



## **#SoloPR Transcript –03/31/2020**

Q1: Should I wait until things are normal again to market my business?

#solopr

Q2: How should I approach business development right now? #solopr

Q3: Is anyone hiring new solos / agencies right now? #solopr

Q4: How do I handle clients that need to cut their budget right now? #solopr

Q5: I have lost a lot of business, what can I do right now? #solopr

Q6: Should I discount my services because of Covid-19? #solopr

Q7: What should I be doing differently right now? #solopr

Q8: I had a growth plan, do I need to readjust? #solopr

Q9: The industries I worked with are shut down, how do I pivot? #solopr

## Q10: What are you doing to stay sane and optimistic? #solopr

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*Transcript follows in reverse chronological order:*



Chip Griffin@ChipGriffin

[5 hours ago](#)

Thanks for hosting such a great discussion @KarenSwim #solopr

SoloPR @SoloPR

Thank you so much everyone for joining, engaging, connecting. We love this community and this felt good. #solopr



SoloPR@SoloPR

[5 hours ago](#)

Special thank you to @ChipGriffin who has been super gracious with his knowledge and support. You are the MVP Chip! #solopr

In reply to dariasteigman and 3 more



Deb Robison@DebLRobison

[5 hours ago](#)

Today they shared that they have t-shirts, on the front is #HashtagTheCowboy and on the back Thanks, Tim #solopr



Natalie Dow@PR\_Dow

[5 hours ago](#)

This was my first chat here, and it was so encouraging. Thank you for a great experience everyone. #solopr



SoloPR@SoloPR

[5 hours ago](#)

*#solopr transcript – 03/31/2020*

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

Thank you so much everyone for joining, engaging, connecting. We love this community and this felt good. #solopr

In reply to dariasteigman



Karen Swim, APR@KarenSwim

[5 hours ago](#)

I needed it as much as you all! <3 #solopr

In reply to SoloPR and 3 more



Daria Steigman@dariasteigman

[5 hours ago](#)

AND it's a fabulous museum. Yes, I have actually been there. And have photos to prove it. :) #solopr

In reply to akenn and 1 more



Deb Robison@DebLRobison

[5 hours ago](#)

Glad the chat is back, too! Man, that hour went fast!! Cheers, everyone! #solopr

In reply to PRProSanDiego



SoloPR@SoloPR

[5 hours ago](#)

I love this advice, we are human and it is ok to feel the weight of this time. #solopr



Daria Steigman@dariasteigman

[5 hours ago](#)

Thank you, @KarenSwim, for bringing us together today. We needed this. (Well, I def did.) Reminder that we ARE a community, and a pretty cool one too. #solopr

In reply to DebLRobison and 2 more



*#solopr transcript – 03/31/2020*

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SoloPR@SoloPR

[5 hours ago](#)

Cowboy Tim? He is hilarious! #solopr



SoloPR@SoloPR

[5 hours ago](#)

We wanted to save a few minutes to ask what you need? How can we support you?  
#solopr



Janet L. Falk@JanetLFalk

[5 hours ago](#)

Grea to re-connect with those who are long-time participants. I forgot I missed you.  
#solopr

Daria Steigman @dariasteigman

A10. Would be remiss if I didn't add #solopr. Having this community to check in with helps keep me sane. :)

In reply to DebLRobison and 1 more



Daria Steigman@dariasteigman

[5 hours ago](#)

I started with the "7 days of calming anxiety" series. Plus the daily calm. HUGE help. Plus they have sleep stories which lull me to sleep. #solopr

In reply to akenn and 1 more



SoloPR@SoloPR

[5 hours ago](#)

Awww yay, it is good to be together like this again! #solopr

In reply to JanetLFalk



SoloPR@SoloPR

[5 hours ago](#)

that is lovely! #solopr



SoloPR@SoloPR

[5 hours ago](#)

RT @ChipGriffin: A9- Find opportunities that are adjacent. 180 degree pivots rarely work, so figure out how to change one thing (tactic, vertical, etc.) instead of all things all at once. #solopr

SoloPR @SoloPR

Q9. The industries I worked with are shut down, how do I pivot?

In reply to dariasteigman



Alison Kenney@akenn

[5 hours ago](#)

I'm so happy the chat is back!!! #solopr

In reply to JanetLFalk



SoloPR@SoloPR

[5 hours ago](#)

Physical activity really helps! #solopr



Daria Steigman@dariasteigman

[5 hours ago](#)

A10. Would be remiss if I didn't add #solopr. Having this community to check in with helps keep me sane. :)



Janet L. Falk@JanetLFalk

[5 hours ago](#)

Son-in-law arranged SURPRISE Zoom happy hour for daughter's birthday. Was big success. #solopr



SoloPR@SoloPR

*#solopr transcript – 03/31/2020*

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[5 hours ago](#)

Retweeting as some missed this one. #solopr

SoloPR @SoloPR

Q9. The industries I worked with are shut down, how do I pivot?



SoloPR@SoloPR

[5 hours ago](#)

Had to switch chat platforms, was only seeing a handful of tweets. Oh technology.

#solopr

In reply to dariasteigman and 1 more



Deb Robison@DebLRobison

[5 hours ago](#)

Definitely meditating a lot. A counselor friend told me that doing short meditations 5X a day left her refreshed at the end of the day at a conference, she suggested I try it to help ward off anxiety. #solopr



Gayle Falkenthal APR@PRProSanDiego

[5 hours ago](#)

A10. Be a helper. Hug your dogs. Cry if you need to. #soloPR



Janet L. Falk@JanetLFalk

[5 hours ago](#)

Weekly family Zoom happy hour with siblings #solopr



Natalie Dow@PR\_Dow

[5 hours ago](#)

A10. Make sure to stay connected, both with your employees and your friends and family. The best way to get through this is together. This will end one day, we just need to make sure we are not isolating ourselves until then. #solopr



Chip Griffin@ChipGriffin

[5 hours ago](#)

A10- Reducing news consumption. Leaving my devices away from me more often. Talking to lots and lots of solos & agency owners to keep learning. Focusing on future opportunities instead of past losses. #solopr  
SoloPR @SoloPR  
Q10. What are you doing to stay sane and optimistic?

In reply to KarenSwim



Deb Robison@DebLRobison

[5 hours ago](#)

Trying to find the humor (and humorous posts! See the @ncwhm timeline for when their security guy, Tim, took over their social media. It's too funny and a good case study!) in everything that lends itself to that. Working on my poetry. #solopr



Jennifer Donovan@jendonovansf

[5 hours ago](#)

A10: Working a lot, getting creative for clients, discovering new things and places in San Francisco, walking the 7 hills of SF, reading and cooking. #SoloPR

In reply to KarenSwim



Daria Steigman@dariasteigman

[5 hours ago](#)

Dancing here too. Great for endorphins. Plus MUSIC! #solopr



Janet L. Falk@JanetLFalk

[5 hours ago](#)

Take a walk every day. Yesterday we played tennis. (Courts will probably be closed). Planning a hike. #solopr



Natalie Dow@PR\_Dow

[5 hours ago](#)

A9. This is a great time to branch out your customer base. Try looking for industries that are similar but still running. This would be a good time to reach out to them.

#solopr



Daria Steigman@dariasteigman

[5 hours ago](#)

3 things: Daily workout (no excuses). Meditation 2x daily (using @CalmApp right now). Healthy eating. I'm determined to come out buff, healthy, and centered. :)

#solopr

SoloPR @SoloPR

Q10. What are you doing to stay sane and optimistic?



Gayle Falkenthal APR@PRProSanDiego

[5 hours ago](#)

A8. People have a lot on their plates and many worries. Prioritize what's important. It might not be work and that's OK. #solopr



SoloPR@SoloPR

[5 hours ago](#)

Don't forget to add the hashtag to your comments ;- ) #solopr



Chip Griffin@ChipGriffin

[5 hours ago](#)

A9- Find opportunities that are adjacent. 180 degree pivots rarely work, so figure out how to change one thing (tactic, vertical, etc.) instead of all things all at once.

#solopr

SoloPR @SoloPR

Q9. The industries I worked with are shut down, how do I pivot?





Karen Swim, APR@KarenSwim

[5 hours ago](#)

Working my face off, and lots of long walks and dance parties! #solopr

SoloPR @SoloPR

Q10. What are you doing to stay sane and optimistic?



Chip Griffin@ChipGriffin

[5 hours ago](#)

Agreed it can be a longer discussion. In simple terms, it is all about discovering need and offering solutions based on expertise and experience #solopr

Deb Robison @DebLRobison

@SoloPR we could probably have a whole chat on what being "opportunity minded" and "nimble" look like in this climate. #solopr

In reply to SoloPR



Daria Steigman@dariasteigman

[5 hours ago](#)

Did I miss Q9 (or did we skip ahead?) #solopr

In reply to dariasteigman and 1 more



SoloPR@SoloPR

[5 hours ago](#)

True story! #solopr

In reply to JanetLFalk



SoloPR@SoloPR

[5 hours ago](#)

But for those who specialize, sounds like there will be great opportunities! #solopr

phyllisweisspr retweeted



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Daria Steigman@dariasteigman

[5 hours ago](#)

In all seriousness, I think the #solopr community is well suited to our times. We're used to being home more, we have a work-from-home routine. Keeping some version of that is essential.

SoloPR @SoloPR

Q7. What should I be doing differently right now? #solopr



Janet L. Falk@JanetLFalk

[5 hours ago](#)

Agreed. Government is not my market. #solopr

Chip Griffin @ChipGriffin

True to a point, but when the crowd follows the gold rush, the spoils get split among lots of prospectors. Better to find less-noticed opportunities...

Read More



Natalie Dow@PR\_Dow

[5 hours ago](#)

A8. Don't be ashamed to adjust as necessary. This is an unprecedented time. That being said, go through the plan and make sure not to throw out things that could still be useful. #solopr



Chip Griffin@ChipGriffin

[5 hours ago](#)

True to a point, but when the crowd follows the gold rush, the spoils get split among lots of prospectors. Better to find less-noticed opportunities and excel there. #solopr

Janet L. Falk @JanetLFalk

Client today said to focus on government work, because that is where the money will be. Everyone else will be in recovery mode. #solopr

In reply to ChipGriffin



Deb Robison@DebLRobison

[5 hours ago](#)

@SoloPR we could probably have a whole chat on what being "opportunity minded" and "nimble" look like in this climate. #solopr

dariasteigman retweeted



Chip Griffin@ChipGriffin

[5 hours ago](#)

A7- Talk to more people. Ask for more help. Start moving to where the ball will be in 3-6 months instead of dwelling just on today. Switch from survival mode to opportunity mindset. #solopr

SoloPR @SoloPR

Q7. What should I be doing differently right now? #solopr

In reply to akenn



Daria Steigman@dariasteigman

[5 hours ago](#)

Yup. Details, details. I am very grateful to have my clients & work to do b/c it helps immensely in keeping me distracted. #solopr

In reply to JanetLFalk



SoloPR@SoloPR

[5 hours ago](#)

Tech and healthcare are also holding steady. #solopr



Janet L. Falk@JanetLFalk

[5 hours ago](#)

Client today said to focus on government work, because that is were the money will be. Everyone else will be in recovery mode. #solopr



Chip Griffin@ChipGriffin

[5 hours ago](#)

A8- Almost certainly. There's probably still good stuff in there, but reassess it given current realities and new opportunities. Those who are nimble and find ways to take advantage without taking advantage will thrive. #solopr

SoloPR @SoloPR

Q8. I had a growth plan, do I need to readjust? #solopr



Daria Steigman@dariasteigman

[5 hours ago](#)

Be kind to yourself. Adjust as needed -- without judgment. #solopr

SoloPR @SoloPR

Q8. I had a growth plan, do I need to readjust? #solopr

In reply to akenn and 1 more



SoloPR@SoloPR

[5 hours ago](#)

Yes, yes, it does. Realized that over the weekend. #solopr

In reply to dariasteigman



Alison Kenney@akenn

[5 hours ago](#)

although working from home now vs pre-pandemic comes with an added load of anxiety #solopr

In reply to akenn and 1 more



Deb Robison@DebLRobison

[5 hours ago](#)

Massachusetts peeps, @MilesPerHoward has been posting how it affects Freelancers, check out his timeline for the latest. #solopr



Karen Swim, APR@KarenSwim

[5 hours ago](#)

RT @SoloPR: Q8. I had a growth plan, do I need to readjust? #solopr



Chip Griffin@ChipGriffin

[5 hours ago](#)

A7- Talk to more people. Ask for more help. Start moving to where the ball will be in 3-6 months instead of dwelling just on today. Switch from survival mode to opportunity mindset. #solopr

SoloPR @SoloPR

Q7. What should I be doing differently right now? #solopr

In reply to SoloPR



Janet L. Falk@JanetLFalk

[5 hours ago](#)

Taking time for yourself. Be your own client and do what you recommend for them. #solopr

In reply to JanetLFalk



Alison Kenney@akenn

[5 hours ago](#)

thank you. I found the link - it goes to standard gov sites. Didn't mean to derail the chat #solopr



Natalie Dow@PR\_Dow

[5 hours ago](#)

A7. As mentioned before, people do not want to see standard advertising right now. They want to see that your brand is sensitive and flexible to their needs. It is a perfect time to build brand trust and loyalty. Also, do not be afraid to ask for help. #solopr



SoloPR@SoloPR

[5 hours ago](#)

Q8. I had a growth plan, do I need to readjust? #solopr

SoloPR retweeted



Daria Steigman@dariasteigman

[5 hours ago](#)

In all seriousness, I think the #solopr community is well suited to our times. We're used to being home more, we have a work-from-home routine. Keeping some version of that is essential.

SoloPR @SoloPR

Q7. What should I be doing differently right now? #solopr

In reply to dariasteigman



Alison Kenney@akenn

[5 hours ago](#)

agree! #solopr



Karen Swim, APR@KarenSwim

[5 hours ago](#)

A7. Don't doubt yourself. These are unprecedented times, ask for support and then get back out there. #solopr



Janet L. Falk@JanetLFalk

[5 hours ago](#)

Massachusetts is listed #solopr

SoloPR @SoloPR

It has all of the states. I can share shortly, I think there is a link on the post and you click #solopr



Gayle Falkenthal APR@PRProSanDiego

[5 hours ago](#)

A7. If there was ever a time to try something new, it's now Take a class, learn a new tech tool. Everyone's out there floundering around, no one will notice! #soloPR



Daria Steigman@dariasteigman

[5 hours ago](#)

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SoloPR @SoloPR

Q7. What should I be doing differently right now? #solopr



Gayle Falkenthal APR@PRProSanDiego

[5 hours ago](#)

A7. Do not hide. Just because you are physically restricted doesn't mean you shouldn't be using every other bullhorn you've got. Be helpful, add value, be engaged. #soloPR

In reply to dariasteigman



SoloPR@SoloPR

[5 hours ago](#)

ROFL! #solopr

SoloPR retweeted



Daria Steigman@dariasteigman

[5 hours ago](#)

Putting on pants for client video calls? #solopr

SoloPR @SoloPR

Q7. What should I be doing differently right now? #solopr



Daria Steigman@dariasteigman

[5 hours ago](#)

Putting on pants for client video calls? #solopr

SoloPR @SoloPR

Q7. What should I be doing differently right now? #solopr



Chip Griffin@ChipGriffin

[5 hours ago](#)

I agree with all those saying better to reduce scope than price, but do remember that sometimes prices do need to change. Prices for all sorts of things fluctuate in downturns. Supply and demand still plays a role ... and there will be many more #solopr pros next year than today

Chip Griffin @ChipGriffin

A6- As @ginidietrich and I always say on our podcast, "It depends." Don't discount just for the sake of it, but you may need to repackage and reprice...

[Read More](#)



SoloPR@SoloPR

[5 hours ago](#)

Q7. What should I be doing differently right now? #solopr

In reply to akenn and 2 more



SoloPR@SoloPR

[5 hours ago](#)

It has all of the states. I can share shortly, I think there is a link on the post and you click #solopr



SoloPR@SoloPR

[5 hours ago](#)

Many solos have expressed an "identity crisis" during this time. This next Q addresses that. #solopr

In reply to SoloPR and 1 more



Alison Kenney@akenn

[5 hours ago](#)



I'd like to see which states, but I don't see any mentioned when I open the link?  
#solopr



Gayle Falkenthal APR@PRProSanDiego

[5 hours ago](#)

A6. I do my best to work within a client's budget, but I won't engage in a race to the bottom on pricing. That's what Fiverr is for. #soloPR



Janet L. Falk@JanetLFalk

[5 hours ago](#)

Glad to see consensus on reduce scope, not rate @KarenSwim @dariasteigman  
@ChipGriffin @jendonovansf #solopr  
SoloPR @SoloPR

Q6. Should I discount my services because of Covid-19? #solopr

In reply to dariasteigman



Alison Kenney@akenn

[5 hours ago](#)

Hi Daria! #solopr

rachelcw retweeted



Karen Swim, APR@KarenSwim

[5 hours ago](#)

You can reduce scope, but not price. #solopr



Natalie Dow@PR\_Dow

[5 hours ago](#)

A6. It would be better if you postponed, narrowed the scope, and made your customers feel like you are considering their needs during this crisis. #solopr



Chip Griffin@ChipGriffin

*#solopr transcript – 03/31/2020*

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[5 hours ago](#)

Agreed. But you can appear to reduce price by tweaking the scope. Just make sure you're reducing your own time commitment, too. #solopr

Karen Swim, APR @KarenSwim

You can reduce scope, but not price. #solopr

dariasteigman retweeted



Chip Griffin@ChipGriffin

[5 hours ago](#)

A6- As @ginidietrich and I always say on our podcast, "It depends." Don't discount just for the sake of it, but you may need to repackage and reprice your services to address changes to your market. #solopr

SoloPR @SoloPR

Q6. Should I discount my services because of Covid-19? #solopr

In reply to JanetLFalk and 1 more



SoloPR@SoloPR

[5 hours ago](#)

Yes, and off to the side, are the rest of the states. #solopr

In reply to akenn



Daria Steigman@dariasteigman

[5 hours ago](#)

~~~ Waving hello. #solopr

SoloPR retweeted



Jennifer Donovan@jendonovansf

[5 hours ago](#)

A6: I think postponing start dates is better than discounting services. Your time and value is still the same. #SoloPR

In reply to akenn



Janet L. Falk@JanetLFalk

[5 hours ago](#)

Some states are listed in the blog post. #solopr

SoloPR retweeted



Janet L. Falk@JanetLFalk

[5 hours ago](#)

Let people know you have room for another client or two. #solopr



Jennifer Donovan@jendonovansf

[5 hours ago](#)

A6: I think postponing start dates is better than discounting services. Your time and value is still the same. #SoloPR



Chip Griffin@ChipGriffin

[5 hours ago](#)

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SoloPR @SoloPR

Q6. Should I discount my services because of Covid-19? #solopr



Karen Swim, APR@KarenSwim

[5 hours ago](#)

You can reduce scope, but not price. #solopr



Daria Steigman@dariasteigman

[5 hours ago](#)

There's no right answer. I've typically refused to do so. Better, if possible, to scope a project more narrowly. But do you need cash now? Then no one can tell you it's wrong. #solopr

SoloPR @SoloPR

Q6. Should I discount my services because of Covid-19? #solopr

In reply to JanetLFalk



Alison Kenney@akenn

[5 hours ago](#)

The CARES Act/Federal stimulus that was passed late last week includes unemployment coverage for solo's but states are still waiting for federal guidance in order to implement. Give it a few more days before you try to sign up. #solopr

SoloPR retweeted



Janet L. Falk@JanetLFalk

[5 hours ago](#)

No, because you will not recoup later. Offer smaller scope for the price-sensitive. #solopr

SoloPR @SoloPR

Q6. Should I discount my services because of Covid-19? #solopr



Janet L. Falk@JanetLFalk

[5 hours ago](#)

No, because you will not recoup later. Offer smaller scope for the price-sensitive. #solopr

SoloPR @SoloPR

Q6. Should I discount my services because of Covid-19? #solopr

phyllisweisspr retweeted



Janet L. Falk@JanetLFalk

[5 hours ago](#)

Let people know you have room for another client or two. #solopr



SoloPR@SoloPR

[5 hours ago](#)

Q6. Should I discount my services because of Covid-19? #solopr



Gayle Falkenthal APR@PRProSanDiego

[5 hours ago](#)

A5. Talk with your banker about a business line of credit and other potential backstops. You DO have a working relationship with a banker, right? Never too late to start. #solopr

In reply to phyllisweisspr



SoloPR@SoloPR

[5 hours ago](#)

So good to have you here! Stay safe and well. xo #solopr



Chip Griffin@ChipGriffin

[5 hours ago](#)

A5 (cont.)- Make sure you are having lots of conversations. Ask what others are seeing. Seek advice and you may well find new business. Take full advantage of your newfound time #solopr

Chip Griffin @ChipGriffin

A5- As a #solopr you don't typically have a lot of expenses you can cut, so start by keeping your chin up and hunting for new opportunities. Make...

[Read More](#)

In reply to SoloPR



Deb Robison@DebLRobison

[5 hours ago](#)

Exactly! #solopr #HashtagTheCowboy



Janet L. Falk@JanetLFalk

[5 hours ago](#)

Let people know you have room for another client or two. #solopr

SoloPR retweeted



Chip Griffin@ChipGriffin

[5 hours ago](#)

A5- As a #solopr you don't typically have a lot of expenses you can cut, so start by keeping your chin up and hunting for new opportunities. Make sure that people know you are open to (and need!) new projects. A lot of folks are willing to help if they know where it is needed

SoloPR @SoloPR

Q5. I have lost a lot of business, what can I do right now? #solopr

In reply to JanetLFalk



SoloPR@SoloPR

[5 hours ago](#)

Yes, great resources there, thanks Janet! #solopr



Phyllis Weiss@phyllisweisspr

[5 hours ago](#)

#solopr Sorry I have to drop off. So great to chat with everyone. Have missed this format.

SoloPR retweeted



Janet L. Falk@JanetLFalk

[5 hours ago](#)

Freelancers Union just posted a blog on getting unemployment  
[blog.freelancersunion.org/2020/03/30/wha...](http://blog.freelancersunion.org/2020/03/30/wha...) #solopr



Chip Griffin@ChipGriffin

[5 hours ago](#)

A5- As a #solopr you don't typically have a lot of expenses you can cut, so start by keeping your chin up and hunting for new opportunities. Make sure that people know you are open to (and need!) new projects. A lot of folks are willing to help if they know where it is needed

SoloPR @SoloPR

Q5. I have lost a lot of business, what can I do right now? #solopr

In reply to DebLRobison



SoloPR@SoloPR

[5 hours ago](#)

LOL! My chat muscles are rusty too! #solopr



Janet L. Falk@JanetLFalk

[5 hours ago](#)

Freelancers Union just posted a blog on getting unemployment  
[blog.freelancersunion.org/2020/03/30/wha...](http://blog.freelancersunion.org/2020/03/30/wha...) #solopr



SoloPR@SoloPR

[5 hours ago](#)

#solopr

Chip Griffin @ChipGriffin

Definitely! If you don't ask, you will never learn. <https://t.co/dd6TSwWRYE>



Deb Robison@DebLRobison

[5 hours ago](#)

I forgot to tag this with #solopr

Chip Griffin @ChipGriffin

Definitely! If you don't ask, you will never learn. <https://t.co/dd6TSwWRYE>



Natalie Dow@PR\_Dow

[5 hours ago](#)

A4. Make sure to be sensitive and not them a hard time, everyone is struggling. Maybe see if you can work out a new budget or payment plan with them. Be honest with what you can and cannot do but convey that you are willing to work with them. #solopr

phyllisweisspr retweeted



SoloPR@SoloPR

[5 hours ago](#)

Don't be discouraged! We are all going through this same crisis. #solopr



SoloPR@SoloPR

[5 hours ago](#)

Q5. I have lost a lot of business, what can I do right now? #solopr



Daria Steigman@dariasteigman

[5 hours ago](#)

👉 This. All of us, #solopr pros & our universe of clients & prospects, have a shared experience. Use that to be genuine and empathize. It's basic relationship building 101.

SoloPR @SoloPR

Don't be discouraged! We are all going through this same crisis. #solopr



SoloPR@SoloPR

[5 hours ago](#)

@ChipGriffin may have words of wisdom here. #solopr





Chip Griffin@ChipGriffin

[5 hours ago](#)

Excellent suggestion. Also try to find the opportunities that are there for them that they may not realize exist. Don't be an order-taker, be a strategist! #solopr

Karen Swim, APR @KarenSwim

A4. Be sensitive and work with them. Can you reduce scope for a short period? Are there other ways to make up the budget, e.g different dept? #solopr



SoloPR@SoloPR

[5 hours ago](#)

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Karen Swim, APR@KarenSwim

[5 hours ago](#)

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phyllisweisspr retweeted



Daria Steigman@dariasteigman

[5 hours ago](#)

With grace. #solopr I actually suggested putting 1 project on hold. Health care client, & the key folks absolutely needed to be somewhere else.

SoloPR @SoloPR

Q4. How do I handle clients that need to cut their budget right now? #solopr

DebLRobison retweeted



Chip Griffin@ChipGriffin

[5 hours ago](#)

A4- Short answer? Let them. Now is the time to be human and helpful. Shoving contract terms down the throats of clients right now won't get you anywhere. Many will have trouble paying anyway. #solopr

SoloPR @SoloPR

Q4. How do I handle clients that need to cut their budget right now? #solopr



Chip Griffin@ChipGriffin

[5 hours ago](#)

A4- Also, be having lots of candid conversations with your clients. Be open about your challenges and theirs. Find ways to help each other and it will benefit you both in the short- and long-term #solopr

Chip Griffin @ChipGriffin

A4- Short answer? Let them. Now is the time to be human and helpful. Shoving contract terms down the throats of clients right now won't get you...

Read More



Gayle Falkenthal APR@PRProSanDiego

[5 hours ago](#)

A4. Cutting the budget is reasonable. It's far better than letting you go. But we need to reset reasonable expectations for the output and ROI with the client as well.

#soloPR



Daria Steigman@dariasteigman

[5 hours ago](#)

With grace. #solopr I actually suggested putting 1 project on hold. Health care client, & the key folks absolutely needed to be somewhere else.

SoloPR @SoloPR

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SoloPR @SoloPR

Q4. How do I handle clients that need to cut their budget right now? #solopr

phyllisweisspr retweeted



Karen Swim, APR@KarenSwim

[5 hours ago](#)

If you believe there are no opps you will be right, but if you believe there are, you will also be right. 😊 #solopr

In reply to ChipGriffin



Gayle Falkenthal APR@PRProSanDiego

[5 hours ago](#)

A3. And - we've been working remotely for years! Old news to us, we've got this. #solopr

In reply to PRProSanDiego



Jennifer Donovan@jendonovansf

[5 hours ago](#)

Good idea Gayle. #solopr



SoloPR@SoloPR

[5 hours ago](#)

Q4. How do I handle clients that need to cut their budget right now? #solopr

jendonovansf retweeted



Karen Swim, APR@KarenSwim

[5 hours ago](#)

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Natalie Dow@PR\_Dow

[5 hours ago](#)

A3. From what I have seen yes. Communication is vital at the moment and most people know this. There is value in being able to communicate and being creative right now. #solopr



Karen Swim, APR@KarenSwim

[5 hours ago](#)

If you believe there are no opps you will be right, but if you believe there are, you will also be right. 😊 #solopr



Gayle Falkenthal APR@PRProSanDiego

[5 hours ago](#)

A3. I have done some outreach to former clients, as well as contacts now at large organizations which might need an extra pair of experienced hands. It pays not to burn bridges. #soloPR



Jennifer Donovan@jendonovansf

[5 hours ago](#)

Agreed, Karen. It's a great time for us to be creative and proactive on how PR and Social can be of value now. #solopr

Karen Swim, APR @KarenSwim

There will be clients who pause or reduce work but there are many in various sectors that are seeking help. #solopr



The\_ByrneNotice@The\_ByrneNotice

[5 hours ago](#)

Well said! #sandiego RT @PRProSanDiego: Q1. No, do not sit on your hands waiting for a "better" business environment. This is the time when potential clients will need your help. They just don't know it yet. Educate them. #soloPR

phyllisweisspr retweeted



SoloPR@SoloPR

[6 hours ago](#)

We have heard from many solos that have won business in the midst of this crisis, so YES! #solopr

SoloPR retweeted



Janet L. Falk@JanetLFalk

[6 hours ago](#)

Q3 In talks with an attorney I met at a conference 3/11. My husband discouraged me from attending. I am glad I went #solopr



Jennifer Donovan@jendonovansf

[5 hours ago](#)

A3: One new project wavering on pausing. I'm communicating the value of social media during the #lockdown. Video, listening, support for lead gen, etc are all ways #socialmedia can keep your brand awareness high while not selling in this time. Educate don't sell! #solopr



Karen Swim, APR@KarenSwim

[5 hours ago](#)

There will be clients who pause or reduce work but there are many in various sectors that are seeking help. #solopr



Gayle Falkenthal APR@PRProSanDiego

[6 hours ago](#)

A3. Yes. Some smart businesses and organizations realize they need help, and solos can be the most cost-effective, nimble solution. This is not the time to struggle with communication. #soloPR

SoloPR retweeted



Michelle Kane@VoiceMattersLLC

[6 hours ago](#)

A3 two of my hot leads for small projects are hitting pause until this blows over but I remain hopeful #solopr



Chip Griffin@ChipGriffin

[6 hours ago](#)

A3- yes, some clients have a lot of need right now. Fastest track is current/existing clients for biz dev, but prospects are open to new partners, too. It will just take longer. But comms is what will get orgs to the other side of this #solopr

SoloPR @SoloPR

Q3. Is anyone hiring new solos / agencies right now? #solopr



SoloPR@SoloPR

[6 hours ago](#)

We have heard from many solos that have won business in the midst of this crisis, so YES! #solopr



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[6 hours ago](#)

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Michelle Kane@VoiceMattersLLC

[6 hours ago](#)

A3 two of my hot leads for small projects are hitting pause until this blows over but I remain hopeful #solopr



Jennifer Donovan@jendonovansf

[6 hours ago](#)

A3: I've seen some inquires for #socialmedia support around new #Covid related initiatives. I think some PR industries are busy and hiring too. #solopr

KarenSwim retweeted



SoloPR@SoloPR

[6 hours ago](#)

Q3. Is anyone hiring new solos / agencies right now? #solopr



Janet L. Falk@JanetLFalk

[6 hours ago](#)

Take Marketing Off the Back Burner - Website [bit.ly/2QXiPoU](http://bit.ly/2QXiPoU) #solopr

Gayle Falkenthal APR @PRProSanDiego

First thing I read this morning! Well done! #soloPR

phyllisweisspr retweeted



Karen Swim, APR@KarenSwim

[6 hours ago](#)

A2. Look for problems that you can solve. Many orgs are overwhelmed and could use help. #solopr



SoloPR@SoloPR

[6 hours ago](#)

Q3. Is anyone hiring new solos / agencies right now? #solopr



SoloPR@SoloPR

*#solopr transcript – 03/31/2020*

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

[6 hours ago](#)

Great discussion on Q2, Q3 coming up! #solopr

In reply to JanetLFalk



Deb Robison@DebLRobison

[6 hours ago](#)

Thank you for sharing this! #solopr

dariasteigman retweeted



Karen Swim, APR@KarenSwim

[6 hours ago](#)

A2. Look for problems that you can solve. Many orgs are overwhelmed and could use help. #solopr

phyllisweisspr retweeted



Karen Swim, APR@KarenSwim

[6 hours ago](#)

A2. Intentionally and sensitively. Great time to forge connections - Hello Zoom calls and build relationships.#solopr



Karen Swim, APR@KarenSwim

[6 hours ago](#)

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dariasteigman retweeted



Michelle Kane@VoiceMattersLLC

[6 hours ago](#)



A2 Nearly everyone is online now - whether WFH or seeking guidance - just like any other time, be the answer to their question, the balm to their pain point. Be the thought leader. #solopr



Janet L. Falk@JanetLFalk

[6 hours ago](#)

Take Marketing Off the Back Burner - Newsletter [bit.ly/3dxTBXH](https://bit.ly/3dxTBXH) #solopr

Janet L. Falk @JanetLFalk

These are my two newsletters; hope they are not tone-deaf. Take Marketing Off the Back Burner - Website <https://t.co/zu5FtbmQoq> #solopr

In reply to JanetLFalk



Gayle Falkenthal APR@PRProSanDiego

[6 hours ago](#)

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[6 hours ago](#)

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Janet L. Falk@JanetLFalk

[6 hours ago](#)

@PRProSanDiego to the rescue! #solopr

Gayle Falkenthal APR @PRProSanDiego

A2. Broaden your concept of opportunities. When I got fed up with the poor job of outreach my mother's assisted living facility was doing, I...

Read More



Natalie Dow@PR\_Dow

[6 hours ago](#)

A2. Any business development should be tailored to the current climate. Everyone is online, and a lot of people are scared. Two easy things to do are make sure you are compassionate and seem trustworthy. #solopr

phyllisweisspr retweeted



Jennifer Donovan@jendonovansf

[6 hours ago](#)

Agreed. It's the time to get nimble and creative in what our value can be, and to whom. #SoloPR

Gayle Falkenthal APR @PRProSanDiego

A2. Broaden your concept of opportunities. When I got fed up with the poor job of outreach my mother's assisted living facility was doing, I...

[Read More](#)



Jennifer Donovan@jendonovansf

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Gayle Falkenthal APR @PRProSanDiego

A2. Broaden your concept of opportunities. When I got fed up with the poor job of outreach my mother's assisted living facility was doing, I...

[Read More](#)



Phyllis Weiss@phyllisweisspr

[6 hours ago](#)

#solopr Q2 Be sensitive to the fact that many people are not used to working at home. Commiserate and offer solutions.



Chip Griffin@ChipGriffin

[6 hours ago](#)

Well said. Also, don't be afraid to be different. Find the gaps. If everyone else is talking WFH strategies, find a different angle or new topic. #solopr

*#solopr transcript – 03/31/2020*

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

Michelle Kane @VoiceMattersLLC

A2 Nearly everyone is online now - whether WFH or seeking guidance - just like any other time, be the answer to their question, the balm to their...

Read More



Janet L. Falk@JanetLFalk

[6 hours ago](#)

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Gayle Falkenthal APR@PRProSanDiego

[6 hours ago](#)

A2. Broaden your concept of opportunities. When I got fed up with the poor job of outreach my mother's assisted living facility was doing, I contacted the owner and offered myself as the solution. We're talking! #soloPR

VoiceMattersLLC retweeted



Chip Griffin@ChipGriffin

[6 hours ago](#)

A2- put yourself in the shoes of your clients/prospects. Everyone can use communications help now, but what can YOU do to be helpful to them. Should be a mix of free help (good karma) but with a path toward paid help where it makes sense #solopr

SoloPR @SoloPR

Q2. How should I approach business development right now? #solopr

phyllisweisspr retweeted



SoloPR@SoloPR

[6 hours ago](#)

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Michelle Kane@VoiceMattersLLC

[6 hours ago](#)

A2 Nearly everyone is online now - whether WFH or seeking guidance - just like any other time, be the answer to their question, the balm to their pain point. Be the thought leader. #solopr

In reply to PRProSanDiego



SoloPR@SoloPR

[6 hours ago](#)

Well said! #solopr



Chip Griffin@ChipGriffin

[6 hours ago](#)

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SoloPR @SoloPR

Q2. How should I approach business development right now? #solopr



Jennifer Donovan@jendonovansf

[6 hours ago](#)

A2: Business development in this climate should be approached with care, thoughtfulness and value. What do you offer that companies can find value in now that will make them stronger when this #lockdown is over. #SoloPR

dariasteigman retweeted



Gayle Falkenthal APR@PRProSanDiego

[6 hours ago](#)

A1. All outreach needs to be personal and targeted at this time. Not the time for generic advertising. #soloPR

SoloPR retweeted



Natalie Dow@PR\_Dow

[6 hours ago](#)

A1. No, this is the time to take initiative. However, make sure you are not being insensitive while advertising. #solopr

DebLRobison retweeted



Gayle Falkenthal APR@PRProSanDiego

[6 hours ago](#)

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Chip Griffin@ChipGriffin

[6 hours ago](#)

@SoloPR A1- Practice being helpful first (as you should generally do with #solopr biz dev) but don't hesitate to make the case for how you can help now or in the future



Gayle Falkenthal APR@PRProSanDiego

[6 hours ago](#)

A1. All outreach needs to be personal and targeted at this time. Not the time for generic advertising. #soloPR



Michelle Kane@VoiceMattersLLC

[6 hours ago](#)

A1: I am heartened to hear non-comms consultants and businesses sharing the value and need to continue communication now more than ever. #solopr

dariasteigman retweeted



Phyllis Weiss@phyllisweisspr

[6 hours ago](#)

#solopr A1 Focus on the relationship. Acknowledge feelings and concerns. Be that calm in the storm.



Janet L. Falk@JanetLFalk

[6 hours ago](#)

Got a sales-y email. I replied that they should at least acknowledge these times before jumping in with the pitch. Asked to be removed. Response was thanks, you ARE right. Then, our company is making donations. #solopr



Phyllis Weiss@phyllisweisspr

[6 hours ago](#)

#solopr A1 Focus on the relationship. Acknowledge feelings and concerns. Be that calm in the storm.



SoloPR@SoloPR

[6 hours ago](#)

Q2. How should I approach business development right now? #solopr



SoloPR@SoloPR

[6 hours ago](#)

Stand by for Q2. #solopr



Daria Steigman@dariasteigman

[6 hours ago](#)

Great Q. Answer is "yes" and "no." You can't put life on hold (esp if you need the work), but it's critical to find a way in which you're offering help that's helpful right now. (How? No idea.) #solopr

Karen Swim, APR @KarenSwim

RT @SoloPR: Q1. Should I wait until things are normal again to market my business? #solopr



Deb Robison@DebLRobison

[6 hours ago](#)

A1 I wouldn't wait, but I would change my efforts and do a lot more personal outreach. Just check in with your clients and the journalists you work with, don't ask for anything. #solopr



Karen Swim, APR@KarenSwim

[6 hours ago](#)

Wise words! #solopr

Jennifer Donovan @jendonovansf

A1: NO! Business development takes many shapes. It shouldn't be put on hold during the lockdown. Keep connecting, keep showing your value. #SoloPR ...

Read More



Natalie Dow@PR\_Dow

[6 hours ago](#)

A1. No, this is the time to take initiative. However, make sure you are not being insensitive while advertising. #solopr



SoloPR@SoloPR

[6 hours ago](#)

I love the consensus that flies in the face of the mistakes others are making. #solopr

phyllisweisspr retweeted



Janet L. Falk@JanetLFalk

[6 hours ago](#)

I prefaced them with Hope you and your family are doing well and referenced these trying times. #solopr

Janet L. Falk @JanetLFalk

I think people are reading more email. So keep up your newsletter. I have produced TWO special issues #solopr

VoiceMattersLLC retweeted



Chip Griffin@ChipGriffin

[6 hours ago](#)

@SoloPR A1- Practice being helpful first (as you should generally do with #solopr biz dev) but don't hesitate to make the case for how you can help now or in the future



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In reply to SoloPR



Chip Griffin@ChipGriffin

[6 hours ago](#)

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phyllisweisspr retweeted



Karen Swim, APR@KarenSwim

[6 hours ago](#)

RT @SoloPR: Q1. Should I wait until things are normal again to market my business?  
#solopr



Karen Swim, APR@KarenSwim

[6 hours ago](#)

RT @SoloPR: Q1. Should I wait until things are normal again to market my business?  
#solopr



Gayle Falkenthal APR@PRProSanDiego

[6 hours ago](#)

Q1. No, do not sit on your hands waiting for a "better" business environment. This is the time when potential clients will need your help. They just don't know it yet. Educate them. #soloPR



Jennifer Donovan@jendonovansf

[6 hours ago](#)

A1: NO! Business development takes many shapes. It shouldn't be put on hold during the lockdown. Keep connecting, keep showing your value. #SoloPR #stayHome

In reply to SoloPR



Chip Griffin@ChipGriffin

[6 hours ago](#)

A1- No, don't wait! You need to mind your tone and your targeting, but as a #solopr you need to keep putting your name out there to prospective clients



Janet L. Falk@JanetLFalk

[6 hours ago](#)

I think people are reading more email. So keep up your newsletter. I have produced TWO special issues #solopr

SoloPR retweeted



Chip Griffin@ChipGriffin

[6 hours ago](#)

These are challenging times, so it is great to have places like this for us all to gather and learn from each other #solopr

In reply to nsalad



Daria Steigman@dariasteigman

[6 hours ago](#)

We'll make it happen. :) #solopr

In reply to PRProSanDiego



Jennifer Donovan@jendonovansf

[6 hours ago](#)

Hi Gayle! #solopr



SoloPR@SoloPR

[6 hours ago](#)

Q1. Should I wait until things are normal again to market my business? #solopr



[6 hours ago](#)

We are discussing audience Qs related to the times we live in so that we can all help one another to come out the other side. #solopr



Chip Griffin@ChipGriffin

[6 hours ago](#)

These are challenging times, so it is great to have places like this for us all to gather and learn from each other #solopr



Gayle Falkenthal APR@PRProSanDiego

[6 hours ago](#)

Joining from not so sunny (today) San Diego! Hi solos! #soloPR

In reply to phyllisweisspr



Daria Steigman@dariasteigman

[6 hours ago](#)

We'll make it a dance-free zone. Let's chat offline after the chat. :) #solopr



Chip Griffin@ChipGriffin

[6 hours ago](#)

These are challenging times, so it is great to have places like this for us all to gather and learn from each other #solopr

In reply to dariasteigman



nsalad@nsalad

[6 hours ago](#)

Meeee too. #solopr #virtualhappyhour



Daria Steigman@dariasteigman

[6 hours ago](#)

#solopr (Yeah, need to exercise my hashtag gene.)

Daria Steigman @dariasteigman

*#solopr transcript – 03/31/2020*

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

Checking in from my "penthouse lair" in Washington, DC. So good to "see" everyone.



SoloPR@SoloPR

[6 hours ago](#)

We will share Q1 shortly. Again, welcome everyone! #solopr



Phyllis Weiss@phyllisweisspr

[6 hours ago](#)

#solopr @dariasteigman. I'm down for virtual happy hour. Just please don't expect me to dance. ;)



SoloPR@SoloPR

[6 hours ago](#)

So glad that we are able to gather online and lean on one another. #solopr



Daria Steigman@dariasteigman

[6 hours ago](#)

Let's make it happen! Been WAY too long. #solopr



Janet L. Falk@JanetLFalk

[6 hours ago](#)

Greetings from NYC oops I meant Maryland. we relocated. #solopr



Daria Steigman@dariasteigman

[6 hours ago](#)

Virtual hugs to all my #solopr peeps. And I'm down for virtual happy hour with any or all of you. ❤️



SoloPR@SoloPR

[6 hours ago](#)

Great crowd gathering and it sooooo good to see all of your faces. Hugs to all of you!  
#solopr



Jennifer Donovan@jendonovansf

[6 hours ago](#)

I like that idea Daria! #SoloPR



nsalad@nsalad

[6 hours ago](#)

Hello from Naomi in ATL! #solopr



SoloPR@SoloPR

[6 hours ago](#)

We will give everyone a chance to join. Remember to use #solopr so that everyone can see you brilliant responses.



Daria Steigman@dariasteigman

[6 hours ago](#)

Virtual hugs to all my #solopr peeps. And I'm down for virtual happy hour with any or all of you. ❤️



Jennifer Donovan@jendonovansf

[6 hours ago](#)

Good morning #SoloPR. Jennifer from San Francisco, #SocialMedia consultant, #socialdistancing expert.



Deb Robison@DebLRobison

[6 hours ago](#)

Checking in from here in Boston! #solopr



JenniferMarsikFriess@JenMarsikFriess

[6 hours ago](#)

Hi all! It's great to be back on the chat! #solopr

In reply to SoloPR



Chip Griffin@ChipGriffin

[6 hours ago](#)

Excited to be joining the #solopr chat today ... I help small PR and marketing agencies build and grow their businesses

In reply to DebLRobison



SoloPR@SoloPR

[6 hours ago](#)

It's been far too long! Hi! #solopr



Phyllis Weiss@phyllisweisspr

[6 hours ago](#)

#solopr I meant we're ready to reduce our emotional distance in this age of increasing social distance. Oy vay!



SoloPR@SoloPR

[6 hours ago](#)

Hi, everyone, I am @KarenSwim and will be moderating today. Our special guest is @ChipGriffin. #solopr



SoloPR@SoloPR

[6 hours ago](#)

Thanks for joining us today! We are so glad to connect with all of you during this time. Please take a moment to introduce yourself and don't forget to add #solopr