, resistant and treating you badly, increase your business development #solopr

phyllisweisspr 1:41pm via Twitter for iPhone

RT @gregwbrooks: A3: "You pay me for advice, and so I'm advising you now: This probably won't work. Shouldn't we focus on ($priority) inste#solopr

PaulaJohns 1:41pm via tchat.io

A5 It's never fun to be in a client relationship that isn't rewarding. Decide if it's worth it to you to continue. #soloPR

SoloPR 1:41pm via tchat.io

Great pt- have a convo RT @KarenSwim: A5: Other factors could be driving such as internal politics, pressures, uncover #solopr

SoloPR 1:40pm via tchat.io

Yes! RT @PaulaJohns: A5 Some clients just want to constantly push -- even when they realize they're being unreasonable. #soloPR

mdbarber 1:40pm via tchat.io

Exactly! RT @KellyeCrane: Pretty much every time I've resigned a client, it's because I was setup to fail. Life is too short! #solopr

KarenSwim 1:40pm via tchat.io

A5: Other factors could be driving such as internal politics, pressures, uncover #solopr

KellyeCrane 1:40pm via TweetDeck

@gregwbrooks But, you can take money from people you like working with instead. :-) #solopr

3HatsComm 1:40pm via TweetDeck

@JanetLFalk did their biz change, the product or website? new player in market? always, infinite variables. #soloPR

KellyeCrane 1:40pm via TweetDeck

@mdbarber Pretty much every time I've resigned a client, it's because I was setup to fail. Life is too short! #solopr

KellyeCrane 1:39pm via TweetDeck

RT @mdbarber: A5 - Is it time to look at whether the relationship is working? Sounds like you could be being set up for failure. #solopr

hmhcodeworks 1:39pm via Twitter for Android

RT @KellyeCrane: A3: It can be difficult when you have a client who's not a great listener. But better to tell them now than later... #solopr

KellyeCrane 1:39pm via TweetDeck

A5: Also, do you have multiple contacts at the client? Is it just one person or more systemic? The former can be dealt with... #solopr

KerryModcom 1:38pm via Twitter Web Client

RT @KarenSwim: @mdbarber Yes! This is why I urge clients to have a robust strategy, MR one slice of pie not whole pie! #solopr

PaulaJohns 1:38pm via tchat.io

A5 Some clients just want to constantly push -- even when they realize they're being unreasonable. #soloPR

3HatsComm 1:38pm via TweetDeck

A5 be honest, work, cost. show real world other examples that don't achieve those results. offer perspective. #soloPR

JanetLFalk 1:38pm via Twitter Web Client

@LUCYrk78 I think they recognized it was limited upside. Anyhow, TWO new projects ahead that will be juicy. #soloPR

gregwbrooks 1:38pm via Twitter Web Client

A5: Depends on your ethics. "Take their money anyway," is a perfectly viable option, but some would rather drop the client. #solopr

KellyeCrane 1:38pm via TweetDeck

@LUCYrk78 I hear ya! #solopr

JanetLFalk 1:37pm via Twitter Web Client

@3HatsComm Post-game analysis of success: Timing! Did a celeb marry, die, have baby, get snapped in a photo? #solopr twitter.com/3HatsComm/stat…

KarenSwim 1:36pm via tchat.io

@mdbarber Yes! This is why I urge clients to have a robust strategy, MR one slice of pie not whole pie! #solopr

mdbarber 1:36pm via tchat.io

A5 -- Find out why the client is insisting on those results. #solopr

phyllisweisspr 1:36pm via Twitter for iPhone

RT @SoloPR: RT @gregwbrooks: A4 ...I'm *very* direct. Client: "Will this be as good as blah?" Me: "Nope." They appreciate the lack of wease#solopr

KellyeCrane 1:36pm via TweetDeck

A5: I believe for some people, this is just a personality trait. #solopr

mdbarber 1:36pm via tchat.io

A5 - Is it time to look at whether the relationship is working? Sounds like you could be being set up for failure. #solopr

LUCYrk78 1:36pm via Twitter for iPhone

Not renew the contract! :) #solopr twitter.com/solopr/status/…

KellyeCrane 1:35pm via TweetDeck

RT @SoloPR: Q5: What do you do if, despite your counsel, your client's expectations remain unreasonable? #solopr

mdbarber 1:35pm via Twitter Web Client

RT @SoloPR: Q5: What do you do if, despite your counsel, your client's expectations remain unreasonable? #solopr

SoloPR 1:35pm via tchat.io

Q5: What do you do if, despite your counsel, your client's expectations remain unreasonable? #solopr

SoloPR 1:34pm via tchat.io

Great advice in this chat! Q5 is up next... #solopr

mdbarber 1:34pm via tchat.io

A4 - If you focus on whether a story will be placed & where you will be setting yourself up for disappointment. #solopr

KellyeCrane 1:33pm via TweetDeck

A4: Can also point to a bigger opp coming down the road - something to look forward to. #solopr

LUCYrk78 1:33pm via Twitter for iPhone

Did they understand? #solopr twitter.com/janetlfalk/sta…

jendonovansf 1:32pm via TweetDeck

So many variables! RT @JanetLFalk: @LUCYrk78 This just happened. 2nd project was not as newsworthy, which I told client at outset. #solopr

JanetLFalk 1:32pm via Twitter Web Client

@LUCYrk78 This just happened. Second project was not as newsworthy, which I told client at outset. #solopr

mdbarber 1:31pm via Twitter Web Client

RT @jane_hare: Each project can be a grand slam in its own right! #SoloPR

mdbarber 1:31pm via tchat.io

@jane_hare thanks. I'm not a big media relations person. #solopr

jane_hare 1:31pm via Twitter for iPhone

Each project can be a grand slam in its own right! #SoloPR

KarenSwim 1:31pm via Twitter Web Client

RT @mdbarber: A4 - Remember results should be outcome based. I find it often helps manage the "big" result issue as it's less about placeme#solopr

mdbarber 1:31pm via Twitter Web Client

RT @SoloPR: Yes- begin when the success is fresh! RT @3HatsComm: A4: good post game analysis. What made X work at Y time per Z variables. ##soloPR

mdbarber 1:31pm via tchat.io

A4 - Remember results should be outcome based. I find it often helps manage the "big" result issue as it's less about placement. #solopr

KarenSwim 1:30pm via tchat.io

@mdbarber @KellyeCrane Hee hee, love it! See, we Solo Pros do have a sense of humor! #solopr

jane_hare 1:30pm via Twitter for iPhone

@mdbarber @SoloPR I like your perspective, Mary! #soloPR

SoloPR 1:30pm via tchat.io

Yes- begin when the success is fresh! RT @3HatsComm: A4: good post game analysis. What made X work at Y time per Z variables. #soloPR

KerryModcom 1:30pm via Twitter Web Client

RT @3HatsComm: A4: good post game analysis. What made X work at Y time per Z variables. it's not just us .. markets products tech impact ou#soloPR

SoloPR 1:29pm via tchat.io

RT @gregwbrooks: A4 ...I'm *very* direct. Client: "Will this be as good as blah?" Me: "Nope." They appreciate the lack of weaseling. #solopr

mdbarber 1:29pm via tchat.io

BINGO! RT @KarenSwim: A4: Open communication, you don't manage expectations once, you do it all the time #solopr

KellyeCrane 1:29pm via TweetDeck

@mdbarber Ah, gotcha :-) #solopr

3HatsComm 1:29pm via TweetDeck

A4: good post game analysis. What made X work at Y time per Z variables. it's not just us .. markets products tech impact outcomes. #soloPR

mdbarber 1:29pm via tchat.io

@KellyeCrane exactly. I was being a bit tongue in cheek. #solopr

SoloPR 1:28pm via tchat.io

Great pt RT @KerryModcom: A3: Being honest in this regard also factors into one's own reputation management #solopr

gregwbrooks 1:28pm via Twitter Web Client

A4: Not for all, but I'm *very* direct. Client: "Will this be as good as blah?" Me: "Nope." They appreciate the lack of weaseling. #solopr

KellyeCrane 1:28pm via TweetDeck

A4: Trying to follow one's own grand slam can indeed be difficult! #solopr

LUCYrk78 1:28pm via Twitter for iPhone

A4 IMO you do your best to consistently provide your best service, honestly report work/outcomes, & know your best is all you can do #SoloPR

KarenSwim 1:28pm via tchat.io

A4: Open communication, you don't manage expectations once, you do it all the time #solopr

KellyeCrane 1:27pm via TweetDeck

@mdbarber Because not everything is worthy of big results! #solopr

KerryModcom 1:27pm via Twitter Web Client

A3: Being honest in this regard also factors into one's own reputation management #solopr

mdbarber 1:26pm via tchat.io

Why shouldn't they? RT @SoloPR: Q4: If you've had stellar results, client may come to expect it each time. How do you control? #solopr

LUCYrk78 1:26pm via Twitter for iPhone

Ahhhh! The age old dilemma :) #SoloPR twitter.com/solopr/status/…

tvhSocialBites 1:26pm via Hootsuite

RT @SoloPR: Q2: How do you set the stage with a new client to avoid miscommunication down the road re deliverables, results? #solopr

LyonsAdvocacy 1:26pm via Hootsuite

RT @SoloPR: Q2: How do you set the stage with a new client to avoid miscommunication down the road re deliverables, results? #solopr

KellyeCrane 1:26pm via TweetDeck

RT @SoloPR: Q4: If you've had stellar results in the past, the client may come to expect it each time. How do you control this? #solopr

mdbarber 1:25pm via Twitter Web Client

RT @SoloPR: Q4: If you've had stellar results in the past, the client may come to expect it each time. How do you control this? #solopr

SoloPR 1:25pm via tchat.io

Q4: If you've had stellar results in the past, the client may come to expect it each time. How do you control this? #solopr

mdbarber 1:25pm via Twitter Web Client

RT @SoloPR: Great pt MT @jendonovansf: A3: important to understand where the idea originated & if they need it to succeed for their boss. ##soloPR

SoloPR 1:25pm via tchat.io

Thanks for your insights on Q3! Q4 is up next... #solopr

SoloPR 1:24pm via tchat.io

Great pt MT @jendonovansf: A3: important to understand where the idea originated & if they need it to succeed for their boss. #soloPR

mdbarber 1:24pm via tchat.io

A3 -- If you have a plan and it doesn't fit the plan you're golden (usually). WO a plan, you have less basis for your objection. #solopr

BernadetteDavis 1:23pm via Twitter Web Client

RT @SoloPR: Oops- that was Q3: If a client is excited about something you think is unlikely to materialize, do you tell them? #solopr

jane_hare 1:23pm via Twitter for iPhone

Offering a workable and creative alternative is always a good option. A3 #SoloPR

jendonovansf 1:22pm via TweetDeck

A3: And it's important to understand where the idea originated & if they need it to succeed for their boss. #soloPR

SoloPR 1:22pm via tchat.io

This! RT @mdbarber: A3 - If you don't tell them, you take on ownership of the idea...and its fallout. #solopr

LUCYrk78 1:22pm via Twitter for iPhone

A3 and while you're telling them that something isn't going to happen, you can excite them about something else that WILL happen #soloPR

KellyeCrane 1:22pm via TweetDeck

A3: Sometimes the client is excited about something within her own org that you know won't materialze- then may be OK to stay quiet #solopr

mdbarber 1:22pm via Twitter Web Client

RT @gregwbrooks: A3: "You pay me for advice, and so I'm advising you now: This probably won't work. Shouldn't we focus on ($priority) inste#solopr

gregwbrooks 1:22pm via Twitter Web Client

A3: "You pay me for advice, and so I'm advising you now: This probably won't work. Shouldn't we focus on ($priority) instead?" #solopr

mdbarber 1:21pm via tchat.io

A3 -- Discuss your concerns relative to the plan's objectives and strategy so they understand why it's not a fit wi the context. #solopr

mdbarber 1:21pm via tchat.io

A3 - If you don't tell them, you take on ownership of the idea...and its fallout. #solopr

SoloPR 1:21pm via tchat.io

RT @3HatsComm: A3 Yes. in context of ROI, work, time and why it's unlikely to happen - then what could be better for same work. #soloPR

jane_hare 1:21pm via Twitter for iPhone

Communicating what can and cannot be delivered based on objectives, time and resources is key to success. @SoloPR #SoloPR

mdbarber 1:21pm via Twitter Web Client

RT @SoloPR: MT @jendonovansf: A3: ...In some cases, there may be steps to take to make that unrealistic idea or expectation a reality #soloPR

KarenSwim 1:20pm via tchat.io

A3: Absolutely tell them. #solopr

SoloPR 1:20pm via tchat.io

MT @jendonovansf: A3: ...In some cases, there may be steps to take to make that unrealistic idea or expectation a reality #soloPR

ancitasatija 1:20pm via Twitter for Android

@SoloPR oops A3 not A2 #solopr

mdbarber 1:20pm via tchat.io

A3 - Definitely. It's part of the process. You might also learn from them why they think it's important...and change your mind! #solopr

KellyeCrane 1:20pm via TweetDeck

A3: It can be difficult when you have a client who's not a great listener. But better to tell them now than later... #solopr

3HatsComm 1:20pm via TweetDeck

A3 Yes. in context of ROI, work, time and why it's unlikely to happen - then what could be better for same work. #soloPR

ancitasatija 1:20pm via Twitter for Android

@SoloPR A2 yes of course...one must let them know what's workable & what's not. Never good to give false hopes #solopr

LUCYrk78 1:20pm via Twitter for iPhone

A3: YES! There's nothing worse than dishonesty, omissions don't help build trust. That's part of managing expectations too. #soloPR

jendonovansf 1:19pm via TweetDeck

A3: Yes, I'm always honest! In some cases, there may be steps to take to make that unrealistic idea or expectation a reality #soloPR

mdbarber 1:19pm via tchat.io

RT @SoloPR: Q3: If a client is excited about something you think is unlikely to materialize, do you tell them? #solopr

KellyeCrane 1:19pm via TweetDeck

This is very true. But we should try to avoid whenever possible. #solopr twitter.com/JanetLFalk/sta…

SoloPR 1:18pm via tchat.io

Oops- that was Q3: If a client is excited about something you think is unlikely to materialize, do you tell them? #solopr

SoloPR 1:18pm via tchat.io

If a client is excited about something you think is unlikely to materialize, do you tell them? #solopr

3HatsComm 1:18pm via TweetDeck

@KellyeCrane THIS. Specifics! i.e. who does what work when. #soloPR

mdbarber 1:18pm via tchat.io

Good point! MT @LUCYrk78: A2 know things WILL come up outside SOW, anticipate & have a process for approaching them #soloPR

SoloPR 1:18pm via tchat.io

Excellent input! Q3 is coming up... #solopr

LUCYrk78 1:17pm via Twitter for iPhone

A2 I'd also add- know that things WILL come up outside SOW, anticipate those things and have a process for approaching them #soloPR

mdbarber 1:16pm via tchat.io

A2 - Some clients think they just "tell you what they need" and you go away and do it. Make sure they know they're needed too. #solopr

jane_hare 1:16pm via Twitter for iPhone

A friendly yet defined SOW outlines project details, scope, and roles and responsibilities for all. A2 #SoloPR

KellyeCrane 1:16pm via TweetDeck

A2: Also, document everything. Scope, timelines, and measurable objectives. #solopr

mdbarber 1:16pm via tchat.io

Good plan! MT @jane_hare: I find it a SOW with timeline helps all to know what's needed and when. #SoloPR

jendonovansf 1:16pm via TweetDeck

Related to Q2, has anyone every used a RACI or DACI model in terms of roles/responsibilities with a client? #soloPR

SoloPR 1:16pm via tchat.io

MT @jane_hare: a SOW with timeline helps all to know what's needed and when. Clients are busy and many are new to the process. A2 #SoloPR

KarenSwim 1:16pm via tchat.io

A2: This begins at first contact, ask question, listen, check understanding, establish problem and what success will look like #solopr

KerryModcom 1:15pm via Twitter Web Client

RT @3HatsComm: A2 big thing: establish clear chain of command, who manages information flow, and who is FINAL decision maker. #soloPR

jane_hare 1:15pm via Twitter for iPhone

I find it a SOW with timeline helps all to know what's needed and when. Clients are busy and many are new to the process. A2 #SoloPR

mdbarber 1:15pm via tchat.io

A2 - Be sure in the proposal process your client understands it's a partnership. It's a reason they choose you...or don't. #solopr

dariasteigman 1:15pm via TweetDeck

YES!
Scope it right. ID who's responsible for what, how best to keep in touch, and you'll be fine. #soloPR twitter.com/KellyeCrane/st…

3HatsComm 1:15pm via TweetDeck

A2 big thing: establish clear chain of command, who manages information flow, and who is FINAL decision maker. #soloPR

LUCYrk78 1:15pm via Twitter for iPhone

+1 #solopr twitter.com/kellyecrane/st…

KarenSwim 1:14pm via tchat.io

@jane_hare Thanks Jane! #solopr

mdbarber 1:14pm via tchat.io

Very true! RT @KellyeCrane: A2: Actually, the stage is set during the new business/proposal process. #solopr

JanetLFalk 1:14pm via Twitter Web Client

@KellyeCrane Disappointment can be beyond your control. See "Why Your TV Interview Never Aired" bit.ly/1y0ImAn #solopr

gregwbrooks 1:14pm via Twitter Web Client

A2: Full scope in proposal + fairly formal onboarding process. #solopr

jane_hare 1:14pm via Twitter for iPhone

Alignment, yes! MT @KarenSwim: Expectations set stage for your success; you & client need to be aligned in what to achieve #solopr

BernadetteDavis 1:14pm via Twitter Web Client

RT @KarenSwim: A1: Expectations set the stage for your success; you and client need to be aligned in what you are working to achieve #solopr

LUCYrk78 1:14pm via Twitter for iPhone

A2: clearly define in the scope of work what you will be doing, how it will be communicated/when, what checkins you'll hve w client #soloPR

mdbarber 1:13pm via Twitter Web Client

RT @3HatsComm: @JanetLFalk exactly - part of our job is teaching, training, expectations re wants vs needs for their biz #soloPR

mdbarber 1:13pm via tchat.io

A2 - It's part of the planning process that we do together. Listening and verifying. #solopr

SoloPR 1:13pm via tchat.io

Yes! MT @JanetLFalk: clients want front page of the WSJ; not every company belongs there, esp. if their market is not looking there #SoloPR

3HatsComm 1:13pm via TweetDeck

@JanetLFalk exactly - part of our job is teaching, training, expectations re wants vs needs for their biz #soloPR

jendonovansf 1:13pm via TweetDeck

@dariasteigman I know, tough start to the season. Seems to happen to some teams following a WS win #soloPR

KellyeCrane 1:13pm via TweetDeck

A2: Actually, the stage is set during the new business/proposal process. #solopr

mdbarber 1:13pm via Twitter Web Client

RT @SoloPR: Q2: How do you set the stage with a new client to avoid miscommunication down the road re deliverables, results? #solopr

KellyeCrane 1:12pm via TweetDeck

RT @SoloPR: Q2: How do you set the stage with a new client to avoid miscommunication down the road re deliverables, results? #solopr

JanetLFalk 1:12pm via Twitter Web Client

Almost every client wants the front page of the WSJ; not every company belongs there, esp. if their market is not looking there #SoloPR

SoloPR 1:12pm via tchat.io

Q2: How do you set the stage with a new client to avoid miscommunication down the road re deliverables, results? #solopr

dariasteigman 1:11pm via TweetDeck

@jendonovansf I've been to 3 games. Going to the final game of the homestand tomorrow. #soloPR

SoloPR 1:11pm via tchat.io

Great stuff on Q1! Q2 is up next... #solopr

LUCYrk78 1:11pm via Twitter for iPhone

So true. People always will try to get more from you if you can't stick to scope of work! #solopr twitter.com/dariasteigman/…

gregwbrooks 1:11pm via Twitter Web Client

A1: How else is the client going to know how effective you are? #solopr

jane_hare 1:11pm via Twitter for iPhone

Clarity ensures a better working relationship and better outcome on both sides #SoloPR

KellyeCrane 1:11pm via TweetDeck

A1: A disappointed client is a terrible thing! But it's our job to lay the groundwork so that doesn't happen. #solopr

dariasteigman 1:11pm via TweetDeck

@jendonovansf May you bring them luck. I know they've had a rough start. Very sad that Matt Cain is still not right. #SoloPR

SDITSystems 1:10pm via RoundTeam

RT @PaulaJohns: Hi, #soloPR. Joining the chat from the San Diego area. Should be a fun discussion. #solopr

mdbarber 1:10pm via tchat.io

A1 - Setting expectations with clients insures you're both on the same page. If you don't, you could be solving the wrong problem. #solopr

dariasteigman 1:10pm via TweetDeck

A1 To build the right rel'ship, where you & client can succeed together. Well, and to avoid scope creep. #solopr

jendonovansf 1:10pm via TweetDeck

@dariasteigman Giants! Usually only go to the A's when the Red Sox or Yankees are in town #soloPR

SoloPR 1:10pm via tchat.io

MT @LUCYrk78: A1: If you don't manage expectations, no one knows what to expect, if you are hitting the goals you've set... #soloPR

SoloPR 1:09pm via tchat.io

Great pt! RT @3HatsComm: A1 it's a relationship; understanding expectations is the only way to make it work -- for both sides. #soloPR

jendonovansf 1:09pm via TweetDeck

A1: Setting & agreeing upon expectations is a key part of any client relationship. Points to effective communications #soloPR

mdbarber 1:09pm via Twitter Web Client

RT @KarenSwim: A1: Expectations set the stage for your success; you and client need to be aligned in what you are working to achieve #solopr

KarenSwim 1:09pm via tchat.io

A1: Expectations set the stage for your success; you and client need to be aligned in what you are working to achieve #solopr

KellyeCrane 1:09pm via TweetDeck

A1: If you're going to have a successful long-term relationship with a client, their happiness often depends on it. #solopr

LUCYrk78 1:08pm via Twitter Web Client

A1: If you don't manage expectations, no one knows what to expect, if you are hitting the goals you've set.Stick to scope of work 2 #soloPR

dariasteigman 1:08pm via TweetDeck

@jendonovansf Yey! Giants or A's?
#SoloPR

3HatsComm 1:08pm via TweetDeck

A1 it's a relationship; understanding expectations is the only way to make it work -- for both sides. #soloPR

JanetLFalk 1:08pm via Twitter Web Client

RT @SoloPR: Q1 lays the ground work for today's chat: Why is it important to manage expectations with clients? #solopr

KellyeCrane 1:08pm via TweetDeck

A1: I believe controlling expectations is the most important aspect of client management. #solopr

jane_hare 1:08pm via Twitter for iPhone

Hi to all #SoloPR, I'm a producer and writer for media and #video for marketing, training and such based in San Diego!

mdbarber 1:08pm via Twitter Web Client

RT @SoloPR: Q1 lays the ground work for today's chat: Why is it important to manage expectations with clients? #solopr

JodieHeisner 1:08pm via Twitter for Android

Hello #solopr Jodie in Phoenix. #MediaCoach #MediaTraining

KarenSwim 1:07pm via Twitter Web Client

RT @SoloPR: Q1 lays the ground work for today's chat: Why is it important to manage expectations with clients? #solopr

KellyeCrane 1:07pm via TweetDeck

RT @SoloPR: Q1 lays the ground work for today's chat: Why is it important to manage expectations with clients? #solopr

BernadetteDavis 1:07pm via Twitter Web Client

Great topic for #solopr today. I'm a new solo with 20+ years of communications experience (media relations, internal, exec, editorial)

jendonovansf 1:07pm via TweetDeck

@dariasteigman Going to my first game of the season tonight!! :) #SoloPR

SoloPR 1:07pm via tchat.io

Q1 lays the ground work for today's chat: Why is it important to manage expectations with clients? #solopr

mdbarber 1:06pm via tchat.io

Good morning my fellow Solos. Mary here from the Seattle area on a beautiful spring morning. #solopr

PaulaJohns 1:06pm via tchat.io

I'm a long-time solo PR pro, but I learn something new every day from this group. :) #soloPR

SoloPR 1:06pm via tchat.io

Welcome everyone- great group of folks gathering! Q1 is coming up... #solopr

KarenSwim 1:06pm via tchat.io

Good afternoon all! #solopr

3HatsComm 1:06pm via TweetDeck

joining #soloPR chat from Atlanta, where I've got the a/c off and the windows open this lovely #EarthDay :)

BernadetteDavis 1:05pm via Twitter Web Client

RT @SoloPR: Today is the 4th Wed of the month, meaning today we have a Topic Chat. We'll be discussing managing client expectations... #solopr

JanetLFalk 1:05pm via Twitter Web Client

@SoloPR NYC-based pro w/ nonprofit, small biz, law firm clients. Also subcontract to busy #soloPR. Gorgeous day here.

sandiego411 1:05pm via RoundTeam

RT @PaulaJohns: Hi, #soloPR. Joining the chat from the San Diego area. Should be a fun discussion. #solopr

dariasteigman 1:04pm via TweetDeck

I'm Daria (well, doh). 20+-year biz owner, DC resident, & huge baseball fan. #soloPR

jendonovansf 1:04pm via TweetDeck

Good morning #soloPR folks! Jennifer from San Francisco. Comms & #SocialMedia consultant

PaulaJohns 1:04pm via tchat.io

Hi, #soloPR. Joining the chat from the San Diego area. Should be a fun discussion. #solopr

SoloPR 1:03pm via tchat.io

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

SoloPR 1:03pm via tchat.io

Hi Jane, thanks for spreading the word! RT @jane_hare: Managing client expectations on #SoloPR chat NOW! 1pm ET/10amPT. See you there!

dariasteigman 1:03pm via TweetDeck

Joining #solopr to talk about managing client expectations. Well, this should be fun.

SoloPR 1:03pm via tchat.io

If you're new to chatting, we suggest using a tool like tchat.io – makes it easier to keep up. Remember to use the #SoloPR hashtag!

FreeLancer_ID 1:03pm via FreeLancer_ID

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

KellyeCrane 1:02pm via TweetDeck

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

jane_hare 1:02pm via Twitter for iPhone

Managing client expectations on #SoloPR chat NOW! 1pm ET/10amPT. See you there!

SoloPR 1:02pm via tchat.io

Today is the 4th Wed of the month, meaning today we have a Topic Chat. We'll be discussing managing client expectations... #solopr

KarenSwim 1:02pm via Twitter Web Client

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

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