



## **#SoloPR Transcript – 10/26/2016**

Q1: Your brilliant campaign failed big time. What do you do to recover?

#solopr

Q2: In honor of Halloween, scariest client experience? Remember cloak client identities, it's a costume party #solopr

Q3: In the wake of the internet outage, are you doing more to protect your data? #solopr

Q4: What issues would you like to see the government address about independent work that would ease your solo life? #solopr

Q5: What is the biggest challenge for our profession in 2017? #solopr

Q6: Any tips for working with slow-pay clients? You like the client but they are s-l-o-w to pay invoices #solopr

Q7: How do you treat yourself for a job well done? #solopr

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*Transcript follows in reverse chronological order:*



[SoloPR 1:59pm via tchat.io](#)

Our next scheduled chat is November 8 at 1pm ET. That is election day, so let us know if we need to reschedule! [#solopr](#)



[SoloPR 1:58pm via tchat.io](#)

I love that! RT @[KristK](#): A8: I honestly think I'll keep working, consulting for years. Can't imagine NOT doing this [#solopr](#)



[SoloPR 1:58pm via tchat.io](#)

So thankful for each of you for showing up and sharing! [#solopr](#)



[KristK 1:58pm via tchat.io](#)

A8: I honestly think I'll keep working, consulting for years. Can't imagine NOT doing this [#solopr](#)



[SoloPR 1:57pm via tchat.io](#)

Well we're out of time, but please remember we chat on the hashtag all week long! [#solopr](#)



[SoloPR 1:57pm via tchat.io](#)

That sounds amazing! RT @[KristK](#): A8: retirement = scenic views, destination TBD [#solopr](#)



[SoloPR 1:56pm via tchat.io](#)

Ha! RT @[gregwbrooks](#): A8: Plan A is to die at 65. Plan B is to keep working. [#solopr](#)



[KristK 1:56pm via tchat.io](#)

A8: retirement = scenic views, destination TBD [#solopr](#)



[gregwbrooks 1:56pm via Twitter Web Client](#)

A8: Plan A is to die at 65. Plan B is to keep working. [#solopr](#)



[KarenSwim 1:56pm via Hootsuite](#)

A8. Serious answer, work a little, volunteer and travel [#solopr](#)



[PaulaJohns 1:55pm via tchat.io](#)

Sleep, PT & travel all sound good! RT @[SoloPR](#) Q8. What is your retirement plan - work PT, travel, sleep or no plan yet? [#solopr](#)



[KARPOS Services 1:55pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: Lol, been there! RT KristK: A7: I talk about an afternoon off for pampering, but then I get back to work. [#solopr](#)



[KARPOS Services 1:55pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: MediaMaven\_CN Ha! I am right there with you! Such a good idea, let's all do it! [#solopr](#) [zpr.io/PgZpY](http://zpr.io/PgZpY)

 [KARPOS Services 1:55pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: Yes to the happy dance! RT KristK: A7: Always time for a happy dance to celebrate! [#solopr zpr.io/PgZps](#)

 [KARPOS Services 1:55pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: Lol! Tell her to reward you, you deserve it! RT akenn: A7. Showing this question to my boss right now! [#solopr](#) http

 [KARPOS Services 1:55pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: Lol gregwbros it's all the squishy feels right before the doubt kicks in again ;- ) [#solopr zpr.io/PgZpz](#)

 [KARPOS Services 1:55pm via Zapier.com](#)


[#KARPOS\\_Services](#) RT: We have time for one more... [#solopr zpr.io/PgZpq](#)

 [KARPOS Services 1:55pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: Q8. What is your retirement plan - work PT, travel, sleep or no plan yet? [#solopr zpr.io/PgZpG](#)

 [KarenSwim 1:54pm via Hootsuite](#)

A8. This week I would kill for sleep, so that sounds good! [#solopr](#)

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

RT @SoloPR: Q8. What is your retirement plan - work PT, travel, sleep or no plan yet? [#solopr](#)



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

Q8. What is your retirement plan - work PT, travel, sleep or no plan yet? [#solopr](#)



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

We have time for one more... [#solopr](#)



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

Lol, been there! RT @[KristK](#): A7: I talk about an afternoon off for pampering, but then I get back to work. [#solopr](#)



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

Lol @[gregwbrooks](#) it's all the squishy feels right before the doubt kicks in again ;-)  
[#solopr](#)



[KristK 1:51pm via tchat.io](#)

A7: I talk about an afternoon off for pampering, but then I get back to work. [#solopr](#)



[SoloPR 1:51pm via tchat.io](#)

Lol! Tell her to reward you, you deserve it! RT @[akenn](#): A7. Showing this question to my boss right now! [#solopr](#)



[gregwbrooks 1:51pm via Twitter Web Client](#)

A7. What is this "job well done" thing you speak of? [#solopr](#)



[SoloPR 1:51pm via tchat.io](#)

Yes to the happy dance! RT @[KristK](#): A7: Always time for a happy dance to celebrate!  
[#solopr](#)



[KARPOS Services 1:50pm via Zapier.com](#)

[#KARPOS Services](#) RT: Excellent ideas akenn and you can be creative to help meet client needs and get paid! [#solopr zpr.io/PgZ7q](#)



[KARPOS Services 1:50pm via Zapier.com](#)

[#KARPOS Services](#) RT: Exactly gregwbrooks ! Key is knowing so that you can balance.  
[#solopr zpr.io/PgZ7G](#)



[KARPOS Services 1:50pm via Zapier.com](#)

[#KARPOS Services](#) RT: Next Q is a treat...we hope! :-)  
[#solopr zpr.io/PgZ7R](#)



[KARPOS Services 1:50pm via Zapier.com](#)

[#KARPOS Services](#) RT: Agree 3-6 mos RT [KristK](#): A6: I advise new [#solopr](#) pros to have 6 months savings. Helps even out peaks/valleys and s



[KARPOS Services 1:50pm via Zapier.com](#)

[#KARPOS Services](#) RT: Q7. How do you treat yourself for a job well done? [#solopr zpr.io/PgZ7g](#)



[SoloPR 1:50pm via tchat.io](#)

@[MediaMaven\\_CN](#) Ha! I am right there with you! Such a good idea, let's all do it!  
[#solopr](#)



[KristK 1:50pm via tchat.io](#)

A7: Always time for a happy dance to celebrate! [#solopr](#)



[akenn 1:50pm via tchat.io](#)

A7. Showing this question to my boss right now! [#solopr](#)



[KarenSwim 1:50pm via Hootsuite](#)

A7. I am so bad at this but trying to get better. Truthfully, it usually involves eating something, lol! [#solopr](#)



[MediaMaven\\_CN 1:49pm via Twitter for iPhone](#)

A7: @SoloPR I don't now but I need to! [#solopr](#)



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

RT @SoloPR: Q7. How do you treat yourself for a job well done? [#solopr](#)



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

Q7. How do you treat yourself for a job well done? [#solopr](#)



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

Next Q is a treat...we hope! :-)  
[#solopr](#)



[abiragi\\_itk 1:47pm via Twitter Web Client](#)

Today's @DailyPRBrief is out - [eepurl.com/clRz1D](http://eepurl.com/clRz1D) #pr #measurepr #earnedmedia #prpros #solopr [pic.twitter.com/UNAs12riT7](http://pic.twitter.com/UNAs12riT7)



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

Excellent ideas @akenn and you can be creative to help meet client needs and get paid!  
[#solopr](#)



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

RT @akenn: A6. think out of the box (finance types love that! ;) invoice by quarter or offer advance payment discounts... [#solopr](#)



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

@KarenSwim Smart plan, Karen! That should definitely be part of the new client on boarding process. :) [#soloPR](#)



[SoloPR 1:46pm via tchat.io](#)

Bread and butter work is good! RT @gregwbros: @SoloPR Main reason I do project work is to balance out slow-pay retainers. [#solopr](#)



[akenn 1:46pm via tchat.io](#)

A6. Perhaps it's time to think out of the box (finance types love that! ;) invoice by quarter or offer advance payment discounts... [#solopr](#)



[SoloPR 1:46pm via tchat.io](#)

Agree 3-6 mos RT @KristK: A6: I advise new [#solopr](#) pros to have 6 months savings. Helps even out peaks/valleys and slow pay clients





[gregwbrooks](#) 1:46pm via Twitter Web Client

@SoloPR Main reason I do project work is to balance out slow-pay retainers. [#solopr](#)



[KarenSwim](#) 1:46pm via Hootsuite

@PaulaJohns So true! I try to get that name up front and understand what they need to avoid glitches. [#solopr](#)



[KristK](#) 1:45pm via tchat.io

A6: I advise new [#solopr](#) pros to have 6 months savings. Helps even out peaks/valleys and slow pay clients



[PaulaJohns](#) 1:45pm via tchat.io

Always helps to have a contact in AP. RT @KarenSwim: A6. Talk to AP to determine the process/payment cycle. [#solopr](#)



[KARPOS Services](#) 1:44pm via Zapier.com

[#KARPOS\\_Services](#) RT: Q6. Any tips for working with slow-pay clients? You like the client but they are s-l-o-w to pay invoices [#solopr](#) h



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

Exactly @gregwbrooks ! Key is knowing so that you can balance. [#solopr](#)



[KARPOS Services](#) 1:44pm via Zapier.com

[#KARPOS\\_Services](#) RT: Love the discussion on Q5 from you smarties! [#solopr](#)  
[zpr.io/PgZR3](http://zpr.io/PgZR3)



[KarenSwim 1:44pm via Hootsuite](#)

A6. Understanding their process goes a long way to alleviating frustration and helps you manage your expectations and cash flow [#solopr](#)



[gregwbrooks 1:43pm via Twitter Web Client](#)

A6: If you know going in (i.e., government), you can balance with fast-pay work. Tougher when a new, big retainer turns out slow. [#solopr](#)



[KarenSwim 1:42pm via Hootsuite](#)

A6. Talk to AP to determine the process and payment cycle. If reasonable, adjust your timing. [#solopr](#)



[KristK 1:42pm via tchat.io](#)

RT @SoloPR: Q6. Any tips for working with slow-pay clients? You like the client but they are s-l-o-w to pay invoices  
[#solopr #solopr](#)



[KarenSwim 1:41pm via Hootsuite](#)

A5. I also think that we will have to deal with longer sales cycles and harder look at budgets [#solopr](#)



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

Q6. Any tips for working with slow-pay clients? You like the client but they are s-l-o-w to pay invoices  
[#solopr](#)



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

True RT @akenn: It's worth saying again that the changing media landscape is a huge challenge, but also a great opportunity! #solopr



[c hami chi 1:40pm via Twitter Web Client](#)

@akenn yes good point! #solopr



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

Love the discussion on Q5 from you smarties! #solopr



[KARPOS Services 1:39pm via Zapier.com](#)

#KARPOS\_Services RT: Yes KristK IRA deduction raised is a great one for them to tackle! #solopr [zpr.io/PgZtF](#)



[KARPOS Services 1:39pm via Zapier.com](#)

#KARPOS\_Services RT: RT KristK: A4: I'd like to see the IRA deduction raised to encourage all, not just #solopr, to contribute more. #s



[KARPOS Services 1:39pm via Zapier.com](#)

#KARPOS\_Services RT: RT PaulaJohns: A5 Remaining relevant to your market -- to your clients' needs. #soloPR [zpr.io/PgZty](#)



[KARPOS Services 1:39pm via Zapier.com](#)

#KARPOS\_Services RT: Great point! MT gregwbros: At the low end, the biggest challenge is commoditization and devaluation. #solopr [http](#)



[KarenSwim 1:38pm via Hootsuite](#)

A5. Wading through the data glut to help clients focus, interpret, use right data points  
[#solopr](#)



[gregwbrooks](#) 1:38pm via [Twitter Web Client](#)

A5c. At the high end, big challenge is retooling to meet C-suite relevancy. Fewer CEOs get PR as a long-term, stand-alone play. [#solopr](#)



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

RT @[gregwbrooks](#): A5b: At low end, solos define themselves by tactics -- I do social, I'm a writer, etc. Rates falling for that [#solopr](#)



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

And it's worth saying again that the changing media landscape is a huge challenge, but also a great opportunity! [#solopr](#)



[SoloPR](#) 1:37pm via [Twitter Web Client](#)

RT @[PaulaJohns](#): A5 Remaining relevant to your market -- to your clients' needs.  
[#soloPR](#)



[gregwbrooks](#) 1:37pm via [Twitter Web Client](#)

A5b: At low end, solos define themselves by tactics -- I do social, I'm a writer, etc. Rates falling for all of that; death spiral. [#solopr](#)



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

Great point! MT @[gregwbrooks](#): At the low end, the biggest challenge is commoditization and devaluation. [#solopr](#)



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

A5 Remaining relevant to your market -- to your clients' needs. [#soloPR](#)



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

Well, smarties @[KarenSwim](#) and @[gregwbrooks](#) nailed the answer already [#solopr](#)



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

A5: Lots of orgs focus on tactics (we need \_\_\_\_). Our challenge is to elevate discussions with prospects to strategy, results [#solopr](#)



[KarenSwim 1:36pm via Hootsuite](#)

A5. Truly defining our role, so much blending, value can be diminished. [#solopr](#)



[gregwbrooks 1:36pm via Twitter Web Client](#)

A5a: Depends where you are in the profession, right? At the low end, the biggest challenge is commoditization and devaluation. [#solopr](#)



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

Hi @[akenn](#)! Glad you could join and it is a doozy, but this group is so smart, looking forward to the answers! [#solopr](#)



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

Yes! Too many aren't contributing. RT @[KristK](#): A4: I'd like to see the IRA deduction raised to encourage all to contribute more. [#solopr](#)



[SoloPR 1:35pm via tchat.io](#)

RT @[c\\_hami\\_chi](#): @[SoloPR](#) It's no diff than 2016, but I would say dwindling numbers of reporters to target for pitches [#solopr](#)



[SoloPR 1:35pm via tchat.io](#)

Yes @[KristK](#) IRA deduction raised is a great one for them to tackle! [#solopr](#)



[c\\_hami\\_chi 1:35pm via Twitter Web Client](#)

@[SoloPR](#) It's no diff than 2016, but I would say dwindling numbers of reporters to target for pitches [#solopr](#)



[akenn 1:35pm via Twitter Web Client](#)

Whoops, joining [#solopr](#) a little late and Q5 is a doozy "what's the greatest challenge for our profession?"



[SoloPR 1:34pm via Twitter Web Client](#)

RT @[KristK](#): A4: I'd like to see the IRA deduction raised to encourage all, not just [#solopr](#), to contribute more. [#solopr](#)



[KARPOS Services 1:34pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: Like a boss! gregwbrooks cc [KristK](#) [#solopr](#) [zpr.io/PgZn7](#)



[KARPOS Services 1:34pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: Lol gregwbrooks [KristK](#) [#solopr](#) [zpr.io/PgZng](#)



[KARPOS Services 1:34pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: PaulaJohns It is the #1 challenge for solos, and it is not a party issue but real life for all of us [#solopr](#) [http://](#)



[KristK 1:34pm via tchat.io](#)

RT @SoloPR: Q5. What is the biggest challenge for our profession in 2017? [#solopr](#)



[KARPOS Services 1:34pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: Great answers on all Qs so far, stand by for next Q5! [#solopr](#) [zpr.io/PgZPv](#)



[KARPOS Services 1:34pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: Q5. What is the biggest challenge for our profession in 2017? [#solopr](#) [zpr.io/PgZPc](#)



[KristK 1:33pm via tchat.io](#)

A4: I'd like to see the IRA deduction raised to encourage all, not just [#solopr](#), to contribute more. [#solopr](#)



[SoloPR 1:33pm via tchat.io](#)

Q5. What is the biggest challenge for our profession in 2017? [#solopr](#)



[SoloPR 1:33pm via tchat.io](#)

Great answers on all Qs so far, stand by for next Q5! [#solopr](#)



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

@[PaulaJohns](#) It is the #1 challenge for solos, and it is not a party issue but real life for all of us [#solopr](#)



[SoloPR 1:32pm via Twitter Web Client](#)

RT @[PaulaJohns](#): A4 Not sure I want to go here but healthcare & health insurance costs aren't easy for most solos to bear. [#soloPR](#)



[PaulaJohns 1:31pm via tchat.io](#)

A4 Not sure I want to go here but healthcare & health insurance costs aren't easy for most solos to bear. [#soloPR](#)



[gregwbrosks 1:31pm via Twitter Web Client](#)

A4: I don't want the feds doing anything. But some local-gov tailoring to recognize how solo biz is different would be useful. [#solopr](#)



[KarenSwim 1:31pm via Hootsuite](#)

A4. Benefit options that fit our business and ahem budgets. [#solopr](#)



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

Like a boss! @[gregwbrosks](#) cc @[KristK](#) [#solopr](#)



[KarenSwim 1:29pm via Hootsuite](#)

A4. Real system for independents not cobbled together various regs that make it so complex to operate [#solopr](#)





[gregwbrooks](#) 1:29pm via [Twitter Web Client](#)

@SoloPR @KristK Related: Any clients with individual security needs? I've got a separate fire safe for one; contract calls for it. [#solopr](#)



[KARPOS Services](#) 1:28pm via [Zapier.com](#)

[#KARPOS\\_Services](#) RT: RT KristK: A3: thinking 3x before clicking a link. Prefer transparency vs shorteners. [#solopr](#) [zpr.io/PgpQd](http://zpr.io/PgpQd)



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

Yes, so important RT @KristK: A3: thinking 3x before clicking a link. Prefer transparency vs shorteners. [#solopr](#)



[KARPOS Services](#) 1:28pm via [Zapier.com](#)

[#KARPOS\\_Services](#) RT: Smart! MT gregwbrooks: .... but I'm looking into redundant connectivity through a separate provider. [#solopr](#) [http:](http://http://)



[KARPOS Services](#) 1:28pm via [Zapier.com](#)

[#KARPOS\\_Services](#) RT: Next Q is not political but our wish list for action.. [#solopr](#) [zpr.io/PgpQ3](http://zpr.io/PgpQ3)



[KARPOS Services](#) 1:28pm via [Zapier.com](#)

[#KARPOS\\_Services](#) RT: Following on with scary, next Q spooked the nation! [#solopr](#) [zpr.io/PgpQw](http://zpr.io/PgpQw)



[KARPOS Services](#) 1:28pm via [Zapier.com](#)

[#KARPOS\\_Services](#) RT: PaulaJohns the incident should have scared us more than it did  
[#solopr zpr.io/PgpQ8](#)



[KARPOS Services 1:28pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: Q3. In the wake of the internet outage, are you doing more to protect your data? [#solopr zpr.io/PgpQD](#)



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

Lol @[gregwbrooks](#) @[KristK](#) [#solopr](#)



[KARPOS Services 1:28pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: RT [KristK](#): A3: Strengthening passwords, backing up, checking settings are ongoing [#solopr zpr.io/PgpQ9](#)



[KARPOS Services 1:28pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: Always good practices [KristK](#) and we have to consider our clients' data as well [#solopr zpr.io/PgpQu](#)



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

RT @[SoloPR](#): Q4. What issues would you like to see the government address about independent work that would ease your solo life? [#solopr](#)



[SoloPR 1:28pm via Twitter Web Client](#)

RT @[KristK](#): A3: thinking 3x before clicking a link. Prefer transparency vs shorteners. [#solopr](#)



[SoloPR 1:27pm via tchat.io](#)

*#solopr transcript – 10/26/2016*

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

Q4. What issues would you like to see the government address about independent work that would ease your solo life? [#solopr](#)



[gregwbrooks](#) 1:27pm via [Twitter Web Client](#)

@[KristK](#) I'm always shocked when I try to guess someone's password and it's not GregIsTheBest. Makes me sad for the world. [#solopr](#)



[KristK](#) 1:27pm via [tchat.io](#)

A3: thinking 3x before clicking a link. Prefer transparency vs shorteners. [#solopr](#)



[SoloPR](#) 1:27pm via [tchat.io](#)

Next Q is not political but our wish list for action.. [#solopr](#)



[SoloPR](#) 1:26pm via [tchat.io](#)

Always good practices @[KristK](#) and we have to consider our clients' data as well [#solopr](#)



[SoloPR](#) 1:25pm via [Twitter Web Client](#)

RT @[KristK](#): A3: Strengthening passwords, backing up, checking settings are ongoing [#solopr](#)



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

@[SoloPR](#) So true. It was a wake up call for sure! [#soloPR](#)



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

A3: Strengthening passwords, backing up, checking settings are ongoing [#solopr](#)



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

Smart! MT @[gregwbrooks](#): .... but I'm looking into redundant connectivity through a separate provider. [#solopr](#)



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

@[PaulaJohns](#) the incident should have scared us more than it did [#solopr](#)



[gregwbrooks 1:25pm via Twitter Web Client](#)

A3: I'm paranoid about data recovery so no changes, but I'm looking into redundant connectivity through a separate provider. [#solopr](#)



[KarenSwim 1:24pm via Hootsuite](#)

A3. Yes, more offline storage in addition to cloud, rethinking online shopping, adding firewall to sites [#solopr](#)



[PaulaJohns 1:23pm via tchat.io](#)

Very good question. I should be! RT @[SoloPR](#): Q3. In the wake of the internet outage, are you doing more to protect your data? [#solopr](#)



[KristK 1:23pm via tchat.io](#)

RT @[SoloPR](#): Q3. In the wake of the internet outage, are you doing more to protect your data? [#solopr](#)



[SoloPR 1:23pm via tchat.io](#)

Q3. In the wake of the internet outage, are you doing more to protect your data? [#solopr](#)



[SoloPR 1:22pm via tchat.io](#)

Following on with scary, next Q spooked the nation! [#solopr](#)



[SoloPR 1:22pm via tchat.io](#)

RT @[KristK](#): A2: Scary client story: Executive saying to TV reporter during live shot: "I probably shouldn't tell you this but..." [#solopr](#)



[KARPOS Services 1:22pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: RT [c\\_hami\\_chi](#): SoloPR Agency colleagues/bosses haunted me more than clients actually. [#solopr](#) [zpr.io/PgpBr](#)



[KARPOS Services 1:22pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: ooh do tell :- ) [c\\_hami\\_chi](#) SoloPR [#solopr](#) [zpr.io/PgpBF](#)



[gregwbrooks 1:22pm via Twitter Web Client](#)

@[KristK](#) The waxed-art-on-a-hot-day struggle is real. [#solopr](#)



[KristK 1:22pm via tchat.io](#)

A2: Scary client story: Executive saying to TV reporter during live shot: "I probably shouldn't tell you this but..." [#solopr](#)



[SoloPR 1:21pm via tchat.io](#)

ooh do tell :- ) @[c\\_hami\\_chi](#) @[SoloPR](#) [#solopr](#)



[gregwbrooks 1:21pm via Twitter Web Client](#)

A2a: :::nervously glances at larger pile of stuff he can't talk about::: [#solopr](#)



[SoloPR 1:21pm via Twitter Web Client](#)

RT @gregwbrooks: A2: :::Looks at little pile of stuff I can talk about ::: Publicly roasted for misleading the press.

[#solopr](#)



[gregwbrooks 1:21pm via Twitter Web Client](#)

A2: :::Looks at little pile of stuff I can talk about ::: Publicly roasted for misleading the press.

[#solopr](#)



[PaulaJohns 1:21pm via tchat.io](#)

So true! That's how I felt in my early agency days. RT @c\_hami\_chi: Agency colleagues/bosses haunted me more than clients. [#solopr](#)



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

A2: Back in camera-ready art days, having client logo fall off a PMT on way to printer. No one noticed until delivery of 10K pieces [#solopr](#)



[SoloPR 1:20pm via Twitter Web Client](#)

RT @c\_hami\_chi: @SoloPR Agency colleagues/bosses haunted me more than clients actually. [#solopr](#)



[KarenSwim 1:19pm via Hootsuite](#)

A2. Having a client's site disappear. Frightening, but luckily fixed without too much disruption. [#solopr](#)



[c\\_hami\\_chi 1:19pm via Twitter Web Client](#)

@[SoloPR](#) Agency colleagues/bosses haunted me more than clients actually. [#solopr](#)



[KARPOS Services 1:18pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: With Halloween around the corner we have a kind of sort of theme. :-) Stand by for Q2! [#solopr zpr.io/PgpvR](#)



[KARPOS Services 1:17pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: Lol! RT [c\\_hami\\_chi](#): A1. Know it sometimes happens in PR. Drink. [#solopr #solopr zpr.io/Pgpvt](#)



[KARPOS Services 1:17pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: Hi [PaulaJohns](#) so glad you could join! [#solopr zpr.io/Pgp4v](#)



[KristK 1:17pm via tchat.io](#)

RT @[SoloPR](#): Q2. In honor of Halloween, scariest client experience? Remember cloak client identities, it's a costume party [#solopr](#)



[SoloPR 1:16pm via tchat.io](#)

Hi @[PaulaJohns](#) so glad you could join! [#solopr](#)



[SoloPR 1:16pm via tchat.io](#)

Q2. In honor of Halloween, scariest client experience? Remember cloak client identities, it's a costume party [#solopr](#)



[PaulaJohns 1:16pm via tchat.io](#)

Hi, Paula here, long-time PR pro from the San Diego area. Joining late but happy to be here! [#soloPR](#)



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

A1: Acknowledge your shared disappointment, but don't apologize. You did your best so focus on improving process for next time [#solopr](#)



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

With Halloween around the corner we have a kind of sort of theme. :-)) Stand by for Q2! [#solopr](#)



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

Wise! RT @[KristK](#): A1: With ongoing monitoring and interim milestones, the results shouldn't come as a complete surprise. [#solopr](#)



[SoloPR 1:14pm via tchat.io](#)

Lol! RT @[c\\_hami\\_chi](#): A1. Know it sometimes happens in PR. Drink. [#solopr](#) [#solopr](#)



[c\\_hami\\_chi 1:14pm via Twitter Web Client](#)

A1. Know it sometimes happens in PR. Drink. [#solopr](#) [#solopr](#)



[KristK 1:14pm via tchat.io](#)



A1: With ongoing monitoring and interim milestones, the results shouldn't come as a complete surprise. [#solopr](#)



[KARPOS Services](#) 1:13pm via [Zapier.com](#)

[#KARPOS\\_Services](#) RT: Q1. Your brilliant campaign failed big time. What do you do to recover? [#solopr](#) [zpr.io/Pgpc8](#)



[KarenSwim](#) 1:12pm via [Hootsuite](#)

A1. Own up to it. Assess what went wrong, fix if possible and move forward. [#solopr](#)



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

A1: Evaluate what happened (breaking news, idea not as exciting to others), see if there's a "day 2" story to salvage the idea. [#solopr](#)



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

RT @[SoloPR](#): Q1. Your brilliant campaign failed big time. What do you do to recover? [#solopr](#)



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

RT @[SoloPR](#): It's time for [#solopr](#) chat for [#freelance](#) pros in [#PR](#) [#socialmedia](#) and related!



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

Good point @[gregwbrooks](#)! Relationship is key, if strong and one mistake, recovery is possible. [#solopr](#)



[gregwbrooks](#) 1:10pm via [Twitter Web Client](#)

A1. Depends on the client relationship for me. There are times you can recover and times when you need to resign and move on. [#solopr](#)



[KARPOS Services 1:09pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: We will allow some time for people to gather. If you're here say Hello :-)  
[#solopr zpr.io/PgpJV](#)



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

Q1. Your brilliant campaign failed big time. What do you do to recover? [#solopr](#)



[KARPOS Services 1:09pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: Hi gregwbrooks glad you could make it! [#solopr zpr.io/PgpJd](#)



[KARPOS Services 1:09pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: Hi jendonovansf nice to "see" you! [#solopr zpr.io/PgpJL](#)



[KARPOS Services 1:08pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: We'll get started in a moment, let's allow a little extra time for people to join. [#solopr zpr.io/PgpJr](#)



[KARPOS Services 1:08pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: Alright, we will forge ahead as others gather. Stand by for Q1!  
[#solopr zpr.io/PgpJF](#)



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

Alright, we will forge ahead as others gather. Stand by for Q1! [#solopr](#)



[SoloPR 1:07pm via tchat.io](#)

We'll get started in a moment, let's allow a little extra time for people to join. [#solopr](#)



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

Hi [@jendonovansf](#) nice to "see" you! [#solopr](#)



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

Good morning [#SoloPR](#). Jennifer here. [#Socialmedia](#) consulting for [#tech](#) companies in [#SiliconValley](#) and beyond.



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

Hi [@gregwbrooks](#) glad you could make it! [#solopr](#)



[gregwbrooks 1:05pm via Twitter Web Client](#)

Greg here - Vegas based PR/public affairs. Chocolaty \*and\* nougaty inside! [#solopr](#)



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

We will allow some time for people to gather. If you're here say Hello :-)  
[#solopr](#)



[KARPOS Services 1:04pm via Zapier.com](#)

[#KARPOS\\_Services](#) RT: It's time for [#solopr](#) chat for [#freelance](#) pros in [#PR](#) [#socialmedia](#) and related! [zpr.io/Pgp5X](http://zpr.io/Pgp5X)



[KARPOS Services 1:04pm via Zapier.com](#)

*#solopr transcript – 10/26/2016*

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

[#KARPOS\\_Services](#) RT: Twitter was a little wonky for me today so hope others can join the chat! [#solopr zpr.io/Pgp5T](#)



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

Twitter was a little wonky for me today so hope others can join the chat! [#solopr](#)



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

If you're joining, please introduce yourself. This is [@KarenSwim](#) of soloprpro [dot] com. [#solopr](#)



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

It's time for [#solopr](#) chat for [#freelance](#) pros in [#PR](#) [#socialmedia](#) and related!