



## **#SoloPR Transcript – 11/9/2016**

- Q1: What do you include in your personal year-end planning? #solopr
- Q2: What is the best way to handle great clients who love your work but need to reduce budget? #solopr
- Q3: Other than word of mouth, how do you develop new business? #solopr
- Q4: How personal should your independent brand be? #solopr
- Q5: Good client, good money but bored/uninspired - what to do? #solopr
- Q6: Have you ever won the business and declined the work? Why? #solopr
- Q7: When you're ready to bring on help (p/t, sub, VA), what's the best way to start? #solopr

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*Transcript follows in reverse chronological order:*



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

Our next scheduled chat is Wednesday, November 23 at 1pm ET! [#solopr](#)



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

Great discussion today! As we close out today's chat, please remember we chat on the hashtag all week long! [#solopr](#)



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

Very important tip @[CreativationMkt](#) - you need to know their work ethic, quality and I'd add workstyle, has to be a fit [#solopr](#)



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

RT @[SoloPR](#): Q7. When you're ready to bring on help (p/t, sub, VA), what's the best way to start? [#solopr](#)



[KarenSwim 1:52pm via Hootsuite](#)

Evaluate your workflow to decide what you really need, write it out and then ask for recommendations from others. [#solopr](#)



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

RT @[fransteps](#): A7: When I started w/my VA, I created list of admin things that I could shed, for starters. [#solopr](#)



[CreativationMkt 1:51pm via TweetDeck](#)

[#solopr](#) A7 Make sure you know their work/work ethic and that you trust the quality.  
Meet others through sites like @[digaboom](#) & @[cloudpeeps](#) [twitter.com/SoloPR/status/...](#)



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

A7: When I started w/my VA, I created list of admin things that I could shed, for starters.  
[#solopr](#)



[PRProSanDiego 1:50pm via Twitter Web Client](#)

A6. Yes. When it came time to creating contract and final scope, client balked and kept changing terms. Thank God I found out early. [#solopr](#)



[fransteps 1:49pm via tchat.io](#)

RT @[SoloPR](#): Q7. When you're ready to bring on help (p/t, sub, VA), what's the best way to start? [#solopr](#)



[SoloPR 1:49pm via Hootsuite](#)

Q7. When you're ready to bring on help (p/t, sub, VA), what's the best way to start?  
[#solopr](#)



[JanetLFalk 1:48pm via Twitter Web Client](#)

Maybe a bucket list goal? [#soloPR](#) [twitter.com/akenn/status/7...](#)



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

RT @[SoloPR](#): Q6. Have you ever won the business and declined the work? Why?  
[#solopr](#)



[dariasteigman 1:48pm via Twitter for Android](#)

Yes. Too many red flags in the process to get there. [#solopr](#) (And, hi, I digress from post-election event I'm at.) [twitter.com/SoloPR/status/...](https://twitter.com/SoloPR/status/...)



[gregwbrooks](#) 1:48pm via Twitter Web Client

A6: Yeah. Onerous contract terms not laid out beforehand. Oh, and a water-utility client that was institutionally insane. [#solopr](#)



[KarenSwim](#) 1:47pm via Hootsuite

I love that [@akenn](#), such a smart approach! [#solopr](#)



[SoloPR](#) 1:47pm via Twitter Web Client

RT [@akenn](#): A5. Set your own, different goals for the account - e.g. ones that may make sense only to you but that serve as incentive [#solopr](#)



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

A5. Set your own, different goals for the account - e.g. ones that may make sense only to you but that serve as incentive [#solopr](#)



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

[@gregwbrooks](#) Along the lines of being the criminal defense attorney of a guilty person, if you believe in process you can do it. [#soloPR](#)



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

Brainstorm with a peer for a fresh look. [#solopr](#) [bit.ly/1Uw8VWS](http://bit.ly/1Uw8VWS)



[mauracampbell](#) 1:46pm via Twitter for iPhone

RT @PRProSanDiego: A5. Ask a Solo for help among the Solo PR Premium group. Fantastic benefit and generous smart people! [#solopr](#)



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

Q6. Have you ever won the business and declined the work? Why? [#solopr](#)



[PRProSanDiego 1:45pm via Twitter Web Client](#)

A5. Ask a Solo for help among the Solo PR Premium group. Fantastic benefit and generous smart people! [#solopr](#)



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

Great discussion, stand by for Q6! [#solopr](#)



[gregwbros 1:45pm via Twitter Web Client](#)

@akenn I've never seen a lot of difference. :) [#solopr](#)



[gregwbros 1:45pm via Twitter Web Client](#)

@PRProSanDiego Different strokes, I guess. Write me a check and I'll do things for a client that I'd never do for friends or family. [#solopr](#)



[phyllisweisspr 1:44pm via Twitter Web Client](#)

RT @mauracampbell: A5: Figure out how to augment or do more of what like or pivot. Review Q1. [#solopr](#)



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

RT @KarenSwim: A5. Brainstorm with a colleague, get fresh ideas! Shifting your perspective can reenergize you [#solopr](#)



[mauracampbell](#) 1:44pm via Twitter for iPhone

A5: Figure out how to augment or do more of what like or pivot. Review Q1. [#solopr](#)



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

A5. Brainstorm with a colleague, get fresh ideas! Shifting your perspective can reenergize you [#solopr](#)



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

@[gregwbrooks](#) it sounds like you're describing another, old profession [#solopr](#)



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

@[gregwbrooks](#) Of course. Personally or professionally, I'm the same person with the same approach & ethics. How can you be otherwise? [#soloPR](#)



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

Ha! @[fransteps](#) I love that answer! [#solopr](#)



[MrsOgba](#) 1:42pm via Twitter for Android

RT @[fransteps](#): A5: three cheers for reliable clients! [#solopr](#)



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

A5: three cheers for reliable clients! [#solopr](#)



[SoloPR 1:42pm via Twitter Web Client](#)

RT @[phyllisweisspr](#): [#solopr](#) Q5: My newspaper editor once told me, there are no boring stories, only boring writers. Find a way to make the...



[phyllisweisspr 1:42pm via Twitter Web Client](#)

[#solopr](#) Q5: My newspaper editor once told me, there are no boring stories, only boring writers. Find a way to make the work interesting.



[gregwbros 1:41pm via Twitter Web Client](#)

A5: Honest answer that's not for everyone? Milk 'em dry. [#solopr](#)



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

RT @[SoloPR](#): Q5. Good client, good money but bored/uninspired - what to do? [#solopr](#)



[SoloPR 1:41pm via Twitter Web Client](#)

RT @[KristK](#): A4: Student in my SM class sent me FB friend request. I declined and sent them LI request. Boundaries [#solopr](#)



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

RT @[SoloPR](#): Q5. Good client, good money but bored/uninspired - what to do? [#solopr](#)



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

A4: Student in my SM class sent me FB friend request. I declined and sent them LI request. Boundaries [#solopr](#)



[SoloPR 1:40pm via Hootsuite](#)

Q5. Good client, good money but bored/uninspired - what to do? [#solopr](#)



[phyllisweisspr 1:40pm via Twitter Web Client](#)

[#solopr](#) Q4: Personal and professional should go hand in hand with own branding.



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

Amen. I usually know potential clients b4 they come knocking RT @[mauracampbell](#): Q4: People hire people they know or think they know. [#solopr](#)



[MeredithMobley 1:40pm via TweetChat by oneQube](#)

A4: Doesn't it also depend on your industry? Sometimes its better to keep the wall up between our personal and prof. brand. [#solopr](#)



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

Very true RT @[mauracampbell](#): Q4: People hire people they know or think they know. [#solopr](#)



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

True! RT @[KarenSwim](#): A4. I think it depends on your audience, but personal to some is TMI to me, lol! [#solopr](#)



[KarenSwim 1:39pm via Hootsuite](#)

A4. I think it depends on your audience, but personal to some is TMI to me, lol! [#solopr](#)



[mauracampbell](#) 1:39pm via Twitter for iPhone

Q4: People hire people they know or think they know. [#solopr](#)



[JanetLFalk](#) 1:39pm via Twitter Web Client

Not sure what personal brand means. I am authentic yet keep the biz side in focus  
[bit.ly/2aRgJEP](http://bit.ly/2aRgJEP) [#solopr](#)



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

@SoloPR We're consultants -- we don't kiss on the lips, but we make them so happy they forget that little bit. [#solopr](#)



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

And "personal" can be subjective, yes? [#solopr](#)



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

A4. People who work in politics or advocacy work tinker with personal brand authenticity at their professional peril. [#solopr](#)



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

@PRProSanDiego Can a solo be both? I irrationally hate the personal branding movement, but feel like I'm reasonably transparent. [#solopr](#)



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

A4. Re: personal brand, you're also going to get a far better client fit by being every bit your authentic self every minute. [#solopr](#)



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

A4: Not one size fits all -- for me, it's personal. For others, they use agency/team appearance [#solopr](#)



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

How personal @ [gregwbrooks](#)? [#solopr](#)



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

RT @ [gregwbrooks](#): A4b: On the other hand, bigger clients often want to feel like you're an agency solution [#solopr](#)



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

A4. Your personal brand should be bold and out front. I've gained more clients from being transparent than lost any. [#solopr](#)



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

Member of several networking groups also for biz dev [#solopr](#)



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

A4b: On the other hand, bigger clients often want to feel like you're an agency solution [#solopr](#)



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

A4a: Depends on the clients you're chasing, right? Small-biz / nonprofits like the personal-brand touch. [#solopr](#)



[mauracampbell](#) 1:34pm via Twitter for iPhone

Q4. Theses days? Very. What you see is what you get. [#solopr](#)



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

Thanks [@merylkevans](#) ! Happy Wednesday! [#solopr](#)



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

Happening now! [#solopr](#) [twitter.com/KarenSwim/stat...](https://twitter.com/KarenSwim/stat...)



[gregwbrooks](#) 1:33pm via Twitter Web Client

[@KristK](#) I've learned that it's best not to respond when a woman asks if I'm looking at her. Certainly not without tone-of-voice. :) [#solopr](#)



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

RT [@SoloPR](#): Q4. How personal should your independent brand be? [#solopr](#)



[phyllisweisspr](#) 1:33pm via Twitter Web Client

RT [@fransteps](#): RT [@SoloPR](#): Q4. How personal should your independent brand be? [#solopr](#)



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

RT [@SoloPR](#): Q4. How personal should your independent brand be? [#solopr](#)



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

Q4. How personal should your independent brand be? [#solopr](#)



[RebCruz 1:32pm via Twitter for iPhone](#)

RT @[JanetLFalk](#): Year-end analysis of where client biz came from: referral, networking, newsletter, collaboration, etc. [#soloPR](#)



[mauracampbell 1:32pm via Twitter for iPhone](#)

A3: I counsel leaders to use their strengths. Same with us. [#solopr](#)



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

Are you looking at me? RT @[gregwbrooks](#): Too many solos skip biz-dev until cupboard gets a little bare. [#solopr](#)



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

.@[akenn](#) When I've agreed to scope reduction, the client scope creep pushback forces me to say no & finally goodbye. [#soloPR](#)



[SandraSays 1:30pm via TweetDeck](#)

@[fransteps](#) And it's when we most forget to do it. Do business development all the time. [#solopr](#)



[gregwbrooks 1:30pm via Twitter Web Client](#)

@[SoloPR](#) PR is usually a mid-term to long play, right? Too many solos skip biz-dev until the cupboard gets a little bare. [#solopr](#)



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

LOL @[fransteps](#) what's the keyboard shortcut for that one ;-)  
[#solopr](#)



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

Oops, sorry @[KristK](#) you were supposed to be in that last tweet. Let's blame it on a lack of coffee and not poor typing  
[#solopr](#)



[fransteps 1:29pm via tchat.io](#)

@[SoloPR](#) I should have also shared my snarky face.....  
[#solopr](#)



[SoloPR 1:29pm via tchat.io](#)

Not that we don't know how @[fransteps](#) but many put themselves last on the list and don't apply what they do for clients  
[#solopr](#)



[fransteps 1:29pm via tchat.io](#)

A3: One thing I need to remind self, when you're REALLY busy, you still need to do biz dev. Amiright @[gregwbrooks](#)?  
[#solopr](#)



[MeredithMobley 1:29pm via TweetChat by oneQube](#)

Very true!-->RT @[SoloPR](#) Surprisingly, most PR people don't use PR to get new business.  
[#solopr](#)



[SandraSays 1:28pm via TweetDeck](#)

@[PRProSanDiego](#) I've never gotten any work from cold contacts. all from referrals, etc.  
[#solopr](#)



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

Excellent points @[mauracampbell](#) and a KristK! We need to nurture our networks and keep in touch! [#solopr](#)



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

Say what? We don't know how to market ourselves? RT @[SoloPR](#): Surprisingly, most PR people don't use PR to get new business. [#solopr](#)



[MeredithMobley 1:28pm via TweetChat by oneQube](#)

A3a: Cold calls/emails have not gotten me new business, but they have put me on people's radar. [#Gateway](#) [#solopr](#)



[SandraSays 1:28pm via TweetDeck](#)

So true! Do as I say, not as I do. [#solopr](#) [#entrepreneur](#) [twitter.com/SoloPR/status/...](https://twitter.com/SoloPR/status/...)



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

Hi @[cloudspark](#) waving right back! [#solopr](#)



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

A3: Make sure your network knows you're available. We often don't ask them re opps, referrals. Just assume that they know. [#solopr](#)



[mauracampbell 1:27pm via Twitter for iPhone](#)

A3: Build bridges by keeping in touch with people. [#solopr](#)



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

Surprisingly, most PR people don't use PR to get new business. [#solopr](#)

*#solopr transcript – 11/9/2016*

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



[MeredithMobley 1:27pm via TweetChat by oneQube](#)

A3: I've used LinkedIn and have had luck with other prof. orgs I'm involved with. Looking to do more speaking opps. [#solopr](#)



[PRProSanDiego 1:26pm via Twitter Web Client](#)

A3. Networking, presentations, speaking engagements, pro bono service. Not a fan of cold call marketing, too little ROI. [#solopr](#)



[SoloPR 1:26pm via Twitter Web Client](#)

RT @gregwbrooks: A3: RFPs, referrals from within my own network, attorneys, reciprocal agreements with folks working in my space. [#solopr](#)



[SandraSays 1:26pm via TweetDeck](#)

A3. Market yourself. I've had a hard time incorporating this for myself: email newsletters, white papers, infographics, etc. [#solopr](#)



[cloudspark 1:26pm via Twitter Web Client](#)

a quick hello to [#solopr](#) today. working on a new writing project, but waving from the bay area.



[JanetLFalk 1:26pm via Twitter Web Client](#)

Workshops attended by target market, monthly newsletter, take referrers to lunch. [#solopr](#)



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

A3a: Almost forgot: Cold calling/cold emails. [#solopr](#)



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

Depends on the services you offer @[PRProSanDiego](#) if you are offering multiple programs, may not be much of an issue. [#solopr](#)



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

A3: Speaking engagements can lead to new biz inquiries, relationships [#solopr](#)



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

A3: RFPs, referrals from within my own network, attorneys, reciprocal agreements with folks working in my space. [#solopr](#)



[mauracampbell 1:25pm via Twitter for iPhone](#)

Lately not much. [#solopr](#)



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

@[PRProSanDiego](#) Networking group asked 1 +ve thing re election. "America's a big & diverse country; we all need to know this." [#solopr](#)



[PRProSanDiego 1:24pm via Twitter Web Client](#)

.@[SoloPR](#) A2. Often, cutting scope means you risk being blamed for poor results and resetting client expectations isn't feasible. [#soloPR](#)



[KristK 1:24pm via tchat.io](#)

A3: Want to grow beyond current network. Looking at a bit of direct mail outreach for 2017 -- after new website is launched [#solopr](#)



[sharonmostyn](#) 1:23pm via TweetDeck

It looks like our friends at [#solopr](#) are talking about [#budgets](#) today, too! [#smchat](#)  
[socialmediachat.wordpress.com/2016/11/09/mar...](http://socialmediachat.wordpress.com/2016/11/09/mar...) [twitter.com/KristK/status/...](https://twitter.com/KristK/status/...)



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

This is a challenge for me! RT @[SoloPR](#): Q3. Other than word of mouth, how do you develop new business? [#solopr](#)



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

RT @[SoloPR](#): Q3. Other than word of mouth, how do you develop new business?  
[#solopr](#)



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

Because I have almost entirely project-based clients, scope reduction of a retainer is not an issue, albeit one I might like to have [#solopr](#)



[SoloPR](#) 1:22pm via Hootsuite

Q3. Other than word of mouth, how do you develop new business? [#solopr](#)



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

.@[KarenSwim](#) On that side note, please let's not assume we all walk in lockstep politically here. [#soloPR](#)



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

RT @[phyllisweisspr](#): Q2: Never burn bridges with clients with reduced budgets. They may return once the money flows again. [#solopr](#)



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

Great level-headed advice on Q2! [#solopr](#)



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

RT @[phyllisweisspr](#): [#solopr](#) Q2: Never burn bridges with clients with reduced budgets. They may return once the money flows again.



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

RT @[PRProSanDiego](#): A2. Scope reduction can kill PR efforts-like cutting workouts from 4 to 1/week & expecting the same results. [#solopr](#)



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

RT @[PRProSanDiego](#): A2. Scope reduction can kill PR efforts. Like cutting workouts from 4x to 1x a week and expecting same results. [#solopr](#)



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

Excellent point @[PRProSanDiego](#) if you cut scope, remember that expectations have to be reset [#solopr](#)



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

@[PRProSanDiego](#) unless you have a professional trainer for that one workout and a detailed guide to get you through the others? [#solopr](#)



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

[#solopr](#) Q2: Never burn bridges with clients with reduced budgets. They may return once the money flows again.



[KarenSwim 1:20pm via Hootsuite](#)

On a side note, so glad to be chatting about something else, I feel safe here! [#solopr](#)



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

A2. Scope reduction can kill PR efforts. It's like cutting workouts from four to one a week and expecting the same results. [#solopr](#)



[SoloPR 1:19pm via tchat.io](#)

Smart, smart, smart [@akenn](#) and something we have all struggled with - fear of change [#solopr](#)



[KristK 1:19pm via tchat.io](#)

A2 Reduced budget = reduced scope and results. Can extend projects beyond initial timeline too, for some, but not all [#solopr](#)



[SoloPR 1:19pm via tchat.io](#)

RT [@akenn](#): Q2. Just because something was/is great, don't be afraid of change. Look for ways to make it mutually beneficial. [#solopr](#)



[fransteps 1:19pm via Twitter Web Client](#)

RT [@akenn](#): Q2. Just because something was/is great, don't be afraid of change. Look for ways to make it mutually beneficial. [#solopr](#)



[phyllisweisspr 1:18pm via Twitter Web Client](#)

[#solopr](#) Q2: Negotiate scope with clients who need to reduce budget. See if they can handle more of the administrative work.



[akenn 1:18pm via tchat.io](#)

Q2. Just because something was/is great, don't be afraid of change. Look for ways to make it mutually beneficial. [#solopr](#)



[KarenSwim 1:18pm via Hootsuite](#)

A2. Agree with [@gregwbrooks](#), reduce scope, but if you can't be effective at that level, find a replacement client. [#solopr](#)



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

Yes! RT [@KristK](#): [@akenn](#) I tell new consultants to build a biz where they want to work, but harder to practice that IRL [#solopr](#)



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

I love this [@KristK](#), one of the benefits of being solo we get to not only make but fulfill wish lists! [#solopr](#)



[KristK 1:16pm via Twitter Web Client](#)

RT [@SoloPR](#): Q2. What is the best way to handle great clients who love your work but need to reduce budget? [#solopr](#)



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

[@akenn](#) I tell new consultants to build a biz where they want to work, but harder to practice that IRL [#solopr](#)



[KarenSwim 1:16pm via Hootsuite](#)

Indeed @[fransteps](#) and honestly it's a function of my age, you know getting older and all :-)  
[#solopr](#)



[gregwbrooks](#) 1:16pm via [Twitter Web Client](#)

A2: Reduce scope if there's room. If not? PTransition away from the work. I don't need to be loved; I need to get paid. [#solopr](#)



[KarenSwim](#) 1:15pm via [Hootsuite](#)

Ha @[phyllisweisspr](#), it's because I'm getting old and need to think ahead, lol! [#solopr](#)



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

Smart -- MT @[KarenSwim](#): A1. Where I want to be -- revenue, type of work, industries, hours worked and lately how I can cut back [#solopr](#)



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

RT @[SoloPR](#): Q2. What is the best way to handle great clients who love your work but need to reduce budget? [#solopr](#)



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

@[KristK](#) would love to hear more about what goes on your wish list. Something I haven't done in ages-too focused on the "needs" [#solopr](#)



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

Q2. What is the best way to handle great clients who love your work but need to reduce budget? [#solopr](#)



[yertheboss](#) 1:13pm via [YertheBoss](#)

RT @[KristK](#): A1: Once status quo and opps are ID'd, I develop wish lists. (Selfish, but hey, I'm the boss) [#solopr](#)



[KristK 1:13pm via tchat.io](#)

A1: Once status quo and opps are ID'd, I develop wish lists. (Selfish, but hey, I'm the boss) [#solopr](#)



[SoloPR 1:13pm via tchat.io](#)

Interesting answers on Q1, more than the typical revenue and clients, love this! [#solopr](#)



[phyllisweisspr 1:13pm via Twitter Web Client](#)

RT @[KristK](#): A1: Also look for year-end upgrade, investment needs -- are tech, services meeting our needs? [#solopr](#)



[fransteps 1:13pm via tchat.io](#)

RT @[KarenSwim](#): A1. The LONG view for you. [#solopr](#)



[SoloPR 1:13pm via Twitter Web Client](#)

RT @[JanetLFalk](#): Year-end analysis of where client biz came from: referral, networking, newsletter, collaboration, etc. [#soloPR](#)



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

Hi @[MeredithMobley](#) so glad you could join! We're all shifting the focus together, welcome! [#solopr](#)



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

Welcome, Meredith! @[MeredithMobley](#) #solopr



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

RT @[JanetLFalk](#): Year-end analysis of where client biz came from: referral, networking, newsletter, collaboration, etc. #solopr



[SoloPR](#) 1:12pm via Twitter Web Client

RT @[KristK](#): A1: Also look for year-end upgrade, investment needs -- are tech, services meeting our needs? #solopr



[phyllisweisspr](#) 1:12pm via Twitter Web Client

[#solopr](#) A1: Year end includes examining this year's books and what next year may look like.



[MeredithMobley](#) 1:11pm via TweetChat by oneQube

Need to change my focus to something more proactive today. Here to join my first #SoloPR chat! #solopr



[KarenSwim](#) 1:11pm via Hootsuite

A1. Where I want to be in the next 1, 3, 5 years - revenue, type of work, industries, hours worked and lately how I can cut back #solopr



[gregwbros](#) 1:11pm via Twitter Web Client

@[SoloPR](#) Yeah.... I as only up until 1 Pacific, but I have an awful cold so it was ... challenging.#solopr



[KristK](#) 1:11pm via tchat.io

A1: Also look for year-end upgrade, investment needs -- are tech, services meeting our needs? [#solopr](#)



[mauracampbell](#) 1:11pm via Twitter for iPhone

[#solopr](#) a SPOT analysis of my past year.



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

A1: Planning begins w review -- revenue, client/project mix, pro/personal balance. Examining how we're doing [#solopr](#)



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

.@SoloPR Q1. My year-end planning is primarily financial. Clean up the books, prep for the next year. [#soloPR](#)



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

Year-end analysis of where client biz came from: referral, networking, newsletter, collaboration, etc. [#soloPR](#)



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

A1: Visit to my accountant. Spending check etc. Usually in Oct, but this yr, will be end of Nov. No pre-spend til then. [#solopr](#)



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

No kidding @[JanetLFalk](#) regardless of your affiliation, it's been a long battle! [#solopr](#)



[phyllisweisspr](#) 1:09pm via Twitter Web Client

RT @JanetLFalk: Looking forward to a lively chat [#soloPR](#). We all need an energy boost. [twitter.com/SoloPR/status/...](https://twitter.com/SoloPR/status/...)



[gregwbrooks](#) 1:09pm via Twitter Web Client

A1: Revenue for the year head, target clients/industries, red-team review (literally, outsiders who don't know me well) of failures. [#solopr](#)



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

Hi @[fransteps](#) woo hoo! Glad you made it! And Hello @[jsscredon](#)! [#solopr](#)



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

RT @[SoloPR](#): Q1. What do you include in your personal year-end planning? [#solopr](#)



[JanetLFalk](#) 1:08pm via Twitter Web Client

Looking forward to a lively chat [#soloPR](#). We all need an energy boost. [twitter.com/SoloPR/status/...](https://twitter.com/SoloPR/status/...)



[jsscredon](#) 1:08pm via Twitter Web Client

This is Scott Scredon in Atlanta joining the chat at [#solopr](#)



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

....Scrrreeech! Made it! Hi Solos! Fran from San Antonio. Rainy and windy here today. [#solopr](#)



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

Joining the chat late...see that the first topic is something I also usually delay (planning, setting goals) [#solopr](#)



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

Lol @[KristK](#) ! Oh that would be heat wave here! It's in the 50s, so right for the time of year. [#solopr](#)



[KristK 1:07pm via Twitter Web Client](#)

RT @[SoloPR](#): Q1. What do you include in your personal year-end planning? [#solopr](#)



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

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



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

@[SoloPR](#) Chilly = 75 degrees today. [#solopr](#)



[PRProSanDiego 1:07pm via Twitter Web Client](#)

.@[KristK](#) Hi Kristie - it couldn't be more different here, 92 degrees and windy in San Diego. Unseasonably warm even for us. [#soloPR](#)



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

Q1. What do you include in your personal year-end planning? [#solopr](#)



[JanetLFalk 1:06pm via Twitter Web Client](#)

NYC-based for law firms, nonprofits, small biz. Subcontract to busy [#solopr](#) pros. Gloomy day here on multiple levels.

*#solopr transcript – 11/9/2016*

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



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

Hi @[KristK](#)! It's a little chilly here too but the sun came out, yay! [#solopr](#)



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

Stand by for Q1! [#solopr](#)



[SoloPR 1:05pm 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!



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

Lovely crowd gathering, we will get started with questions shortly! [#solopr](#)



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

Joining [#solopr](#) chat for next hour. Kristie here from the MS Gulf Coast. Fall seems to have finally arrived. May need a sweater tonight.



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

Hi @[gregwbrooks](#), did you stay up half the night? :-) So glad you're here! [#solopr](#)



[SoloPR 1:04pm via tchat.io](#)

Hi @[PRProSanDiego](#) great to see you today! [#solopr](#)



[gregwbrooks 1:04pm via Twitter Web Client](#)

Greg here. Public affairs, B2B, crisis. Live in Vegas; practice nationally. [#solopr](#)



[PRProSanDiego 1:04pm via Twitter Web Client](#)

.@[SoloPR](#) @[KarenSwim](#) Gayle Falkenthal, Falcon Valley Group, solo in San Diego since 2004. [#soloPR](#)



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

Hi @[mauracampbell](#) so glad you're here! [#solopr](#)



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

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



[mauracampbell 1:03pm via Twitter for iPhone](#)

This is Maura Campbell a member of [#solopr](#)



[phyllisweisspr 1:03pm via Twitter Web Client](#)

[#solopr](#) This is @[phyllisweisspr](#) of Weiss Communications, Inc. in Atlanta. Need some PR therapy today.



[SoloPR 1:02pm 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 this week's [#solopr](#) chat, for [#freelance](#) consultants in [#PR](#), [#socialmedia](#) and related fields!

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