#SoloPR Transcript –2/22/2017

Q1: To move from consultant to CEO, what skills should I focus on developing? #solopr

Q2: Are you incorporating livestreaming into your PR strategy? If yes, tips? If no, why not? #solopr

Q3: How do you ensure that you do not over service an account? #solopr

Q4: How many of you are you using a flat retainer Vs billing hours or even commission? #solopr

Q5: When partnering with senior level pros, what are the things I need to consider? #solopr

Q6: How are you handling multimedia needs for clients - adding skills, subcontracting? #solopr

Q7: Strategy for media outreach when national news dominates for extended period of time? #solopr

Transcript follows in reverse chronological order:

SoloPR 1:59pm via tchat.io

Our official time is up, but please keep chatting! Thank you so much for participating today! #solopr

SoloPR 1:58pm via Twitter Web Client

RT @prgirlindc: A7. (Cont) Broadening the scope of our pitch has definitely helped- and we just changed directions yesterday!💪 #solopr

SoloPR 1:58pm via tchat.io

@prgirlindc It has been really tough but also an opportunity for us to show what we're made of! #solopr

prgirlindc 1:58pm via Twitter for iPhone

A7. (Cont) Broadening the scope of our pitch has definitely helped- and we just changed directions yesterday!💪 #solopr

prgirlindc 1:57pm via Twitter for iPhone

A7: This is a dilemma of mine for a current client! We are shifting our strategy/angle to focus on "newsjacking", if you will. #solopr

KarenSwim 1:57pm via Hootsuite

@CEStephens, yes and I honestly thought it was going to level off by now. #solopr

prgirlindc 1:55pm via Twitter for iPhone

RT @SoloPR: Q7. Strategy for media outreach when national news dominates for extended period of time? #solopr

SoloPR 1:55pm via tchat.io

Yes! RT @sirenstory: A7 The bright side: we actually get to shine/show why media relations is STILL important -not DIY! #solopr

CEStephens 1:55pm via Twitter Web Client

Good point. We are all experiencing this "National News Dominates All" scenario right now. #SoloPR twitter.com/KarenSwim/stat…

sirenstory 1:55pm via Twitter Web Client

A7 The bright side: we actually get to shine/show why media relations is STILL important -not DIY! #solopr

jendonovansf 1:55pm via TweetDeck

RT @SoloPR: The next scheduled chat is March 8 at 1pm ET. Set a reminder and plan to join us! #solopr

SoloPR 1:54pm via tchat.io

The next scheduled chat is March 8 at 1pm ET. Set a reminder and plan to join us! #solopr

SoloPR 1:53pm via tchat.io

Before we end, quick reminder that we chat on the hashtag all week so please share your stories, insights, we love that! #solopr

KristK 1:53pm via tchat.io

RT @KarenSwim: A7. We're living it now, you may need to broaden targets, switch up angles, or even focus on self-publishing #solopr

SoloPR 1:52pm via tchat.io

Excellent suggestions on Q7! #solopr

SoloPR 1:52pm via Twitter Web Client

RT @KristK: A7: Alternative: If natl media focuses on turmoil, take your toys to other channels (hyperlocal, trade) #solopr

SoloPR 1:52pm via Twitter Web Client

RT @KristK: A7: Choice: connect client news w national trends (Made in USA) or offer alternative (good news, inspirational). #solopr

KristK 1:52pm via tchat.io

A7: Alternative: If natl media focuses on turmoil, take your toys to other channels (hyperlocal, trade) #solopr

SoloPR 1:52pm via Twitter Web Client

RT @sirenstory: A7 Shift focus to cultivating long leads opp's in trades ID'd on editorial calendar for year ahead #solopr

KristK 1:51pm via tchat.io

A7: Choice: connect client news w national trends (Made in USA) or offer alternative (good news, inspirational). #solopr

sirenstory 1:50pm via Twitter Web Client

A7 Shift focus to cultivating long leads opp's in trades ID'd on editorial calendar for year ahead #solopr

KarenSwim 1:50pm via Hootsuite

A7. We're living it now, you may need to broaden targets, switch up angles, or even focus on self-publishing #solopr

KristK 1:49pm via tchat.io

RT @SoloPR: Q7. Strategy for media outreach when national news dominates for extended period of time? #solopr

SoloPR 1:48pm via tchat.io

Q7. Strategy for media outreach when national news dominates for extended period of time? #solopr

SoloPR 1:47pm via tchat.io

We have time for one final Q, stand by! #solopr

SoloPR 1:47pm via Twitter Web Client

RT @CEStephens: Whenever you can flat fee -- retainer or otherwise -- do it. #soloPR twitter.com/SoloPR/status/…

CEStephens 1:46pm via Twitter Web Client

Whenever you can flat fee -- retainer or otherwise -- do it. #soloPR twitter.com/SoloPR/status/…

SoloPR 1:46pm via Twitter Web Client

RT @UffeErupLarsen: @SoloPR I always do retainers or projects. Not hours. #SoloPR

SoloPR 1:46pm via tchat.io

Smart way to handle it @JessinCharlotte and makes sense. #solopr

SoloPR 1:45pm via Twitter Web Client

RT @JessinCharlotte: @SoloPR Always by the hour #solopr because you never know how many requests for revisions you'll get. But I provide an…

JessinCharlotte 1:45pm via Twitter Web Client

@SoloPR Always by the hour #solopr because you never know how many requests for revisions you'll get. But I provide an estimated budget

KarenSwim 1:43pm via Hootsuite

A6. I have really had to up my game and learn some basic video, graphic techniques, but also discovered I like it! #solopr

prgirlindc 1:43pm via Twitter for iPhone

@xoxojenelle it's the @SoloPR chat! □#soloprr

SoloPR 1:42pm via tchat.io

Thanks @dianekrose! #solopr

SoloPR 1:42pm via Twitter Web Client

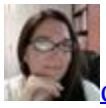
RT @sirenstory: A5 Agree with Diane, the contract serves as a great way to ID expectations on both ends PRIOR to starting #solopr

SoloPR 1:42pm via tchat.io

Sigh. I had a fever last night and am definitely not 100%. Last tweet was Q6. #solopr

sirenstory 1:42pm via Twitter Web Client

A5 Agree with Diane, the contract serves as a great way to ID expectations on both ends PRIOR to starting #solopr


dianekrose 1:42pm via tchat.io

Enjoying the convo but have to drop off to prep for an upcoming call. Thanks, @SoloPR and @KarenSwim! #solopr

SoloPR 1:42pm via tchat.io

Q6. How are you handling multimedia needs for clients - adding skills, subcontracting? #solopr

SoloPR 1:41pm via Hootsuite

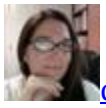
How are you handling multimedia needs for clients - adding skills, subcontracting?#solopr

UffeErupLarsen 1:41pm via Flamingo for Android

@SoloPR I always do retainers or projects. Not hours. #SoloPR

prgirlindc 1:39pm via Twitter for iPhone

@sirenstory Thanks! It's definitely helped ensure that I'm not under or overcharging my clients. Had to learn the hard way 😊 #solopr

 dianekrose 1:38pm via tchat.io

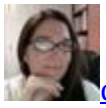
RT @KarenSwim: A5. Decide if it is a partnership or subcontractor relationship, as they are different. #solopr

KarenSwim 1:38pm via Hootsuite

A5. Decide if it is a partnership or subcontractor relationship, as they are different. #solopr

jendonovansf 1:38pm via TweetDeck

A5: When partnering with other senior solos, clearly define roles, responsibilities, etc. Want it to be seamless to the client. #SoloPR

 dianekrose 1:37pm via tchat.io

A5: Who serves as project lead; who gets the client's check. Work in advance to avoid misunderstandings. Have a contract! #solopr

KarenSwim 1:37pm via Hootsuite

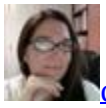
A5. Who takes lead, how work /pay will be divided, strengths & preferences #solopr

SoloPR 1:35pm via Hootsuite

Q5. When partnering with senior level pros, what are the things I need to consider? #solopr

prgirlindc 1:35pm via Twitter for iPhone

A4: Then, I'll determine the average # of hours after 3mths and base their retainer off that (2/2) #solopr

 dianekrose 1:34pm via tchat.io

Yes RT @SoloPR: Agree and clients appreciate it RT @jendonovansf: A4: All my longterm clients are on retainer. Eliminates surprises. #SoloPR

SoloPR 1:34pm via tchat.io

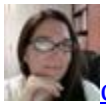
@KristK It would make me sad too. I hate that we are losing good publications. #solopr

prgirlindc 1:34pm via Twitter for iPhone

A4: I generally do a retainer if the scope of work is cut & dry. For more dynamic clients, I'll do hourly to gauge how many hrs (1/2)#solopr

SoloPR 1:33pm via tchat.io

Agree and clients appreciate it RT @jendonovansf: A4: All my longterm clients are on retainer. Eliminates surprises. #SoloPR

 dianekrose 1:33pm via tchat.io

A4: I have retainer clients but also do flat-fee projects. Never bill by the hour. #solopr

jendonovansf 1:33pm via TweetDeck

A4: All my longterm clients are on retainer. Eliminates surprises. #SoloPR

KarenSwim 1:33pm via Hootsuite

A4. Hourly can make sense depending on client/project but I would probably allot X hours as part of contract to stabilize budget. #solopr

Bode834 1:33pm via Hootsuite

Q4: I like retainer for longterm budgeting purposes. I like the security. #SoloPR

KristK 1:32pm via tchat.io

RT @SoloPR: Q4. how many of you are you using a flat retainer Vs billing hours or even commission? #solopr

KristK 1:32pm via tchat.io

@SoloPR Saved 100+ stories from past clients, employers, not just current. Each one made me sadder. #solopr

SoloPR 1:31pm via Twitter Web Client

RT @Bode834: @sirenstory #solopr We use the retainer model. Understanding that some months will have more hours.

KarenSwim 1:31pm via Hootsuite

A4. I rarely bill by the hour, most common is a budget - monthly or project. #solopr

SoloPR 1:30pm via tchat.io

Q4. how many of you are you using a flat retainer Vs billing hours or even commission? #solopr

Bode834 1:30pm via Hootsuite

@sirenstory #solopr We use the retainer model. Understanding that some months will have more hours.

SoloPR 1:30pm via tchat.io

@sirenstory We can make that Q4. #solopr

SoloPR 1:30pm via tchat.io

@KristK Wow, that's a lot of work and not even thought of that occurring but I bet it is happening more frequently these days. #solopr

sirenstory 1:29pm via Twitter Web Client

A3 Curious to how many of you are you using a flat retainer Vs billing hours or even commission ? #solopr

KarenSwim 1:29pm via Hootsuite

A3. When I am being very intentional, I work distraction fee for set amount of time. Forces me to focus on deliverables. #solopr

KristK 1:28pm via tchat.io

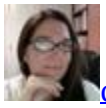
A3: Had to pull client stories off defunct publisher website b4 it vanishes. Billable? All of it? Yes, I'm overservicing. #solopr

SoloPR 1:28pm via tchat.io

Lol! RT @dianekrose: Ditto!! RT @KristK: A3: Track your time, manage expectations, and don't do what I do. #solopr

SoloPR 1:27pm via tchat.io

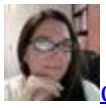
Smart! RT @sirenstory: A3 Turning off all electronic notifications and setting timer has helped me with this #solopr

 dianekrose 1:27pm via tchat.io

Ditto!! RT @KristK: A3: Track your time, manage expectations, and don't do what I do. #solopr

SoloPR 1:27pm via tchat.io

@sirenstory We will add to the topic calendar! #solopr

 dianekrose 1:27pm via tchat.io

A3: Also better when it comes to sticking to my guns when it comes to pre-agreed upon deliverables. #solopr

sirenstory 1:26pm via Twitter Web Client

A3 Turning off all electronic notifications and setting timer has helped me with this #solopr

KarenSwim 1:26pm via Hootsuite

A3. Budget time weekly based on priorities and track time. You can also set reminders for hard stops so you don't go over. #solopr

sirenstory 1:25pm via Twitter Web Client

I agree with Paula, would love to learn more about using video, etc to pitch media! #solopr

KristK 1:25pm via tchat.io

A3: Track your time, manage expectations, and don't do what I do. #solopr

KarenSwim 1:24pm via Hootsuite

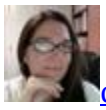
A3. *hangs head in shame* I have definitely been guilty of this, so wrapped up in serving that I lose track #solopr

PaulaJohns 1:24pm via Twitter Web Client

A3 I use a time tracking app (Harvest) to monitor my hours and I check my totals regularly. #solopr

834design 1:24pm via Hootsuite

@SoloPR Tracking hours is really the best way and ensuring deliverables are very clear to client. #solopr

 dianekrose 1:24pm via tchat.io

A3: I try to remember to track time (for myself; don't share with clients). Check every few days. #solopr

KristK 1:23pm via tchat.io

RT @SoloPR: Q3. How do you ensure that you do not over service an account? #solopr

SoloPR 1:23pm via tchat.io

Q3. How do you ensure that you do not over service an account? #solopr

SoloPR 1:22pm via Hootsuite

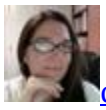
How do you ensure that you do not over service an account? #solopr

SoloPR 1:21pm via tchat.io

Great comments on Q2, stand by for Q3! #solopr

KarenSwim 1:21pm via Hootsuite

@PaulaJohns Hi Paula! I had not even thought of that, great idea, thank you! #solopr

 dianekrose 1:21pm via tchat.io

A2: Not a video person & have little patience for them, so live-streaming not front of mind. I prefer to read. Showing my age. ;) #solopr

PaulaJohns 1:20pm via Twitter Web Client

@KarenSwim Hi Karen! Interested in your idea of using live streaming with media outreach. This topic seems worthy of a blog post! #soloPR

KarenSwim 1:20pm via Hootsuite

@dianekrose Clients have had some as long as 30 minutes because the engagement is high, but we aim for 5-10 minutes. #solopr

SoloPR 1:19pm via tchat.io

Great point @dianekrose about the lack of control, as they have to be comfortable with comments. #solopr

jendonovansf 1:19pm via TweetDeck

@KristK I can see the concerns. #SoloPR

sirenstory 1:18pm via Twitter Web Client

Very interested in the idea of using live stream or video to pitch media in lieo of pitching over phone! #solopr

KristK 1:18pm via tchat.io

A2: @jendonovansf yes, the live factor is part of the hesitation. But an "empty room" and negative reactions are also concerns #solopr

dianekrose 1:18pm via tchat.io

@KarenSwim Scripting --> good idea. What's the best practices time/length for live? #solopr

SoloPR 1:17pm via tchat.io

Hi @PaulaJohns alway lovely to see you! #solopr

KristK 1:16pm via tchat.io

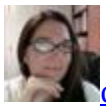
A2: Been studying how others are incorporating live-streaming -- build-up messages, reminders, then followup. #solopr

KarenSwim 1:16pm via Hootsuite

For clients it has helped with media outreach. We craft a script so clients stay on message. #solopr

PaulaJohns 1:16pm via Twitter Web Client

Dropping into the chat to say hello. Greetings from the San Diego area! #solopr

 dianekrose 1:15pm via tchat.io

A2. I think some clients may be reluctant because of the lack of control -- live comes with risk, especially for a public company. #solopr

jendonovansf 1:15pm via TweetDeck

@KristK Because of the “live” factor? #SoloPR

SoloPR 1:15pm via tchat.io

@KristK Do you think they are leery because it feels like it is not "serious?" #solopr

SoloPR 1:15pm via tchat.io

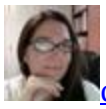
@dianekrose Ha! I am pretty awkward too but I managed to do it, and you are much more polished. You could do it. #solopr

KristK 1:14pm via tchat.io

A2: I've played with it personally and at events. But clients are still leery. #solopr

KarenSwim 1:14pm via Hootsuite

A2. Yes for clients, add to editorial calendar, promote in e-newsletters, align with messaging/campaigns. #solopr

 dianekrose 1:13pm via tchat.io

A2: No for myself because I'm an awkward off-the-cuff speaker. For my clients: None yet. #solopr

SoloPR 1:13pm via Twitter Web Client

RT @jendonovansf: A1: Long term planning & strategy, risk aversion, more financial planning, etc. #soloPR

SoloPR 1:13pm via Twitter Web Client

RT @KristK: RT @SoloPR: Q2. Are you incorporating livestreaming into your PR strategy? If yes, tips? If no, why not? #solopr

jendonovansf 1:13pm via TweetDeck

A2: I'm hoping to add more live streaming to my client's #socialmedia programs this year. #SoloPR

SoloPR 1:13pm via tchat.io

Great point @KristK re shift in thinking from immediate to long-term. Not necessarily intuitive, requires intentional effort #solopr

KristK 1:12pm via tchat.io

RT @SoloPR: Q2. Are you incorporating livestreaming into your PR strategy? If yes, tips? If no, why not? #solopr

KristK 1:12pm via tchat.io

A1: If I had known I'd spend much of my career self-employed, I'd have taken a few more business courses. #solopr

jendonovansf 1:12pm via TweetDeck

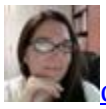
A1: Long term planning & strategy, risk aversion, more financial planning, etc. #soloPR

SoloPR 1:11pm via Twitter Web Client

RT @KristK: A1: Thinking long-term vs immediate revenue is crucial to think like a CEO vs consultant. Beyond the day-to-day #solopr

SoloPR 1:11pm via Hootsuite

Q2. Are you incorporating livestreaming into your PR strategy? If yes, tips? If no, why not? #solopr

 dianekrose 1:11pm via tchat.io

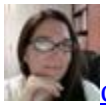
For sure! RT @KarenSwim: A1. Financial for sure, important to understand the money in a different way, and leadership skills. #solopr

KristK 1:11pm via tchat.io

A1: Thinking long-term vs immediate revenue is crucial to think like a CEO vs consultant. Beyond the day-to-day #solopr

SoloPR 1:09pm via tchat.io

Great suggestion! RT @dianekrose: A1: Delegation skills, which can be super challenging if we've been the doing-it-all solos. #solopr

 dianekrose 1:09pm via tchat.io

A1: Delegation skills, which can be super challenging if we've been the doing-it-all solos. #solopr

KristK 1:08pm via tchat.io

RT @SoloPR: Q1. To move from consultant to CEO, what skills should I focus on developing? #solopr

KarenSwim 1:08pm via Hootsuite

A1. Financial for sure, important to understand the money in a different way, and leadership skills. #solopr

SoloPR 1:07pm via Hootsuite

Q1. To move from consultant to CEO, what skills should I focus on developing? #solopr

SoloPR 1:06pm 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 1:06pm via tchat.io

Hello @KristK so glad you could join! #solopr

SoloPR 1:06pm via tchat.io

Oops, rogue finger! We will allow a few minutes for others to join and then get started! #solopr

KristK 1:06pm via tchat.io

Howdy to my #solopr pals! Kristie here from the MS Gulf Coast (APR, 25+ yrs exp, 13 as consultant)

jendonovansf 1:06pm via TweetDeck

@SoloPR Me too! #SoloPR

SoloPR 1:05pm via tchat.io

We #solopr

SoloPR 1:05pm via tchat.io

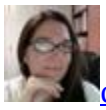
Good morning @jendonovansf, so glad you could make it #solopr

SoloPR 1:05pm via tchat.io

Hello @dianekrose great to see you! #solopr

jendonovansf 1:05pm via TweetDeck

Good morning #SoloPR friends. Jennifer, social media consultant, from San Francisco.

 dianekrose 1:04pm via Hootsuite

Hello to @KarenSwim and others from Florida instead of Maryland today! #solopr

SoloPR 1:03pm via tchat.io

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

jendonovansf 1:01pm via TweetDeck

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

SoloPR 1:00pm via tchat.io

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