



#SoloPR Transcript –5/24/2017

Q1: As a solo/small agency, how do you manage to stay on top of things in off-hours? #solopr

Q2: Ford announced the firing of CEO and retirement of top comms person. Good move to do a joint announcement?

Q3: What's on your professional bucket list? #solopr

Q4: How do you proactively avoid bias in your PR/comms strategies? #solopr

Q5: What do you wish people better understood about the Solo PR pro life? #solopr

Q6: What tips/tools do you use for client listening? #solopr

Q7: How can we proactively prevent or adapt to companies taking work in-house? #solopr

Q8: Do clients perceive older practitioners as less innovative than younger peers? tips to overcome? #solopr

Transcript follows in reverse chronological order:



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

Thanks all for sharing the hour! Next chat is 6/14 at 1pm ET! [#solopr](#)



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

@[PaulaJohns](#) Laughing so hard, you're right! [#solopr](#)



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

As we wind down, quick reminder that we chat on the hashtag all week long, so please share your news, insights, we like that! [#solopr](#)



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

A8: Yes, they do. 1.) Pursue work where strategy trumps innovation; and 2.) Let them spend 10 minutes talking to the kids. [#solopr](#)



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

A7 I get that reaction more in personal life than with clients. Friends/fam have a hard time understanding my digital tendencies. [#soloPR](#)



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

#solopr transcript – 5/24/2017

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

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A8. Yes they do! I don't ever pretend to be anything I'm not but place high value on what I do know. [#nottrendybutsmart](#) [#solopr](#)



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

Q8. Do clients perceive older practitioners as less innovative than younger peers? tips to overcome? [#solopr](#)



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

RT @ [phyllisweisspr](#): [#solopr](#) A7: Maintain a strong relationship since the pendulum swings between taking work in-house and using consultants.



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

A7d: Own a proprietary process, methodology or tool. Even if they want to take it in house, they have to license that from you. [#solopr](#)



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

A7 Be responsive and reliable and strive to be indispensable. Be the go-to person. [#soloPR](#)



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

[#solopr](#) A7: Maintain a strong relationship since the pendulum swings between taking work in-house and using consultants.



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

Good answers on last Q, time for one more! [#solopr](#)



[gregwbrosks 1:49pm via Twitter Web Client](#)

A7c: Be the C-suite's tool for bypassing existing, internal bureaucracy. More responsive than the internal solution? You win. [#solopr](#)



[KarenSwim 1:48pm via Hootsuite](#)

A7. Always look for the problems you can solve & reinforce value [#solopr](#)



[KarenSwim 1:48pm via Hootsuite](#)

A7. This is tough, but why it is important to network deep and be more than a tactician [#solopr](#)



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

A7b. 1. Own a lot of a crucial operation. Sacrifice high rates for high volume and become so ingrained it's hard to get rid of you. [#solopr](#)



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

A7a. No one is indispensable. But there are distinct buckets for being close to it. [#solopr](#)



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

True MT @[c_hami_chi](#): A6. I can go down an unproductive black hole when 'listening.' Key focus on key audiences, influential places. [#solopr](#)



[jendonovansf 1:45pm via TweetDeck](#)

RT @SoloPR: Q7. How can we proactively prevent or adapt to companies taking work in-house? [#solopr](#)



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

Q7. How can we proactively prevent or adapt to companies taking work in-house?
[#solopr](#)



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

A6. I'm always listening. It's what keeps me up at night. :) Google Alerts, search, social monitoring..everything @[jendonovansf](#) said [#solopr](#)



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

@[KarenSwim](#) what are the tools you covet? [#solopr](#)?



[c hami chi 1:41pm via Twitter Web Client](#)

@[SoloPR](#) A6. I can go down an unproductive black hole when 'listening.' Key is 2 focus on where key audiences are/influential places. [#solopr](#)



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

@[gregwbrooks](#) Lol, but it was still a good answer! [#solopr](#)



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

Q6 - listening = monitoring comments,sentiment about clients [#solopr](#)



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

[#solopr](#) Q5: Results are results no matter if you've worked out a bedroom office for 19 years.



[jendonovansf 1:40pm via TweetDeck](#)

A6: Tweetdeck, Talkwalker Alerts, Google Alerts, social profile notifications and search, and proactive searching on Google. [#solopr](#)



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

A6: I have also clearly misunderstood the question. :) [#solopr](#)



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

A6. I don't take notes. It's not usually necessary and, when it is, I have someone do it for me. Listening ≠ taking notes. [#solopr](#)



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

A6. There are tools I covet but not solo priced, so proactive outreach; social monitoring, surveys [#solopr](#)



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

@SoloPR Yes, if only that was our job description, ha ha. :) [#solopr](#)



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

@gregwbrooks That flip pretty much sums it up for me too! [#soloPR](#)



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

Q6. What tips/tools do you use for client listening? [#solopr](#)



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

@PaulaJohns Yes! We wish it was one long party, lol! [#solopr](#)



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

@[PaulaJohns](#) Flip 'em and it works for me: I don't actually party, and all I do is work.
[#solopr](#)



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

A5 We have 2 things going against us: the PR myth that all we do is party, and the work from home myth that we don't actually work! [#soloPR](#)



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

ROFL! @[gregwbrosks](#) [#solopr](#)



[KarenSwim 1:33pm via Hootsuite](#)

A5. That we are running a business, and it is no different than if we owned a physical retail space. It's work! [#solopr](#)



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

A5: The primal-scream portion of my answer alone would require more than 140 characters. [#solopr](#)



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

RT @[c_hami_chi](#): @[SoloPR](#) A5. The solo life isn't really "solo" ... lots of partnerships, subcontractors. [#solopr](#)



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

@[SoloPR](#) A5. The solo life isn't really "solo" ... lots of partnerships, subcontractors.
[#solopr](#)



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

Q5. What do you wish people better understood about the Solo PR pro life? [#solopr](#)



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

So agree! RT @[KarenSwim](#) A4. It also helps to read, interact with a wide circle of people not like you. [#solopr](#)



[KarenSwim 1:30pm via Hootsuite](#)

Ignoring that we have biases can result in tone deaf comms and there are loads of examples to learn from! [#solopr](#)



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

@[phyllisweisspr](#) Would love to hear more about that work, if you can share. [#solopr](#)



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

@[gregwbrooks](#) That is an interesting point, and true for some. [#solopr](#)



[KarenSwim 1:28pm via Hootsuite](#)

A4. It also helps to read, interact with a wide circle of people not like you, different ages, genders, cultures, opinions [#solopr](#)



[KarenSwim 1:27pm via Hootsuite](#)

A4. I always try to take "me" out of it and solicit feedback from lookalike target audience type. [#solopr](#)



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

A4. I use peer review to backstop my ideas. But ultimately, bias (as a specific quality of thought) is part of what they're buying. [#solopr](#)



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

[#solopr](#) Q4. Funny you should ask about bias since I focus on inclusion for a few of my clients right now.



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

@[akenn](#) Are you still missing tweets? [#solopr](#)



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

I like it too! @[PaulaJohns](#) @[jendonovansf](#) [#solopr](#)



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

I like this one! RT @[jendonovansf](#): A3: On my professional bucket list -- work with a travel and/or wine-related company. [#solopr](#)



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

Q4. How do you proactively avoid bias in your PR/comms strategies? [#solopr](#)



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

using not suing, HA @[akenn](#) [#solopr](#)



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

A3. Good question, for me, working with quality companies & quality people is what fuels my ability to even have a bucket list. [#SoloPR](#)



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

@[akenn](#) This week I promise, I'm suing the hashtag! Puppy is at daycare, lol! [#solopr](#)



[KarenSwim 1:23pm via Hootsuite](#)

A3. Social journalist, edit and publish my novel, learn Adobe! [#solopr](#)



[phyllisweisspr 1:23pm via Twitter Web Client](#)

RT @[KarenSwim](#): A2. Strategic, do it at once, reinforce stability of leadership with new appts. [#solopr](#)



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

RT @[SoloPR](#): Q3. What's on your professional bucket list? [#solopr](#)



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

RT @[gregwbros](#): A3. I want to get excited enough by the work to re-establish a bucket list. :) [#solopr](#)



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

A3. I want to get excited enough by the work to re-establish a bucket list. :) [#solopr](#)



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

@SoloPR I've had some media placement big fishes that I will never stop trying for
[#solopr](#)



[jendonovansf 1:22pm via TweetDeck](#)

A3: On my professional bucket list -- work with a travel and/or wine-related company.
[#solopr](#)



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

Huh, I don't think I'm catching all of the chat comments in tchat.io [#solopr](#)



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

Q3. What's on your professional bucket list? [#solopr](#)



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

Ok, on to a fun Q! [#solopr](#)



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

Agree @gregwbrooks and reminds cos. why comms input is so vital, not a one size fits
all model [#solopr](#)



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

Joining the chat late...hello from the San Diego area! What did I miss? :) [#SoloPR](#)



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

A2. Strategic, do it at once, reinforce stability of leadership with new appts. [#solopr](#)



[gregwbrosks 1:17pm via Twitter Web Client](#)

A2: Not normally, but I think it worked. The stock was underperforming so a more-the-merrier announcement telegraphs broader change. [#solopr](#)



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

Q2. Ford announced the firing of CEO and retirement of top comms person. Good move to do a joint announcement?

[#solopr](#)



[c hami chi 1:14pm via Twitter Web Client](#)

@[akenn](#) agree [#solopr](#)



[jendonovansf 1:14pm via TweetDeck](#)

@[akenn](#) True. Since becoming solo, I've really made an effort to not be working 24/7 because not everything is as urgent as many think. [#solopr](#)



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

Stand by for Q2! [#solopr](#)



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

I don't think it's just a solo thing. Nature of most work nowadays. [#solopr](#)



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

@[akenn](#) @[jendonovansf](#) Sorry that was not more clear, darn 140 characters, sometimes doesn't cut it [#solopr](#)



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

A1: Determine how urgent the issue is and whether it can wait until the morning or Monday. [#solopr](#)



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

RT @[jendonovansf](#): A1: As a solo, there is always a need to be "on" in some sense without disrupting your life. [#solopr](#)



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

A1. Sadly, my phone is always on and near. Thankfully, the after hours crisis is rare. [#solopr](#)



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

RT @[gregwbrooks](#): A1. Unhealthy and unhelpful answer but: I really don't have off hours. [#solopr](#)



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

A1: As a solo, there is always a need to be "on" in some sense without disrupting your life. [#solopr](#)



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

@SoloPR @jendonovansf Was a little confused by this Q 2. I'm always connected in some way-not hard to transition back to "work" mode [#solopr](#)



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

RT @gregwbrooks: A1. Unhealthy and unhelpful answer but: I really don't have off hours. [#solopr](#)



[c hami chi 1:11pm via Twitter Web Client](#)

A1 I am tethered to the damn phone [#solopr](#)



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

A1. Unhealthy and unhelpful answer but: I really don't have off hours. [#solopr](#)



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

@jendonovansf Do you have an alert system or just check things in the early am or staff in different time zone? [#solopr](#)



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

@jendonovansf Of course! What happens if things blow up on social in off hours, or some type of news breaks? [#solopr](#)



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

@SoloPR @gregwbrooks @c_hami_chi That's not West Coast :) 53 here in San Francisco. [#solopr](#)



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

@[phyllisweisspr](#) Hi! So glad you're here! [#solopr](#)



[jendonovansf](#) 1:09pm via [TweetDeck](#)

Can you clarify Q1 a bit? [#solopr](#)



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

@[gregwbros](#) @[SoloPR](#) @[c_hami_chi](#) Yea client reminded me about West Coat heatwave. [#solopr](#)



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

[#solopr](#) Hi y'all! Phyllis Weiss from Atlanta here.



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

@[SoloPR](#) @[c_hami_chi](#) High of 102 today -- I've got enough sun for all of us. Grrr... [#solopr](#)



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

Q1. As a solo/small agency, how do you manage to stay on top of things in off-hours? [#solopr](#)



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

Hi @[jendonovansf](#)! [#solopr](#)



[jendonovansf](#) 1:07pm via [TweetDeck](#)

Good morning everyone! Jennifer from SF here, [#socialmedia](#) consultant. [#solopr](#)



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

@[c_hami_chi](#) Thanks! My present to myself -- my site went live: [west-third.com](#). (I am 10 billion percent sure there are typos. Be kind.) [#solopr](#)



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

@[c_hami_chi](#) I was hoping someone in our region was having a sunny day. Cloudy here, warm, but no sun and so far today, no rain [#solopr](#)



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

We will start with Q1 shortly! [#solopr](#)



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

@[SoloPR](#) Rainy and depressingly cloudy. Which is usual for May here. [#notsurewhyIlivehere](#) [#solopr](#)



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

HI @[c_hami_chi](#) how's the weather in Chicago today? [#solopr](#)



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

Happy bday @[gregwbrooks](#). Hi all it's Cindy from Chicago. [#solopr](#)



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

Hi @[gregwbrooks](#) and....HAPPY BIRTHDAY! [#solopr](#)



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

Greg Brooks of West Third group here. [#solopr](#)



[SoloPR 1:04pm 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](#)



[SoloPR 1:03pm 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!

[#solopr](#)