



Transcript from May 10, 2010 to May 10, 2010

All times are Pacific Time

May 10, 2010

- 1:42 am **putitaway:** Great seeing @Jillfoster @shonali & @lizscherer @ceibarestaurant last night @ #wgbiz happy hour!
- 1:49 am **putitaway:** Great meeting @creativeblogs @clickwidson @annbevans @actsofffaithblog @cultivastudio @lelolai @noreaster @ceibarestaurant #wgbiz happy hour!
- 10:02 am **shashib:** New #wgbiz Post : A Pre-Launch Checklist For Your Small Business <http://bit.ly/c3YLlJ#ii>
- 11:13 am **shonali:** How fun was the #wgbiz happy hour Terri Holley, Ann Bevans-Selig, Deborah Ager (thanks so much for organizing!),... <http://bit.ly/9Dubh7>
- 11:41 am **shonali:** @jmpineda I'm glad you're on the mend. Check out the #wgbiz happy hour photos here. We had a blast. <http://ht.ly/11ZZc>
- 11:42 am **shonali:** @jillfoster @lizscherer @PutItAway @creativeblogs @annbevans @noreaster @cultivastudio @clickwisdom #wgbiz HH photos! <http://ht.ly/1J01x>
- 11:42 am **wgbiz:** @jillfoster @lizscherer @PutItAway @creativeblogs @annbevans @noreaster @cultivastudio @clickwisdom #wgbiz HH photos! <http://ht.ly/1J01y>
- 11:45 am **shonali:** @SimplyLeapCoach @actsofffaith @lelolai #wgbiz HH photos! @shashib @rajmalikdc @rebeccaSM we missed you! <http://ht.ly/1J06x>
- 11:45 am **wgbiz:** @SimplyLeapCoach @actsofffaith @lelolai #wgbiz HH photos! @shashib @rajmalikdc @rebeccaSM we missed you! <http://ht.ly/1J06y>
- 11:55 am **wgbiz:** New at #wgbiz today, from @noreaster : A Pre-Launch Checklist For Your Small Business <http://bit.ly/dtIMZp>
- 11:56 am **amilya:** RT @wgbiz: New at #wgbiz today, from @noreaster : A Pre-Launch Checklist For Your Small Business <http://bit.ly/dtIMZp>
- 11:57 am **kelvinringold:** RT @amilya: RT @wgbiz: New at #wgbiz today, from @noreaster : A Pre-Launch Checklist For Your Small Business <http://bit.ly/dtIMZp>
- 1:08 pm **annbevans:** RT @shonali: @jillfoster @lizscherer @PutItAway @creativeblogs @annbevans @noreaster @cultivastudio @clickwisdom #wgbiz HH photos! <http://ht.ly/1J01x>
- 1:36 pm **simplyleapcoach:** Fabulous seeing you all on Saturday. #wgbiz is an impressive group! @Jillfoster @shonali @clickwisdom @annbevans
- 2:30 pm **shonali:** @ValerieSimon @JGoldsborough @Prtini Looking forward to it! Don't forget #wgbiz chat w @zenrabbit 12 today/#measurePR w @jenzings 12 tom!
- 2:33 pm **wgbiz:** Remember @zenrabbit will be discussing customer appreciation on the #wgbiz chat at 12 pm ET today. Please join. Er, who's coming?
- 3:07 pm **PRPiper:** Sorry to be missing #wgbiz chat today at 12pm ET. Women in Biz - if you're not following, you should be!
- 3:13 pm **ZenRabbit:** RT @wgbiz: Remember @zenrabbit will be discussing customer appreciation on the #wgbiz chat at 12 pm ET today. Please join. Er, who's coming?
- 3:17 pm **shonali:** RT @wgbiz: Remember @zenrabbit will be discussing customer appreciation on the #wgbiz chat at 12 pm ET today (great for ALL), do join!
- 3:33 pm **PRtini:** Do you show your customers enough appreciation? Learn how to do better today at noon ET during the #wgbiz chat w/ guest @zenrabbit.
- 3:42 pm **wgbiz:** RT @PRtini: Do you show your customers enough appreciation? Learn how to do better today at noon ET during #wgbiz chat w/ guest @zenrabbit.

3:43 pm **wgbiz:** @amilya Thanks for sharing @noreaster's excellent post at #wgbiz today! <http://bit.ly/dt1MZp>

3:45 pm **Jillfoster:** Do you show customers enough appreciation? Learn how to do better today at noon ET, #wgbiz chat w/ guest @zenrabbit. /via @wgbiz

3:53 pm **welshwonder:** Do you show your customers enough appreciation? Learn how 2 better today at noon ET during the #wgbiz chat w/ guest @zenrabbit (via @prtini)

3:56 pm **shonali:** I'll be in the #wgbiz chat with @zenrabbit from 12-1 P ET, so I'll be (extra) talkative, heads up! It's on customer appreciation, joining?

3:59 pm **ACCompanyC:** RT @shonali: #wgbiz chat with @zenrabbit 12-1 P ET, so I'll be (extra) talkative, heads up! It's on customer appreciation, joining?

4:00 pm **ZenRabbit:** Two minutes to the #wgbiz chat w/ guest @zenrabbit on customer appreciation as part of your marketing strategy.

4:00 pm **shonali:** Hi, all, welcome to the second @wgbiz chat, by, for & of women in business. How're you doing? #wgbiz

4:01 pm **shonali:** @ACCompanyC Thanks for sharing! So glad you could make the chat today with @zenrabbit. #wgbiz

4:02 pm **shonali:** @welshwonder Thanks for sharing, and welcome! #wgbiz

4:02 pm **ActiveIngreds:** hi guys! just jumping on - really looking forward to this chat! #wgbiz

4:02 pm **shonali:** @PRPiper Thanks, sorry you can't make it, hopefully the next one, though. :) #wgbiz

4:02 pm **ActiveIngreds:** RT @ZenRabbit: Two minutes to the #wgbiz chat w/ guest @zenrabbit on customer appreciation as part of your marketing strategy. #wgbiz

4:03 pm **shonali:** Before we get started, who's here? Do introduce yourself/your business. #wgbiz

4:04 pm **shonali:** I'm a #soloPR pro based in DC, also editor of @wgbiz. #wgbiz

4:04 pm **mdbarber:** Joining #wgbiz chat this hour. Snooze me if you wish. I'll be chatty.

4:04 pm **mdbarber:** Good morning. Indy comm consultant from Anchorage, AK #wgbiz

4:05 pm **shonali:** @mdbarber Great to see you, I'm so glad you could join! #wgbiz

4:05 pm **shonali:** Today we're chatting with Lori Saitz aka @zenrabbit and a @wgbiz blogger. Welcome, Lori! #wgbiz

4:06 pm **ActiveIngreds:** 20+ yrs experience in #marketing #innovation #strategy, immersed in #socialmedia, based in #Toronto, name is pronounced wanda-nah #wgbiz

4:06 pm **mdbarber:** Of course my friend. Looking forward to the discussion. #wgbiz

4:06 pm **ambercleveland:** Attending a women in business chat #wgbiz interested to see how it goes!

4:06 pm **shonali:** @zenrabbit Can you tell us a little about your business? I know 140 chars or less is tough, but still... ;-) #wgbiz

4:06 pm **ZenRabbit:** Thx for the welcome. Zen Rabbit specializes in helping biz peeps strengthen relationships w/ customers, referral sources, employees. #wgbiz

4:06 pm **shonali:** @ActiveIngreds Great to see you as well as @ambercleveland! #wgbiz

4:07 pm **ActiveIngreds:** RT @shonali: Today were chatting with Lori Saitz aka @zenrabbit and a @wgbiz blogger. Welcome, Lori! #wgbiz

4:07 pm **shonali:** @mdbarber Me too, I think the whole customer appreciation thing will be v interesting from a PR point of view. #wgbiz

4:07 pm **shonali:** RT @ZenRabbit: Thx! Zen Rabbit specializes in helping biz peeps strengthen rlnships w/ customers, referral sources, employees. #wgbiz

4:08 pm **shonali:** OK, let's get to the questions. I have a few for @zenrabbit, if you have others, please DM to me for later, cool? #wgbiz

4:08 pm **ZenRabbit:** The tool we primarily use is The Gratitude Cookie. Givers of cookies showing appreciation 4 relationship. #wgbiz

- 4:09 pm **shonali:** Q1: Is client appreciation really that important in the overall scheme of business? Don't most people assume you value their biz? #wgbiz
- 4:09 pm **ZenRabbit:** Recipients of Gratitude Cookie encouraged to think of something they're grateful for as they eat them. #wgbiz
- 4:09 pm **Jillfoster:** Wise point - @shonali @mdbarber RE: I think whole customer appreciation thing will be v/interesting from a PR point of view. #wgbiz
- 4:09 pm **shonali:** I love it. RT @ZenRabbit: The tool we primarily use is The Gratitude Cookie. Givers of cookies showing appreciation 4 relationship. #wgbiz
- 4:09 pm **ActiveIngreds:** RT @shonali @ZenRabbit Thx! Zen Rabbit specializes in helping biz peeps strengthen rlnships w/ customers, referral sources,employees #wgbiz
- 4:09 pm **ACCompanyC:** RT @ZenRabbit: The tool we primarily use is The Gratitude Cookie. Givers of cookies showing appreciation 4 relationship. #wgbiz
- 4:09 pm **ACCompanyC:** RT @ZenRabbit: Recipients of Gratitude Cookie encouraged to think of something they're grateful for as they eat them. #wgbiz
- 4:10 pm **shonali:** @ACCompanyC Isn't that cute?! #wgbiz
- 4:10 pm **ACCompanyC:** Mindful cookies - how awesome #wgbiz
- 4:10 pm **ActiveIngreds:** RT @shonali Q1Is client appreciation really that imp in the overall scheme of business?Dont most people assume U value their biz? #wgbiz
- 4:10 pm **shonali:** @Jillfoster Yay, you're here! #wgbiz
- 4:10 pm **mdbarber:** @ZenRabbit Gratitude cookies are a great idea. How do you choose who gets them and how often? #wgbiz
- 4:10 pm **shonali:** RT @ZenRabbit: Recipients of Gratitude Cookie encouraged to think of something they're grateful for as they eat them. #wgbiz
- 4:11 pm **ampercleveland:** Client appreciation is important, clients will feel like a number w/o it #wgbiz
- 4:11 pm **ZenRabbit:** Good question @mdbarber. Decide what lifetime value of a client is 4 you. Divide customers into A, B, C lists in terms of importance #wgbiz
- 4:12 pm **shonali:** RT @ZenRabbit: Good qn @mdbarber. Decide what lifetime value of client is 4 you. Divide customers into A, B, C lists in terms of imp. #wgbiz
- 4:13 pm **ZenRabbit:** Some peeps think customers just KNOW they're important. They DO NOT. Up to 68% will leave a biz because no one ever said thank you #wgbiz
- 4:13 pm **ZenRabbit:** RT @ampercleveland: Client appreciation is important, clients will feel like a number w/o it #wgbiz
- 4:13 pm **ActiveIngreds:** RT @ZenRabbit Decide what lifetime value of a client is 4 you. Divide customers into A, B, C lists in terms of importance #wgbiz
- 4:14 pm **Jillfoster:** Recipients of Gratitude Cookie encouraged to think of what they're grateful for as they eat them. #wgbiz cc @thankfulfor via @ZenRabbit
- 4:14 pm **shonali:** Re: Q1 RT @ZenRabbit: Some peeps think customers KNOW they're important. They DON'T. Upto 68% will leave b/c no one said thank you #wgbiz
- 4:14 pm **mdbarber:** RT @ZenRabbit: Some think customers just KNOW theyre imp. They DO NOT. Up to 68% will leave a biz 'cuz no one ever said thank you #wgbiz
- 4:14 pm **shonali:** RT @aknuessle: @shonali Client appreciation is huge. Not everyone assumes you value their biz. Our clients love that we remember them #wgbiz
- 4:14 pm **ActiveIngreds:** RT @ZenRabbit Some peeps think custmrs just KNOW theyre important.They DO NOT.Up to 68% will leave a biz bec no one ever said TY #wgbiz
- 4:14 pm **MattLaCasse:** @shonali Q1 Customer appreciation isn't an option. Treating ppl as a source of income is sure to drive them elsewhere. #wgbiz
- 4:15 pm **mdbarber:** Like this too: RT @ZenRabbit: Decide what lifetime value of client is 4 you. Divide customers into A, B, C lists in terms of imp. #wgbiz
- 4:15 pm **aknuessle:** Sry I'm late. @aknuessle of @queenbeebh Online boutique 4 designer accessories at discount. Also educate consumers to avoid scams #wgbiz

- 4:15 pm **ZenRabbit:** Great #quote from Mother Teresa: There is more hunger in the world for love and appreciation than for bread. #wgbiz
- 4:15 pm **shonali:** RT @MattLaCasse: Q1 Customer appreciation isn't an option. Treating ppl as a source of income is sure to drive them elsewhere. #wgbiz
- 4:15 pm **ambercleveland:** RT @ZenRabbit: Some think customers just KNOW theyre important.They DO NOT. Up to 68% will leave a biz b/c no one ever said thank you #wgbiz
- 4:16 pm **shonali:** RT @ZenRabbit: Great #quote from Mother Teresa: There is more hunger in the world for love and appreciation than for bread. #wgbiz
- 4:16 pm **shonali:** @akuessle Very nice to see you here, welcome to the chat. #wgbiz
- 4:16 pm **ZenRabbit:** So many peeps think only in terms of getting NEW clients, vs working just as diligently to KEEP the ones they already have. #wgbiz
- 4:16 pm **ActiveIngreds:** RT @MattLaCasse: @shonali Q1 Customer appreciation isnt an option. reating ppl as a source of income is sure to drive them elsewhere. #wgbiz
- 4:16 pm **ActiveIngreds:** RT @ZenRabbit: Great #quote from Mother Teresa: There is more hunger in the world for love and appreciation than for bread. #wgbiz
- 4:17 pm **ActiveIngreds:** way more expensive to acquire new client than to keep current ones happy - right? #wgbiz
- 4:18 pm **shonali:** Re: Q1 RT @ZenRabbit: Many peeps think only in terms of getting NEW clients, vs working just as diligently to KEEP ones they have. #wgbiz
- 4:18 pm **shonali:** @ZenRabbit That's a really good point (acquiring v. keeping). I wonder if it's to do with the "thrill of the chase"? #wgbiz
- 4:18 pm **ZenRabbit:** Think of yourself, have you ever worked at a job where you wonder if anyone, ANYONE, even CARES about what you're doing/is of value? #wgbiz
- 4:18 pm **ActiveIngreds:** always living a life of gratitude and never taking things for granted.also trying to verbalize it to all partners - not just clients. #wgbiz
- 4:19 pm **shonali:** I guess so... @zenrabbit? RT @ActiveIngreds: way more expensive to acquire new client than to keep current ones happy - right? #wgbiz
- 4:19 pm **ActiveIngreds:** @ZenRabbit funny, in a job I felt like less value - as a consultant, others see way more value in me - kinda sad in a way #wgbiz
- 4:19 pm **ZenRabbit:** YES, so makes sense to pay attn 2 them>>RT @ActiveIngreds: way more expensive 2 acquire new client than 2 keep current ones happy #wgbiz
- 4:20 pm **shonali:** @vishdhingra Hey, will you tag your related tweets #wgbiz so that they get indexed in our chat transcript?
- 4:20 pm **akuessle:** @shonali It's important to think ahead about New clients. I've found when ur clients are happy they'll refer u #wgbiz.
- 4:20 pm **shonali:** RT @ActiveIngreds: Funny, in a job I felt like less value - as a consultant, others see way more value in me - kinda sad in a way #wgbiz
- 4:21 pm **shonali:** @ActiveIngreds Why do you think that was/is? #wgbiz
- 4:21 pm **ZenRabbit:** @shonali Not sure it's "thrill of the chase" vs laziness or lack of understanding of importance of paying attention to current #wgbiz
- 4:21 pm **shonali:** @akuessle Sure, but I think what @zenrabbit's trying to emphasize is not ignoring the clients you have for the ones you "might". #wgbiz
- 4:21 pm **ZenRabbit:** Exactly!!>>RT @akuessle It's important to think ahead about New clients. I've found when ur clients are happy they'll refer u #wgbiz.
- 4:22 pm **ActiveIngreds:** @shonali I think it's bec people now have to pay for my services directly and can see value, but it's value they havent planned for #wgbiz
- 4:23 pm **shonali:** Who here's turned down new business b/c you didn't want your current clients to suffer? #wgbiz
- 4:23 pm **ZenRabbit:** When clients are happy, and referring you biz & evangelizing 4 you, you don't have to work so hard to get new clients #wgbiz

- 4:23 pm **ActiveIngre**s: not sure what I just said made sense to you guys - don't know that I converted what was in my head to coherent language! #wgbiz
- 4:23 pm **shonali**: @aknuessle I got it. :) #wgbiz
- 4:24 pm **shonali**: Time for Q2: What kind of businesses benefit the most from customer appreciation? #wgbiz
- 4:24 pm **ActiveIngre**s: agree! RT @aknuessle @shonali Its imp to think ahead about New clients. Ive found when ur clients are happy theyll refer u #wgbiz. #wgbiz
- 4:24 pm **ActiveIngre**s: agree! RT @aknuessle @shonali Its imp to think ahead about New clients. Ive found when ur clients are happy theyll refer u #wgbiz
- 4:25 pm **ActiveIngre**s: any that don't? RT @shonali: Q2: What kind of businesses benefit the most from customer appreciation? #wgbiz
- 4:26 pm **ambercleve**land: All biz benefit from customer appreciation, just apply it w/i context of relationship. B2B & B2C different expectations #wgbiz
- 4:26 pm **ActiveIngre**s: never thought abt it that way... RT @shonali: Q2: What kind of businesses benefit the most from customer appreciation? #wgbiz
- 4:26 pm **MattLaCasse**: Q2 Better question: What businesses WOULDN'T benefit from customer appreciation? #wgbiz
- 4:26 pm **aknuessle**: I'm in agreement on this one RT @ActiveIngres: any that don't? #wgbiz
- 4:27 pm **ZenRabbit**: The ones who value clients they have now>RT @shonali: What kind of businesses benefit the most from customer appreciation? #wgbiz
- 4:27 pm **shonali**: Rel to Q2: Does customer appreciation differ depending on what form your business takes? #wgbiz
- 4:27 pm **ZenRabbit**: Ha ha, right!>RT @MattLaCasse: Q2 Better question: What businesses WOULDN'T benefit from customer appreciation? #wgbiz
- 4:28 pm **shonali**: LOL. RT @MattLaCasse: Q2 Better question: What businesses WOULDN'T benefit from customer appreciation? #wgbiz
- 4:28 pm **aknuessle**: LOL RT @ZenRabbit: Ha ha, right!>RT @MattLaCasse: Q2 Better question: What businesses WOULDN'T benefit from customer appreciation? #wgbiz
- 4:28 pm **ambercleve**land: All biz benefit from cust. apprec. It may not work for all potential cust, but its worth it if it works for some #wgbiz
- 4:28 pm **ZenRabbit**: @ambercleveland Not sure there R different expectations btween B2B vs. B2C. In all cases, just dealing w/ humans w/ emotions & needs #wgbiz
- 4:28 pm **ActiveIngre**s: @shonali dont think the appreciation differs, the way in which you show appreciation might #wgbiz
- 4:29 pm **shonali**: What are some ways to show customer appreciation? How do y'all do it? Please share. #wgbiz
- 4:30 pm **ActiveIngre**s: for ex, when you are selling directly to consumers, your appreciation may be more personal vs a corporate appreciation technique #wgbiz
- 4:30 pm **ambercleve**land: @ZenRabbit I agree that all are people w/emotions and needs, I think the difference I refer to lines up w/ ur segmentation strategy #wgbiz
- 4:31 pm **ZenRabbit**: Yes, @aknuessle That's what people want - to know that they are valued #wgbiz
- 4:31 pm **ActiveIngre**s: heartfelt communication RT @shonali: What are some ways to show customer appreciation? How do yall do it? Please share. #wgbiz
- 4:32 pm **shonali**: @ActiveIngres Well yes, but literally speaking, what does that mean? I'm just curious as to how everyone approaches it. #wgbiz
- 4:32 pm **ambercleve**land: Yes! RT @ActiveIngres: dont think the appreciation differs, the way in which you show appreciation might #wgbiz
- 4:32 pm **ActiveIngre**s: saying thank you, cards, giving a bit extra beyond the \$ RT @shonali What are some ways to show customer appreciation? #wgbiz
- 4:33 pm **mdbarber**: Show cust apprec through handwritten thank you cards, impromptu coffees, etc. small, regular items. #wgbiz

- 4:33 pm **wgbiz:** RT @ActiveIngreds: saying thank you, cards, giving bit extra beyond \$ RT @shonali What are some ways to show customer appreciation? #wgbiz
- 4:34 pm **ActiveIngreds:** other ideas: putting in extra effort, making sure the project is done in an outstanding manner, leaving things in a great turnover #wgbiz
- 4:34 pm **ZenRabbit:** RT @ActiveIngreds: saying thank U, cards, giving a bit extra beyond the \$ RT @shonali Some ways to show customer appreciation? #wgbiz
- 4:34 pm **MattLaCasse:** What form customer appreciation takes my differ, but principle remains the same; people want to feel uniquely valued. #wgbiz
- 4:35 pm **vishdhingra:** @shonali - people focused business would hugely benefit from appreciation. In most cases appreciation is used to win new business #wgbiz
- 4:35 pm **ActiveIngreds:** spontaneous chats, complimenting others in the team for their roles/effort, making others look good in front of who matters #wgbiz
- 4:35 pm **amberclevealand:** Keep your word to your customer, 1st step in appreciation. #wgbiz
- 4:35 pm **aknuessle:** Saying thank you with handwritten notes, small gift cards, impromptu coffees etc. #wgbiz
- 4:35 pm **ZenRabbit:** Handwritten notes, food gifts, electronics (depending on value of client). Would stay away from liquor or promotional items #wgbiz
- 4:35 pm **shonali:** I really liked this #wgbiz post @zenrabbit wrote on making client appreciation a joint venture: <http://ht.ly/1Ja2a>
- 4:36 pm **ZenRabbit:** RT @MattLaCasse: What form customer appreciation takes may differ, but principle remains same; people want 2 feel uniquely valued. #wgbiz
- 4:36 pm **ActiveIngreds:** appreciation is during the pitch, the work, and after - the whole time! we are so blessed to have ppl want to pay us for what we do! #wgbiz
- 4:36 pm **wgbiz:** RT @ZenRabbit: Handwritten notes, food gifts, electronics (dep on value of client). Would stay away from liquor or promotional items #wgbiz
- 4:36 pm **aknuessle:** This is big 4 us 2 RT @ActiveIngreds: spontaneous chats, complimenting others in the team for their roles/effort, making others.. #wgbiz
- 4:36 pm **ActiveIngreds:** RT @amberclevealand: Keep your word to your customer, 1st step in appreciation. #wgbiz
- 4:37 pm **amberclevealand:** RT @MattLaCasse: What form customer appreciation takes may differ, but principle remains same; people want 2 feel uniquely valued. #wgbiz
- 4:37 pm **wgbiz:** RT @ActiveIngreds: other ideas: put in extra effort, make sure project's done in outstanding manner, leave things in great turnover #wgbiz
- 4:37 pm **CultivaStudio:** Good article. RT @wgbiz New at #wgbiz today, from @noreaster : A Pre-Launch Checklist For Your Small Business <http://bit.ly/dtIMZp>
- 4:37 pm **ZenRabbit:** Definitely! Dealing w/ situation rite now re that>RT @amberclevealand: Keep your word to your customer, 1st step in appreciation. #wgbiz
- 4:38 pm **wgbiz:** RT @amberclevealand: Keep your word to your customer, 1st step in appreciation. #wgbiz
- 4:39 pm **ActiveIngreds:** I think you have to live appreciation - it's never just for one moment in time. #wgbiz
- 4:39 pm **ZenRabbit:** Stirring the pot now, Some peeps think promo items are good thx gifts. Yeah, if I give you something w/ my logo, just promo 4 me #wgbiz
- 4:39 pm **wgbiz:** RT @ActiveIngreds: I think you have to live appreciation - it's never just for one moment in time. #wgbiz
- 4:39 pm **MattLaCasse:** BULLSEYE! RT @amberclevealand: Keep your word to your customer, 1st step in appreciation. #wgbiz
- 4:40 pm **wgbiz:** LOL! RT @ZenRabbit: Stirring the pot, Some think promo items=good thx gifts. Yeah, if I give u somethin w my logo, just promo 4 me #wgbiz
- 4:40 pm **ZenRabbit:** Sometimes just verbally recognizing efforts of employees is HUGE! And doesn't cost anything. #wgbiz

- 4:41 pm **aknuessle:** Right on target! RT @ActiveIngreds: I think you have to live appreciation - it's never just for one moment in time. #wgbiz
- 4:41 pm **shonali:** RT @ZenRabbit: Sometimes just verbally recognizing efforts of employees is HUGE! And doesn't cost anything. #wgbiz
- 4:41 pm **ambercleveland:** RT @ZenRabbit: Sometimes just verbally recognizing efforts of employees is HUGE! And doesnt cost anything. #wgbiz
- 4:41 pm **ActiveIngreds:** @ZenRabbit not against this, but dont think it's enuf-sweeter if it is what the person finds useful/good idea & a delightful suprise #wgbiz
- 4:42 pm **NicolePRexec:** RT @ZenRabbit: Sometimes just verbally recognizing efforts of employees is HUGE! And doesn't cost anything. #wgbiz
- 4:42 pm **aknuessle:** RT @ZenRabbit: Sometimes just verbally recognizing efforts of employees is HUGE! And doesnt cost anything. #wgbiz
- 4:42 pm **ZenRabbit:** Worst customer appr. is giving money, like commission. Sure peeps luv money, but then it's just a transaction, no emotional connect #wgbiz
- 4:43 pm **ActiveIngreds:** maybe crazy, but its imp to me that the comp does not need to have me back to tackle the same issue #wgbiz
- 4:43 pm **shonali:** RT @ZenRabbit: Worst customer appr. is giving \$ like commission. Peeps luv money, but then just a transaction, no emotional connect #wgbiz
- 4:44 pm **wgbiz:** RT @ZenRabbit: Worst customer appr. is giving \$, like commission. Peeps luv money, but then just a transaction, no emotional connect #wgbiz
- 4:44 pm **aknuessle:** So true @zenrabbit I don't giving \$ as cust appr. Prefer to have an emotional connect and grow that relationship #wgbiz
- 4:44 pm **ActiveIngreds:** ppl feed off positive energy & feeling good abt accomplishment-make them feel like they were integral to success & thank them openly #wgbiz
- 4:44 pm **shonali:** OK, Q3: Seems like most people send client gifts at the end of the year. Is that the best time? #wgbiz
- 4:45 pm **ZenRabbit:** @ActiveIngreds Not against what? getting confused w/ all the tweets. :-) #wgbiz
- 4:45 pm **ActiveIngreds:** @aknuessle thanks for all your kind support! #wgbiz
- 4:45 pm **wgbiz:** Q3: Seems like most people send client gifts at the end of the year. Is that the best time? #wgbiz
- 4:46 pm **ZenRabbit:** @ActiveIngreds just made great comment re "delightful surprise". Best time to send is when recipient not expecting it! #wgbiz
- 4:46 pm **ActiveIngreds:** on #twitter, I think if you follow someone or add them to a list - it's one way to show appreciation. #wgbiz
- 4:46 pm **shonali:** RT @ZenRabbit: @ActiveIngreds just made great comment re "delightful surprise". Best time to send is when recipient not expecting it! #wgbiz
- 4:46 pm **wgbiz:** RT @ZenRabbit: @ActiveIngreds just made great comment re "delightful surprise". Best time to send is when recipient not expecting it! #wgbiz
- 4:46 pm **ZenRabbit:** Most peeps send at end of yr for holidays, then some moved to Thxgiving to differentiate, but now that's common too #wgbiz
- 4:46 pm **mdbarber:** IMO end of year client gifts get lost in clutter. Why not remember a birthday -- or just send a spontaneous gift. #wgbiz
- 4:47 pm **ambercleveland:** I think it is better to do "client gifts" at a time other than Christmas, you stand out more. #wgbiz
- 4:47 pm **creativeblogs:** #wgbiz great convo!
- 4:47 pm **mdbarber:** Or, celebrate the completion of a project. As PR pros I think we need to show we're not all about "collecting \$\$." #wgbiz
- 4:47 pm **ActiveIngreds:** no - during pitch, project work, and after! RT @shonali: Q3: is best time 2 send client gifts at the end of the year? #wgbiz
- 4:47 pm **shonali:** RT @mdbarber: IMO end of year client gifts get lost in clutter. Why not remember a birthday -- or just send a spontaneous gift. #wgbiz

- 4:47 pm **wgbiz:** RT @mdbarber: IMO end of year client gifts get lost in clutter. Why not remember a birthday -- or just send a spontaneous gift. #wgbiz
- 4:48 pm **aknuessle:** RT @ZenRabbit: @ActiveIngreds just made great comment re "delightful surprise". Best time to send is when recipient not expecting it! #wgbiz
- 4:49 pm **ZenRabbit:** Exactly! RT @wgbiz @mdbarber: end of year client gifts get lost in clutter. Why not remember a birthday or send a spontaneous gift. #wgbiz
- 4:49 pm **ActiveIngreds:** @ZenRabbit not against referred to token gift with corp logo Q...but the sweeter part is usefulness and surprise & delight... #wgbiz
- 4:50 pm **mdbarber:** RT @ZenRabbit: Sometimes just verbally recognizing efforts of employees is HUGE! And doesnt cost anything. #wgbiz
- 4:50 pm **aknuessle:** luv remembering a bday! RT @mdbarber: IMO end of year client gifts get lost in clutter. Why not remember a birthday... #wgbiz
- 4:50 pm **mdbarber:** RT @ZenRabbit not against referred to token gift with corp logo Q...but the sweeter part is usefulness and surprise & delight... #wgbiz
- 4:51 pm **aknuessle:** I try not to do them near any holiday RT @ambercleland: I think it is better to do "client gifts" at a time other than Christmas... #wgbiz
- 4:51 pm **shonali:** Other ways/times to show appreciation: donate to their cause, eg on Facebook. I also like to send e-cards on birthdays via Plaxo. #wgbiz
- 4:51 pm **ActiveIngreds:** ok - #twitter just erased all my follower and followees! what's going on??! #wgbiz
- 4:51 pm **creativeblogs:** #wgbiz thoughts on virtual --> tangible gift giving? In other words, sending a gift via a social site and then f/u'ing with a real gift.
- 4:52 pm **mdbarber:** @ActiveIngreds That's not good! Hope it's not something that's catching! #wgbiz
- 4:52 pm **ZenRabbit:** There are SO many opps to be creative in saying thx. No one gets lost in crowd when saying TY at 4th July or Flag Day (June 14) #wgbiz
- 4:53 pm **shonali:** @creativeblogs Why not? If it's the thought that counts, then that's a lot of thinking, no? :) #wgbiz
- 4:53 pm **ambercleland:** @ActiveIngreds twitter is having a problem, keeps telling me to refresh as I try to follow tweeps on the chat #wgbiz
- 4:53 pm **shonali:** @ambercleland @ActiveIngreds Are you using the web interface or another application? #wgbiz
- 4:54 pm **ambercleland:** All twitter followers and followees are gone for all I think :(Major fail! #wgbiz
- 4:54 pm **ZenRabbit:** Great web site w/ crazy daily, weekly, monthly celebrations. Choose 1 & use it as "excuse" 2 show appreciation: <http://bit.ly/3WIXC> #wgbiz
- 4:54 pm **Verilliance:** Mine too! RT @ActiveIngreds: ok - #twitter just erased all my follower and followees! what's going on??! #wgbiz
- 4:54 pm **shonali:** RT @ZenRabbit: There are SO many opps to be creative. No one gets lost in crowd when saying TY at 4th July or Flag Day (June 14) #wgbiz
- 4:54 pm **wgbiz:** RT @ZenRabbit: There are SO many opps to be creative. No one gets lost in crowd when saying TY at 4th July or Flag Day (June 14) #wgbiz
- 4:54 pm **ActiveIngreds:** RT @ambercleland: All twitter followers and followees are gone for all I think :(Major #fail #wgbiz
- 4:55 pm **mdbarber:** @ambercleland It's true. Mine are gone as well. #wgbiz
- 4:55 pm **ambercleland:** I use twitter, tweetdeck, socialloomph, tweetchat. Sorry off chat topic, but guessing major panic about this for twitter #wgbiz
- 4:55 pm **ActiveIngreds:** @shonali using twitter and tweetchat, that's all - but it looks like several other folks are having the same issue! #wgbiz
- 4:55 pm **shonali:** RT @ZenRabbit: Great website w crazy dly, wkly, monthly celebrations. Choose 1 & use as "excuse" 2 show apprec: <http://bit.ly/3WIXC> #wgbiz
- 4:55 pm **wgbiz:** RT @ZenRabbit: Great website w crazy dly, wkly, monthly celebrations. Choose 1 & use as "excuse" 2 show apprec: <http://bit.ly/3WIXC> #wgbiz

4:55 pm **ActiveIngreds:** RT @Verilliance: Mine too! RT @ActiveIngreds: ok - #twitter just erased all my follower and followees! whats going on??! @twitter #wgbiz

4:56 pm **karimacatherine:** RT @shonali: RT @ZenRabbit: Sometimes just verbally recognizing efforts of employees is HUGE! And doesn't cost anything. #wgbiz

4:56 pm **ZenRabbit:** Donations to cause=good @shonali. I think some online methods can be impersonal & overused. #wgbiz

4:56 pm **ActiveIngreds:** RT @ambercleland I use twitter,tweetdeck,socialoomph,tweetchat.Sorry off chat topic,but guessing major panic abt this for #twitter #wgbiz

4:57 pm **ambercleland:** Wierd thing is, I am still getting the feeds from all of the people I am following #wgbiz

4:57 pm **ActiveIngreds:** RT @ZenRabbit: Donations to cause=good @shonali. I think some online methods can be impersonal & overused. #wgbiz

4:57 pm **aknuessle:** All of ours are gone as well #wgbiz

4:57 pm **ActiveIngreds:** RT @mdbarber: @ambercleland Its true. Mine are gone as well. #wgbiz

4:58 pm **mdbarber:** I still think handwritten thanks have longer term impact. Really doesn't take that long but remembered for a long time. #wgbiz

4:58 pm **shonali:** @ZenRabbit Certainly, if you're smart about it & do something that shows you understand what's important to them, that's good, no? #wgbiz

4:58 pm **mdbarber:** Lots of tweeting going on about missing followers/following. May be a systemwide problem. #wgbiz

4:58 pm **ActiveIngreds:** I'm sorry to say this, but glad Im not alone! #wgbiz

4:59 pm **ambercleland:** Missing relationships are being restored via@prsarahevens <http://ow.ly/1JaOb> #wgbiz

4:59 pm **mdbarber:** @twitter update on missing foll lists: <http://status.twitter.com/post/43317134/missing-followers> #wgbiz

4:59 pm **ZenRabbit:** I am using tweetdeck and all's OK here #wgbiz

5:00 pm **shonali:** LOL, look at how quickly our attention turned from #wgbiz to #twitterfail! ;-P

5:00 pm **ZenRabbit:** YES!>RT @shonali If you're smart about it & do something that shows you understand what's important to them, that's good, no? #wgbiz

5:00 pm **mdbarber:** @ZenRabbit Mine is working okay but they are missing when you look at twitter.com #wgbiz

5:00 pm **shonali:** Well, that's it for today's #wgbiz chat. Thanks @zenrabbit for sharing your thoughts & thank you all for joining. We APPRECIATE you. :)

5:00 pm **wgbiz:** Well, that's it for today's #wgbiz chat. Thanks @zenrabbit for sharing your thoughts & thank you all for joining. We APPRECIATE you. :)

5:00 pm **aknuessle:** Duty calls. Great tweeting w/ all of u! #wgbiz

5:01 pm **ambercleland:** Link to a cause u support tooRT @ZenRabbit: Great website w crazy dly, wkly, monthly celebrations. <http://bit.ly/3WIXC> #wgbiz

5:01 pm **mdbarber:** So true! Do homeworkRT @shonali If youre smart about it & do something that shows you understand whats imp to them, thats good, no? #wgbiz

5:01 pm **creativeblogs:** Gotta run. Going to find my Twitter followers. LOL! @zenrabbit @shonali great chat! Thank you!! #wgbiz

5:01 pm **ZenRabbit:** My pleasure, thank YOU! RT @wgbiz: Well, that's it for today's #wgbiz chat.

5:01 pm **ambercleland:** @aknuessle I will be following you when twitter is back up and running. Thx for your insight #wgbiz

5:02 pm **ActiveIngreds:** thanks! RT @mdbarber: @twitter update on missing foll lists: <http://status.twitter.com/post/43317134/missing-followers> #wgbiz

5:02 pm **mdbarber:** Thanks @shonali and @zenrabbit for great chat. Good reminders. Still love Gratitude Cookies. #wgbiz

- 5:02 pm **shonali:** You can check out more of @ZenRabbit's thoughts at #wgbiz <http://ht.ly/1JaW1>. The chat will be back on 6/14, 12-1, but we'll "see" you soon!
- 5:02 pm **wgbiz:** You can check out more of @ZenRabbit's thoughts at #wgbiz <http://ht.ly/1JaXp>. The chat will be back on 6/14, 12-1, but we'll "see" you soon!
- 5:02 pm **ZenRabbit:** So true. RT @mdbarber: Handwritten thanks have longer term impact. Really doesn't take that long but remembered for a long time. #wgbiz
- 5:03 pm **amberclevealand:** Will definitely participate in 6/14 12-1 ET chat #wgbiz
- 5:03 pm **ActiveIngreds:** big thanks to @ZenRabbit @wgbiz @shonali - appreciate your efforts and insight in conducting this chat! #wgbiz
- 5:04 pm **mdbarber:** Corrected: Aaaand, this is the post I meant to share: <http://ow.ly/1JaSa>. #Twitter #Bug /via @prsarahevans (#wgbiz)
- 5:04 pm **BlackSheepMafia:** @NoObstacles92 @twitter update on missing foll lists: <http://bit.ly/ejpod> #wgbiz
- 5:04 pm **shonali:** @ActiveIngreds You're most welcome, thanks for joining! @mdbarber @amberclevealand Look forward to seeing you 6/14 for the next #wgbiz chat!
- 5:04 pm **wgbiz:** @ActiveIngreds You're most welcome, thanks for joining! @mdbarber @amberclevealand Look forward to seeing you 6/14 for the next #wgbiz chat!

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